ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: SPECIAL COLLECTIONS LIBRARY-SWC

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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Serve a larger, more academically prepared, and diverse student body.

- SWC Manuscripts. Assisted TTU faculty in collecting interviews relating to Mexican-American athletes and coaches.
- SWC Manuscripts. Provided tours for undergraduate and graduate history classes.
- SWC Manuscripts. Compiled bibliographies containing items of interest in the SWC.
- SWC Manuscripts. Digitized a series oral interviews and lectures onto CDs for class room use.
- SWC Manuscripts. Implemented cooperative collection development efforts among the Taharahumara Indians of Chihuahua in Northwestern Mexico near Copper Canyon.
- SWC Manuscripts. Provided leadership and leads on the sports archive initiative relating to women in sports.
- University Archive. Coordinated the Encoded Archival Description (EAD) and uploading of files to the Texas Archival Resources Online (TARO) website.
- Exhibits/Outreach. Provided tours to increase awareness of collections, exhibits and available research projects.
- Exhibits/Outreach. Enhanced visibility of the SWC/SCL by participating in outreach events on campus and within the High Plains and Southwest Community-at-large. These include the new faculty orientation, National Cowboy Symposium, Fiestas del Llano, West Texas Book Festival.
- Exhibits/Outreach. Taught college history classes that tap into SWC/SCL resources.
- Exhibits/Outreach. Created brochures.
- Exhibits/Outreach. Created African American exhibits.
- Special Projects/Photographs. Completed digitization of photographs from the Frank Reeves Photograph Collection.
- Special Projects/Photographs. Scanned and water-marked photographs from the Lubbock Chamber of Commerce.
- Special Projects/Photographs. Selected manuscript material from SWC/SCL holdings for "water" digitization. Awaiting further instructions on how to proceed.
- Special Projects/Photographs. Scanning the commercial images in the Smith Photograph collection in order to create a digital finding aid that will be on the web.
- Special Projects/Photographs. Continue to compile metadata for the digitized images.
- Oral history. Acquired 75 interviews and 88 manuscript collections reflecting the cultural diversity of the region.
- Oral history. Conducted 8 formal programs and workshops that were presented to multicultural community and classroom groups.
- Rare Books. Educated faculty, staff, students and the public about the holdings and resources via tours, classes and exhibits.

Goal 2: Academic Excellence: Attain national recognition as a top research library.

- SWC Manuscripts. Accessioned or processed a number of regionally and nationally significant collections: Big XII; Arch and Mina Lamb; Historic U.S. Bridge Postcard collection; Texas Society of Mammologists; Texas AFL-CIO Labor Organization; National Collegiate Baseball Hall of Fame; Lauro Cavazos; Hermine Tobolowsky.
SWC Manuscripts. Negotiations underway to have the SWC designated as the archive of record for the Big XII Athletic Conference, Geosciences and Wind Engineering Center, and the Historic Preservation group in the Architecture Department.

SWC Manuscript. Consulting for the National Park Service documentary on the creation of the Guadalupe Mountains National Park.

SWC Manuscripts. Consulting for the upcoming Public Television show on a "West Texas Ranch House."

SWC Manuscripts. Comprehensive inventory of the SWC/SCL microfilm collection into a new database encompassing 3,500 reels of microfilm.

SWC Manuscripts. Assessment and digital transfer initiative, of the oral history processing backlog (some 1,400 interviews).

SWC Manuscripts. Reorganized, re-boxed, and re-indexed the TTU Athletic film collection (some 3,400 films and tapes) into a new searchable finding aid database.

Technical Processing. Continued cataloging of Spanish plays; begin work on French plays.

Technical Processing. Continued cataloging of map collection.

Technical Processing. Continued work on digital transfer initiative for oral history tapes.

University Archive. Coordinates the Encoded Archival Description (EAD) and uploading of files to the Texas Archival Resources Online (TARO) website.

Exhibits/Outreach. Research, design, and fabricate exhibits for the University Library, ICC Library and the SWC/SCL.

Exhibits/Outreach. Continued work with Millennial Photography Project.

Special Projects/Photographs. Appraised 146 boxes of the 246 boxes in the Irl and Irene Smith Studio Photograph Collection.

Special Projects/Photographs. Research and writing of the George Mahon biography.

Reference. Continued working on reference (vertical) files.

Reference. Completed shelf cleanup in the front vault (checking to see if microfilm and oral histories were in the right location).

Reference. Continued work in searching regional newspapers for reference file material.

Oral history. Conducted three oral history instructional programs to 45 TTU students.

Rare Books. Identified and moved to Rare Books important items such as the "Catalogue of the Birds in the British Museum."

Rare Books. Provided individual research assistance with material connected to Rare Books and Natural History.

Goal 3: Engagement: Build connections through library services that enhance the quality of campus and community life.

SWC Manuscripts. Created an computer presentation, which was presented to Rotary, AMBUCS, the Furr's Reunion, and the Executive Club.

SWC Manuscripts. Presented testimony to the Lubbock City Council relating to Governor Preston Smith.

SWC Manuscripts. Gave tours to individuals and groups, including the National Collegiate Hall of Fame inductee and his coach; NEH Newspaper Digitization Project Director Tom Mallon; TTU Regent Bob Stafford; and various speakers and classes.

University Archive. Presented to and toured students and graduate students including those from Museum Sciences.

Exhibits/Outreach. Developed a computer presentation highlighting the collections of the SWC/SCL.

Exhibits/Outreach. Work in progress on an interactive website for teachers and others.

Oral history. Conducted 75 interviews and acquired 88 manuscript collections reflecting the cultural diversity of the region.

Oral history. Conducted 8 formal programs and workshops to multicultural community and classroom groups.

Rare Books. Curated exhibits that bring attention to collections and facilitate cooperative campus spirit--i.e. James Cook Exhibition.

Rare Books. Received $15,000 grant from CH Foundation in cooperation with Prof. Ann Hawkins of the TTU English Department for book presentations to the community.

Goal 4: Technology: Maximize the use of technology in the delivery of library services.
Goal 5: Partnerships: Build strategic library partnerships and alliances.

- SWC Manuscripts. Maintain contacts with Kit Goodwin of UT-Arlington and the Texas Map Society and with Texas State Historical Association. Also, maintain strong cooperative links to the West Texas Historical Association (WTHA), Rotary Club of Lubbock, TTU History, Athletics, Range and Wildlife, history, Agricultural Education, Architecture, and the Geoscience and Wind Engineering departments.
- University Archive. Maintains strong links to the West Texas Historical Association, and the Society of American Archivists.
- University Archive. Curation of exhibits highlighting the Southwest and the History of TTU. Topics include the 81st Birthday Bash for Texas Tech University, Frank Reaugh, Art in the Southwest, The Art of Helenn Rumpel, Art from the Phillips Estate Collection and 50 Years of the Masked Rider.
- Exhibits/Outreach. Established a cooperative relationship with the TTU Student Union, Barnes and Noble Bookstores, Geography, History, the Honors College, FP&C, ICC, Education, Architecture and others.
- Exhibits/Outreach. Cooperative grant efforts to fund various exhibits. Such outreach include those with the Texas Commission on the Arts.
- Oral history. Conducted 1315 visits and contacts with individuals, organizations and institutions in order to foster acquisitions and joint projects and establish cooperative programs.
- Rare Books. Maintained relationship with National Exhibits Foundation with an emphasis on creating a relationship with the Vatican Library.
- Rare Books. Worked closely with three English Department faculty. Assisted them in their research and in the teaching of their classes.
- Rare Books. Worked closely with the National Exhibits Foundation in creating the James Cook exhibit.

Goal 6: Human Resources: Maintain a quality work force and work environment within the libraries.

- SWC Manuscripts. Encouraged attendance to 7 Habits of Highly Effective People workshop, the Fish Philosophy workshop. EEOC certification is current.
- Technical Processing. Completion of shelf-reading for serials and books.
- Exhibits/Outreach. Continues to recruit staff from the Schools of Art and the Museum Sciences program.

Goal 7: Tradition and Pride: Contribute to the establishment and continuation of traditions and to pride in our University.

- University Archive. Curation of exhibits highlighting the Southwest and the History of TTU. Topics include the 81st Birthday Bash for Texas Tech University, Frank Reaugh, Art in the Southwest, The Art of Helenn Rumpel, Art from the Phillips Estate Collection and 50 Years of the Masked Rider.
- Exhibits/Outreach. Launched publication of "Yellowhouse" magazine in the fall of 2004.
- Exhibits/Outreach. Compilation and use of its own mail distribution list.
- Exhibits/Outreach. Creation of an interactive website.
• Rare Books. The James Cook exhibit highlights our collection of early maps, engravings and books related to travel and navigation.


• SWC Manuscripts. Facilitated the donation of $1000 from the owner of the JA Ranch, Ninia Ritche.
• Technical Processing. Assessed numerous gifts and gift collections ascertaining the need for keeping and discarding material.
• Exhibits/Outreach. Submission of two proposals—one was approved by the Texas Commission on the Arts for $5000.
• Special Projects/Photographs. Grant from the CH Foundation in support of the research and writing of the George Mahon biography.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

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There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.