THE CAMPAIGN FOR WILLIAM & MARY
SWEM LIBRARY CAMPAIGN GOALS & PRIORITIES

Engaged Learning, Innovation & Collaboration

Teaching and Research Innovation Funds — $2 million
This fund would provide grants to librarians and faculty working together to support projects that embrace the intersection of technology and research, collaborative projects in the Center for the Liberal Arts, digital humanities research and experimentation across disciplines.

The Studio for Teaching and Research — $2.5 million
The Studio will be a unique and signature workspace on campus for faculty and those who support their work, and will be home to the Center for the Liberal Arts.

Swem Library Renovations & Enhancements

Botetourt Theatre Renovation — $1.5 million
The Botetourt Theatre Renovation Fund can preserve the feel of the original mid-century modern theatre space while enhancing accessibility, technology, sound quality and comfort for guests to attend lectures and performances.

Rooftop Garden & Patio Spaces — $2 million
The creation of green spaces, including a rooftop garden and enhanced patio spaces at Swem Library, will allow students to enjoy the outdoors, with all the resources of Swem at their fingertips.

Collection Funds

Library Collections — $2 million
Raise funds in support of purchases for the general library collection and special collections.

Library Excellence

Oral Histories Fund — $1 million
Establish an Oral Histories Fund that will help ensure former presidents and rectors, other members of the Board of Visitors, retiring administrators, faculty, staff, alumni and current students are interviewed regularly and systematically. The oral histories will become part of the University Archives and will be discoverable for scholars worldwide.

Student Support

Undergraduate Support — $2 million
Establish funds for student employment and Special Collections Research Center student assistantships. The establishment of funds to supplement student employment around the libraries is critical as public resources continue to decrease.

Graduate Students and Postdoc Students Support — $750,000
Establish Postdoc Fellowship opportunities in Special Collections and fund graduate assistantships, housed in Special Collections, Digital Services or the Reeder Media Center, which provide hands-on archive and library experience.
Dear alumni, faculty and Swem supporters:

The past year has been most rewarding. We celebrated the opening of our newly renovated Reeder Media Center, launched a $25 million campaign for the library (as part of the university’s $1 billion campaign) and hired several talented new staff members. Our priorities are built around a commitment to build strong collections so research and intellectual curiosity will flourish, and to develop new information services to help our community thrive.

Looking ahead, 2016 will be equally eventful as we bring to a close the 50th Anniversary of the Earl Gregg Swem Library. In the year ahead, we plan to pursue a study of the ground floor that will move us closer to our dream of renovating the Botetourt Theatre and building a faculty-focused space in partnership with Arts & Sciences. The Studio for Teaching & Research will be the home for the Center for the Liberal Arts. Within the space, we will make room for visiting scholars, curricular conversations and interdisciplinary work. An academic library is at its best when library professionals are involved, and this space will make it possible.

While the building we call home is a half a century old, the library has been supporting great minds for centuries. The library today is unrecognizable from the one that opened in 1966, but the focus on supporting faculty, staff and students has remained the same. Our bold vision for the library includes:

- Building a $2 million collections fund that will allow us to purchase new collections, in addition to keeping up with inflation for journals and databases;
- Hiring undergraduate and graduate student assistants who want library and archives work experience;
- Strengthening infrastructure to support digital projects, and making our special collections and current student and faculty scholarship discoverable.

Within the pages of this annual report, we hope you will enjoy learning about our current projects — the new services we're developing and the partnerships we enjoy. There’s no doubt that the support of friends and alumni gives us the advantage to be creative and pursue many of these initiatives.

With enthusiasm and appreciation,

Carrie L. Cooper
Where Creativity and Innovation Thrive

As William & Mary’s Earl Gregg Swem Library reaches its 50th anniversary in 2016, its ground floor is in the midst of a transformation. At the center of the change is the newly renovated, state-of-the-art Charles W. Reeder Media Center, which opened in the spring of 2015.

“There is no other space at the College like this that encourages collaboration and gets people excited about technology. At William & Mary, there are a lot of creative individuals who really excel and appreciate having the space to work with media like this,” said Troy Davis, head of media services at Swem. “This is a wonderful place for students. They already loved and appreciated the Media Center, but this renovation kicked it up a notch.”

The new Media Center boasts 11,000 square feet of space and an open and vibrant media lab with enhanced hardware and software for specialized multimedia work. It has two classrooms with flexible furniture and innovative display technologies, a screening room, a collaboration lab and eight acoustically isolating studios for media recording, production and mastering. It also features robust equipment loan and training services. Spaces, equipment and even staff time are all available for reservation.

The renovated Media Center is named for Charlie Reeder, who founded the Audiovisual Department at Swem Library and served as director of audiovisual services from 1965 until 1978. Coming to William & Mary after a 32-year career in the U.S. Navy, Reeder realized decades ago that technology would drive the university library of the future.

Reeder’s daughter, Sharon Reeder McCarthy ’69, has established an endowment that will support the ongoing operations of the Media Center, which was renovated largely through the support of private donors. The total cost of the renovation — which began last fall — was $1.8 million, with $1.5 million coming from library supporters.

“Philanthropy made this renovation possible,” said Carrie Cooper, dean of university libraries. “The Swem Make a Difference Fund gives us the flexibility to be creative and responsive to campus needs. We are grateful for alumni who support our library.”

“There is no other space at the College like this that encourages collaboration and gets people excited about technology.”

TROY DAVIS
Head of Media Services
Swem Library
Robert Boyd: The Guy Who Films Animals

Robert Boyd ’16 is a staple at the Media Center, spending a majority of his days at its computers editing wildlife footage or in its media studios recording voiceovers for his ornithology class assignments. “The Media Center has helped me improve both filming and editing my own work, which has made me feel more confident,” Boyd said. “I have a better sense of how I fit into the William & Mary community — I’m the ‘guy who films animals.’”

Boyd got his reputation as the “guy who films animals” due partly to his work on the park prescription program, led by Dr. Dorothy Ibes, professor of science. The program aims to educate the public of the health benefits of spending time in nature, and encourage healthcare professionals to prescribe time in natural spaces as part of treatment plans. As part of the project, Boyd was tasked with creating videos that promote the beauty of the outdoors. He chose to film animals and people in natural areas on the William & Mary campus.

“Animals serve as natural ambassadors to park spaces. Capturing footage of these ambassadors was by far the most fun part of my job, though it also led to some discomfort. For example, while I was getting underwater footage of fish and turtles in Crim Dell, I accidentally got poison ivy behind my knees. It was incredibly uncomfortable and I never want to experience the itchy sensation again, but at least I got some good shots,” he said with a laugh.

Although most comfortable with animals, he did turn his camera lens toward people every now and then, capturing students using green spaces on campus. “I admit I was a little bit more uncomfortable filming people than animals, but with time I got over this aversion, since in a way filming humans is the same as filming very large squirrels that wear clothes and walk on hind legs,” he said with a smile.

He edited the footage and created a variety of videos from informational spots to satirical commercials to promote the program. You can view his videos on the Parks Research YouTube page: https://www.youtube.com/channel/UCg-J2JsEtxfmptsFdsf9zSw.

Campus needs are shifting as William & Mary implements its new liberal arts general education curriculum, which is designed to equip students with critical thinking and communication skills that will make them leaders in the workplace. An increase in demand for digital media training is expected as a result of the digital literacy requirements in the new curriculum.

The pre-renovation Media Center was a popular resource for William & Mary students and faculty, but it lacked the space to provide the innovative opportunities that are facilitated by the Reeder Media Center.

“The Media Center has been a point of pride on this campus — not so much as a space, but for the high level of service and the access to equipment,” Cooper said. “Through the redesign of space, we’ve created a destination that supports the new curriculum. We are better able to use our talent to assist faculty as they integrate media and technology into their teaching and student learning.”

Ann Marie Stock, Troy Davis and Francesca Peavie ’19 collaborate on a project in the media lab.
Academic libraries nationwide are beginning to embrace the open access movement, an effort to provide unrestricted online access to research. By eliminating financial barriers to research, open access publishing can expand the reach of scholarly work across the globe. At William & Mary, one way Swem Library is leading the way is by bringing open educational resources (OER) to the campus.

Last fall Swem launched the university’s first pilot OER grants. Supported by the Provost’s Creative Adaptation Fund, the grants support the incorporation of open educational resources into courses for the 2015-16 academic year.

“We’ve been very excited to work with faculty on increasing open educational resources in their courses at W&M,” said Interim Scholarly Communication Librarian Kathleen DeLaurenti. “OER are an innovative tool to address rising costs, while giving faculty more control over making the resources they need to meet instructional goals.”

To advance the use of OER at W&M, Swem recently expanded its expertise in scholarly communications issues with DeLaurenti assuming the role of interim scholarly communications librarian. Formerly serving as the arts librarian, DeLaurenti brings an expansive knowledge of open access issues.

“Kathleen’s passion and focus has been shifting in recent years to opportunities that allow her to educate others about creative commons, open access and copyright. She will play a key role in leading us forward in our desire to support faculty and students who want their work open and accessible,” said Dean of University Libraries Carrie Cooper.

Here we spotlight two of the recipients of our first OER grants.
Sharon Zuber, English and film studies lecturer and director of the Writing Resources Center, is using her OER grant to explore and identify OER resources that could be used in the place of a traditional writing style handbook. Her project will support all COLL 100 and COLL 150 courses. Using OER to support these areas of the freshmen curriculum will allow faculty to customize their resources to include materials focused on their learning goals for the course. Adoption of OER in these required courses could save students more than $50,000 annually.

**What inspired you to apply for an OER grant?**

Of course, the high price of textbooks was one reason; however, my primary goal was to find resources that faculty and students would actually use. Too often, expensive writing handbooks would sit on the shelf until it was time to sell back books. Students were using the internet to find documentation styles, for example, and faculty found it challenging to incorporate the handbook into teaching writing. They both saw the handbook as a reference book separate from the content of the course.

**What has been the most surprising part of your project so far?**

The overwhelming amount of OER resources! My job is going to be to curate, to find quality resources that faculty will enjoy using.

**What do you think will be the greatest benefit to you and your students implementing OER?**

I’m imagining the resources will be more interactive, more visually attractive, even animated. Students will be more engaged, and faculty can tailor them to their classes and teaching styles. The greatest benefit will be in the learning that takes place.

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Wouter Deconinck, assistant professor of physics, has been teaching the W&M physics course PHYS 252 Electronics for the past two years. This laboratory-based course utilizes stand-alone course materials such as lecture slides, in-lab notes, background reading materials and pre-lab design exercises, as well as a suggested accompanying textbook. The course materials are already hosted online, but the licensing is not clearly indicated. With his grant, Deconinck is working to standardize Creative Commons licensing across the course materials and to host these open resources on an accessible website. The site will also include instructions on how to share, copy, modify and contribute to the materials.

**What inspired you to apply for an OER grant?**

I was inspired to apply so that I could allow myself to take the time to turn my existing materials into an open resource for others to use. Although most materials were already available online, the OER grant provides me with some time to make them more accessible and ‘mashable’ for others.

**What has been the most surprising part of your project so far?**

It has been surprising how little there is available in terms of support platforms for github. I just think of it as the go-to site for anything open source, but that’s apparently still very limited to computer code. I can’t even imagine how someone working in traditional word processor software would distribute their version-controlled work in an effective way.

**What do you think will be the greatest benefit to you and your students implementing OER?**

The biggest immediate advantage will be the easy transfer of this information from myself to the next instructor at W&M. In a broader sense this however will be a test-case for transferring the course materials to non-W&M faculty.
When you ask students what they love about Swem, you receive a variety of answers. Some say the group study rooms, while others praise the quiet study areas. Some come here for tutoring; others for help on a class assignment. Swem Library has become a hub of activity on campus, thanks to the wide variety of services offered here. And for W&M senior Nathan Vassey, that is exactly what he loves most about the library.

Nathan is a familiar face at Swem Library. Staff members greet him when he comes in the door, and you can regularly find him studying in a corner of the library. In fact, he likes to brag about his devotion to Swem, which he says has earned him “TWAMP” status or what students call a “Typical William And Mary Person.”

“I’m here about six days a week — after all, everyone needs a break once in a while,” Nathan said with a laugh. “It’s my home base/office during the day. I have a locker here where I store my textbooks, my lunch and a set of running clothes. I try to treat the school day like a work day.”

For Nathan, a kinesiology and psychology major from Atlanta, Georgia, the most valuable part of Swem is that it brings a variety of academic services together in one place. “I am glad that Academic Advising moved to Swem because they are much more accessible now,” he said. “I have stopped by their office multiple times this year to check all my graduation requirements.”

He also credits the combination of research and writing assistance found at Swem Library as helping him produce stronger research papers. “The research librarians are an immense help when you are trying to find sources and are sorting through a large number of databases, and the tutors at the Writing Center are the perfect sounding board to help you organize your ideas,” he said.

Over the years Swem has welcomed a number of partners into its facility. In addition to Academic Advising and the Writing Resources Center, the library shares its space with the Tribe Tutor Zone, W&M Print Shop, Center for Geospatial Analysis and Omohundro Institute of Early American History & Culture. By incorporating these campus partners into the library, Swem has become a dynamic place where diverse academic services intersect.

“At a time when discovery can happen anywhere, students are relying on the library to provide a place to connect,” said Dean of University Libraries Carrie Cooper.

Even as more interaction moves to the digital world, the library continues to attract students and faculty to its collaborative work spaces, high-tech classrooms, multi-media production studios and quiet study areas. In fact, the number of visits to Swem Library has more than doubled over the past decade; in 2015 our users visited Swem more than 800,000 times.

“Students and faculty need an inspiring place to connect — with peers, with world-class resources and with their own thoughts,” said Lisa Nickel, associate dean of research and public services.

The next exciting partner Swem Library will welcome into its space is the Center for the Liberal Arts (CLA). Swem is partnering with the CLA to create the Studio for Teaching and Research, a dedicated space for faculty, librarians, academic technologists and others who support teaching and research.

“This inclusive space will foster cross-disciplinary collaboration, curriculum innovation, experimental teaching and idea generation,” said Cooper. “Supporting our faculty and their efforts to develop and evolve courses to support the new curriculum is vital to the success of our students.”
Nathan Vassey ‘16 enjoys chatting with Circulation Manager David Morales about their shared movie interests. Sometimes they agree to disagree on who has better taste in films.

“I’m here about six days a week — after all, everyone needs a break once in a while.”

NATHAN VASSEY ‘16
When the stars and stripes were raised over the U.S. Embassy in Havana this past August, William & Mary was front and center — literally. David Culver ’09 and Ann Marie Stock, professor of Hispanic studies and film and media studies, perched on a balcony overlooking the iconic Malecón seawall. They teamed up to report the event for U.S. audiences, sharing news that was aired on NBC4.

“It was one of those full-circle moments,” said Stock. “What began as a faculty-student research collaboration at William & Mary has evolved into a professional partnership helping connect the U.S. and Cuba.”

The collaboration began when Culver enrolled in a new media workshop taught by Stock and Troy Davis, Swem’s head of media services. As part of the workshop, students subtitled Cuban documentaries and filmed interviews with filmmakers and artists from the island. Their collective efforts were impressive: a presentation of student work at a Humanities conference, the inclusion of their documentary at the Havana Film Festival in New York, and the selection of subtitled films for inclusion in the Cuban Cinema Classics DVD series. The experience was formative for students and faculty, especially Culver, who — born into a Cuban-American family — had always been fascinated with the island-nation.

“Ann Marie and Troy Davis brought together my two passions, Cuba and visual storytelling, into this one revolutionary class. I can’t help but think it best prepared me for my visits to Cuba as a journalist,” said Culver.

“It’s still surreal for me to think while I was a student Ann Marie and I talked often about visiting Cuba together, and just a few years later there we were realizing that dream amidst a historic day in Havana,” he added.

Since that time, Swem has expanded its collection of Cuban culture materials and its support of initiatives designed to engage with Cuban filmmakers and artists. This summer, Dean of University Libraries Carrie Cooper and Director of Special Collections Jay Gaidmore joined Davis and Stock on a trip to Cuba. Their mission: to acquire collection materials, to explore the tradition of book arts and publishing, and to gather digital material for the growing archive related to Cuba’s vibrant film culture.

“The trip to Cuba underscored the importance of making the world better informed about Cuban film and culture, and our library’s role in making it happen soon. Libraries are natural partners when it comes to supporting digital projects and faculty research. The materials that have been acquired on trips and the stories that have been captured along the way will highlight the institution’s work in Cuba,” said Cooper.

Among the acquisition highlights were two collections of film posters. One is devoted to the films of the internationally renowned director, Tomás Gutiérrez Alea. The other showcases films that, for one reason or another, have never been made; these “ghost posters” reveal the talent of the young graphic artists living and working in Cuba today.

“Special Collections has been making a concerted effort to grow its holdings on Latin America. The acquisition of complete sets of both poster collections has really moved this effort forward. These posters not only document the rich film history of Cuba but also the talent of so many of the country’s graphic artists,” said Gaidmore.

Another treasure trove was discovered in the provincial capital of Matanzas, just east of Havana. There the group visited Ediciones Vigia, a book arts workshop, and met with director Laura Ruiz. Ruiz discussed the creative processes employed by the bookmakers and also dedicated a few collections of her poetry to Swem Library.

As Cooper and Gaidmore were catching the plane to return home, Stock and Davis were boarding a bus for a 13-hour ride across the island and high up into the Sierra Maestra mountains. Their destination:
Televisión Serrana (TVS), a community media organization. Their mission: to film interviews with TVS creators for Swem’s growing digital Cuba archive, to study the feasibility of bringing W&M students to study and work alongside the TVS filmmakers, and to catch up with documentary filmmaker Carlos Rodríguez, who visited Swem Library in 2014.

What’s next? Swem is excited to continue its partnership with Stock, supporting her research and teaching related to Cuba’s film culture. A crucial next step is to inventory and archive materials Stock has collected during more than 60 research trips to Cuba over the past 25 years.

“The material is extraordinary, tracking as it does the accelerated changes on the island during this time,” said Stock.

Through this ongoing faculty-library partnership, and with funds raised through the campaign, Swem aims to preserve these unique materials and make them accessible across the College and far beyond.

In spring 2016, Stock and Davis are once again offering the new media workshop, in which the recently acquired materials will figure prominently. In fact, the first project will be a student-curated exhibit of the ghost posters. And the digital material — photographs, filmed interviews, “B roll” of the land and people — will be used by students to create original projects. It is likely, too, that several students in the course will have the opportunity to visit the Televisión Serrana during spring break.

As you can see, Swem has some exciting next steps to build upon an already generative faculty and librarian collaboration.

“What began as a faculty-student research collaboration at William & Mary has evolved into a professional partnership helping connect the U.S. and Cuba.”

ANN MARIE STOCK
Professor of Hispanic Studies and Film and Media Studies

A Radical Partnership

Librarians and faculty are working together in new ways. The recently published book Partnerships and New Roles in the 21st Century Library features a chapter co-authored by Davis and Stock. The W&M librarian-faculty collaborators share their experiences in mentoring undergraduates and offer strategies for strengthening academic institutions in “Creativity, Collaboration, and Connectedness: Going Radical with a Librarian-Faculty Partnership to Transform Learning in the 21st Century.”
William & Mary’s Swem Library received a nearly $2 million commitment from the late Frances Lightfoot Robb ’48 – the largest single gift in its history — to meet the most pressing needs of the library.

The commitment established the Robert Gilchrist Robb, Jr. Endowment and the Frances Randolph Howard Endowment, which supports the acquisition, processing and preservation of manuscripts at Swem. The endowments were named after her brother Robert and mother Frances. It also established the Garrett-Robb-Guy Professorship in Chemistry.

“Frances loved Williamsburg and was passionate about preserving its history. She was an enthusiastic volunteer, and thanks to her work, many important materials documenting Williamsburg history have been preserved for future generations,” said Dean of University Libraries Carrie Cooper. “She was a very thoughtful woman — as you can see with her gift. She was looking ahead and planning for the library’s future. With her gift, we will be able to continue her valuable work at the library.”

Robb, a longtime volunteer at Swem’s Special Collections Research Center, passed away on April 4, 2013, at the age of 84. She was an active member of the Williamsburg community with strong ties to William & Mary. Her father, Robert Gilchrist Robb, graduated from William & Mary in 1895 and later served as a professor of chemistry at the university.

Frances served as the first president of the Williamsburg Historic Records Association, whose papers are housed in Swem’s Special Collections Research Center. As a volunteer in Special Collections, she archived the Bruton Parish Church papers and the St. George Tucker Family collection.

Over the years she donated several gifts to Swem, including a letter written by Thomas Jefferson; an oil painting by Thomas Sully (1783-1872), one of 19th-century America’s most prolific artists; and her family’s papers.

“Frances’ sustained devotion to her hometown and her alma mater is the epitome of alumni engagement and philanthropy,” said Matthew T. Lambert ’99, vice president of University Advancement. “The university will benefit from her generosity for many years to come.”

In honor of Robb’s memory, Swem Library has named the manuscripts and rare book librarian position after Frances Robb, a position that is occupied by Robb’s close friend Susan Riggs.

“Frances’ wonderful personality was coupled with a keen intellect. She kept up with everything — local and national. She loved her family, Williamsburg, William & Mary, and especially Swem Library. I was honored to have known her,” said Riggs.
Kathy Koch ‘80
CHAIR, SWEM BOARD OF DIRECTORS

As a student at William & Mary, Kathy did most of her studying in Swem and developed a self-proclaimed “3rd floor habit,” complete with a favorite study carrel. She declared a double major in religion and psychology, resulting in an abundance of research and writing during her four years.

“The research librarians and staff were a tremendous and helpful resource for me throughout my college career. Swem was also a hub for socializing and study breaks — I always knew I’d run into friends at Swem, so we kept a good balance between work and play,” Kathy said.

Years after graduation, Kathy was approached by a friend and fellow alum serving on the Swem Board of Directors, and she began to think about how she could become involved with the College. She wanted to use her professional experience and expertise to contribute to the institution that helped shape her and her passions. In the summer of 2010 she joined the Swem Board, and is now the Board’s Chair.

“I love being a part of the Swem Board — every member brings a unique perspective and we all seem to find our ‘niche’ in ways we can contribute to the vision, mission, and strategy for Swem,” said Kathy. “It’s rewarding to see and be a part of the ongoing transformation of Swem, and to know that we are helping steward this remarkable resource and organization to serve the William & Mary community.”

During her Board tenure, she has assisted with the development of the Swem website, contributed to the growing visibility of the library as the heart of campus, and facilitated renowned furniture company Herman Miller’s involvement in the Reeder Media Center renovation.

“I appreciate the broad reach and impact Swem Library has across and beyond the William & Mary community. Swem is an extraordinary resource and a hive of activity on campus — the collections, staff expertise, and facilities are remarkable. Supporting Swem is a means to support students, faculty, and staff, and a deeply satisfying way to give back to William & Mary.”

Gil Elston HON ’13
COMMUNITY VOLUNTEER

Gil Elston, a Williamsburg resident and proud parent of two William & Mary grads, volunteers his time in Swem Library’s Special Collections Research Center. He has had an interest in the Civil War era for years so when his wife, an alumna and College employee, mentioned that Swem was looking for volunteers to transcribe Civil War documents, he jumped at the opportunity.

“I called [Swem] and once I got started, I was hooked. The letters and diaries are fascinating,” said Gil. He says that this experience has given him a new hobby, and when he started doing it several years ago, had no idea he would devote so much time to it.

“I really enjoy it. I will sit down to transcribe for what I think will be a short time, and hours later I stop not because I want to, but my body tells me I need to take a break.” He adds that there are some challenges such as reading the penmanship, and understanding the different use of words at the time.

During his time working with these documents, he says he has expanded his knowledge of the time period both in the United States and the world. “I have ‘traveled’ with the writers on both sides of the Atlantic and seen more history through the people that actually lived it.”

Gil, who also portrays Lord Botetourt at the annual Lord Botetourt Affair each February, appeared at several Swem functions this year. The 1773 statue of the Royal Governor of Virginia has been housed in the library since its opening in 1966, and sits in the gallery that bears his name.

“Swem is a wonderful resource within the community. Not only does it have the traditional reference materials and books, but it has Special Collections,” Gil said. “The historical material available in Special Collections is impressive and if someone takes the time, very informative.”
BY THE NUMBERS | JULY 2014 – JUNE 2015

STUDENTS RECEIVED LIBRARY INSTRUCTION
5,694

VISITS TO SWEM
822,814

COLLECTION MATERIALS CHECKED OUT
56,857

INDIVIDUAL CONSULTATIONS
638

SEARCHES IN OUR TOP 12 DATABASES
935,888

WEBSITE VISITS
733,278

HOURS GROUP STUDY ROOMS USED
51,549

EQUIPMENT CHECKED OUT FROM REEDER MEDIA CENTER
6,881

STUDENTS RECEIVED LIBRARY INSTRUCTION
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WEBSITE VISITS
733,278

HOURS GROUP STUDY ROOMS USED
51,549

EQUIPMENT CHECKED OUT FROM REEDER MEDIA CENTER
6,881
TOTAL ANNUAL SWEM LIBRARY BUDGET
FY2015

$10,468,418
$2,561,519
Private funds

$7,906,899
Public funds

“Our private funds are the tool we use again and again to assist those in the pursuit of knowledge. Whether it’s building a new amazing space or procuring a one-of-a-kind collection, donations are the mechanism we use to get there.”

GEORGIE DONOVAN
Associate Dean of Collections and Content Services
Swem Library

• Typically private funds make up 11–17% of our total budget.
• Last year, we spent more private funds than usual because of the Reeder Media Center renovation.
• The renovation would not have been possible without the support of our donors!
• Donations and endowments support everything, from general and special collections to staffing to construction.
• Our institutional support has stayed relatively flat for several years.
• We experience 4–6% inflation on our collection costs every year.

TOTAL SWEM EXPENDITURES
For the fiscal year ending June 30, 2015

Total expenditures

Collections — $3,492,081
Personnel — $4,495,657
Facilities/Construction — $1,676,331
Operations — $337,970
Technology — $466,379

Collections expenditures

E-content — 82%
Print books — 10%
Print journals — 7%
DVDs — 1%
A Walk Down Memory Lane: The Library at William & Mary

1697 Library established in Wren Building with books donated by Francis Nicholson
1705 Library destroyed by fire, save one book
1716 Wren Building rebuilt with funds from Queen Anne
1781 Library plundered during Revolutionary War
1859 Library destroyed by fire
1861 College closed due to Civil War
1862 Library destroyed by fire
1865 College reopens
1905 Andrew Carnegie pledges $20,000 for construction of new library
1909 New library building, called The Library, opens
1943 Airplane spotting station moved to library tower during WWII
1964 Construction begins on Earl Gregg Swem Library, named after college librarian (1920–1944)
1966 Swem Library opens
1986 Addition to front of Swem Library completed
2005 Addition of two three-story pavilions completed
2015 Renovated Reeder Media Center opens
2016 Swem Library celebrates its 50th anniversary

Earl Gregg Swem Library
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View & share this report online at www.swem.wm.edu/report