

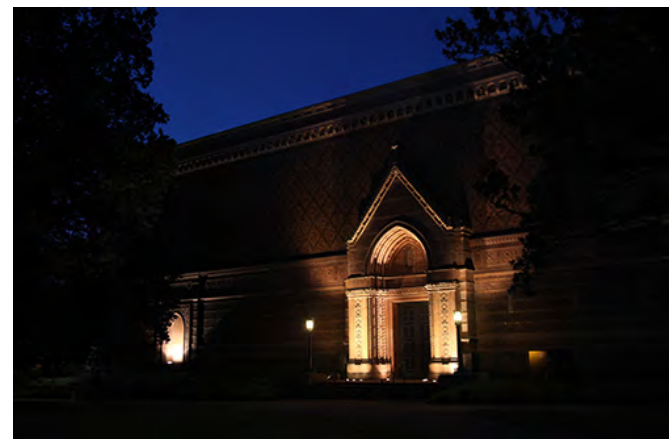
# Strategic Alignments: Validating the Work of GLAMS

**AAML Summit, January 2016**

Jill Hartz, Executive Director  
Jordan Schnitzer Museum of Art

Adriene Lim, Dean of Libraries/Knight Chair  
University of Oregon Libraries





University of Oregon



# University of Oregon

- Founded in 1876
- Small public research university
- Member of AAU
- 24,000 students



## Mission:

*University of Oregon is a comprehensive public research university committed to exceptional teaching, discovery, and service. We work at a human scale to generate big ideas. As a community of scholars, we help individuals question critically, think logically, reason effectively, communicate clearly, act creatively, and live ethically.*

# Brief Background: Jordan Schnitzer Museum of Art





# Jordan Schnitzer Museum of Art

- Purpose-built museum, opened in 1933; expanded in 2005 to 70,000 sf; on National Historic Register
- First U.S. academic museum created with major East Asian collection
- First to have 2 galleries of Korean art
- 14,000 objects, wide-ranging collection
- \$3 million budget; half from university sources
- Teaching museum: 8,400 students took courses in museum last year
- Serves as community art museum
- Access and inclusion: Latino Engagement Plan, statewide arts education

# University of Oregon Libraries





## UO Libraries = 7 Locations

### **Knight Library, main library**

- Center for Media and Educational Technologies
- Digital Scholarship Center
- Special Collections & University Archives
- Network Startup Resources Center (NSRC)
- Oregon Folklife Network











Informational card describing the book on display.



Informational card describing the book on display.



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# Design Library

MARION D. ROSS READING ROOM





# New Price Science Commons and Research Library





# John E. Jaqua Law Library





# Mathematics Library, Fenton Hall





# UO Portland Library & Learning Commons





# Loyd & Dorothy Rippey Library



OREGON INSTITUTE  
MARINE BIOLOGY  
UNIVERSITY of OREGON



# Why Align?

Current Alignments

Future Strategic Alignments within  
the University of Oregon

Future Strategic Alignments:  
Possibilities for the Field





# Mission Alignment

*The Jordan Schnitzer Museum of Art enhances the UO's academic mission and furthers the appreciation and enjoyment of the visual arts for the general public.*

*As an essential partner in the University's education, research, and teaching mission, the Libraries enriches the student learning experiences, encourages exploration of research, and contributes to advancements in access to scholarly resources.*



# Missions

*GLAMs, according to the Council for Library and Information Resources, have profound and important missions in society: to increase and disseminate knowledge, to encourage civic dialog and engagement, and to support individuals in their right to access and participate in culture. GLAMs are the conduits that enable the humanities to have an impact on millions of scholars, teachers, and the broader public every day.*



# Why Align: Compatible Strategic Plans

## JSMA

- *Bridging Cultures* affirms the value of the museum's collecting and exhibitions programs and directs its activities.
- *Engaging Communities* assures the museum's relevance to diverse communities on- and off-campus.
- *Learning Together* addresses our unique role as a teaching museum, an innovative center of experiential learning, where on site, off-site, and through virtual offerings, we transform university students into thoughtful global citizens, K-12 students into visually literate, self-directed learners, and residents of all ages and backgrounds into appreciators of cultural expression and diversity.
- *Sustaining Tomorrow* identifies and aims to secure the resources and growth required for a strong, practical, and visionary future and identifies our capital campaign goals.



# Why Align: Compatible Strategic Plans

**UO Libraries' vision is to serve as a powerful catalyst for learning and knowledge creation.**

- ***Stimulate teaching, learning and research*** – Highly relevant content/collections that reflect UO's research themes and programmatic strengths; Increase users' awareness and discovery of existing collections and maximize their value
- ***Engage with diverse partners to fuel discovery and enrich people's lives*** – Explore new ways to provide outstanding instruction and support diverse groups of users; develop students as creators of new knowledge
- ***Outstanding learning environments*** – Build new tools and systems to enhance learning experiences; Engage users in more non-traditional environments to increase the library's value for all users



## Why Align?

- **Shared interest in enriching intellectual and cultural life on campus and in our communities.**
- **Broaden university priorities**
  - UO goal to remain in AAU will require substantial science investment
  - With greater shared visibility, advocacy can be more effective
- **Explore Financial Savings through Shared Resources:** storage, staff, grants
- **Why align? Because we know it works!**



# SUNDAY

## VISITING DAY

Ed McClelland  
brings me up some  
NOTE BOOKS and mag  
Plus Garden come  
to visit but is  
tired away  
not being  
on my  
last  
of  
he  
leave  
a  
just  
letting  
me  
know  
I  
am  
all  
right  
day for getting ripped

Good old Gordon comes along  
picks he always stuck out neck for his  
good buddies who get bored some people

WHILE  
PPPPPP  
WAS IT  
THAT  
SMACHED THE CREAM

IN  
AS MY  
NOTEBOOKS  
WERE  
SUBJECT  
TO BE  
SCRUTINIZED  
AT ANY TIME  
A LOOKER  
CAME  
MIGHT HAVE  
BEEN CALLED  
S. KNEW  
WHAT  
HE'D  
BEEN  
NOTICING  
BUT  
HE  
MISSED  
IT

Listen  
Close  
Listen  
Fan

JUICY BAR  
MURDER  
MURDER

did  
like  
the  
sound  
of  
it  
but  
fair's  
fair  
so  
we  
go  
back  
to  
the  
garbage  
can  
in  
the  
hobby  
shop  
paint  
bottle  
is  
gone!  
Hum  
all  
very  
weird  
his  
trouble  
I  
still  
and  
the



### EXPERIENCE

the I get born  
on the  
DOPE  
I get to  
see  
AND ALL KINDS  
OF  
MUSIC

### AND COLOR

WHICH I TAKE  
TO THE TAILOR  
SHOP - BUT IT'S A  
LITTLE EARLY AT  
THE SHOP, ESPECIALLY  
WITH ALL THE ACTION UP AT THE BARRACKS  
OR TO FRANKIE THERE



ONE FILM OVER  
THE ROCKY HORROR  
by  
Ian Peary

Part One...

They're out there.

Black boys in white shirts up before I am to commit sex acts  
in the hall and get it sopped up before I can catch them.

They're ropping when I come out of the door, all three of them  
wilky about the day, the week, the year. Be better if they don't see  
me. I creep along quiet as dust in my canvas shoes but they get



# Current Alignments

**Shared art and archives:**  
preservation, digital  
scanning, research,  
exhibition, teaching  
purposes: Gertrude Bass  
Warner, David McCosh,  
James Blue, artist books,  
comics, fairy tales, among  
others!



# Current Alignments

## Collaborative exhibitions

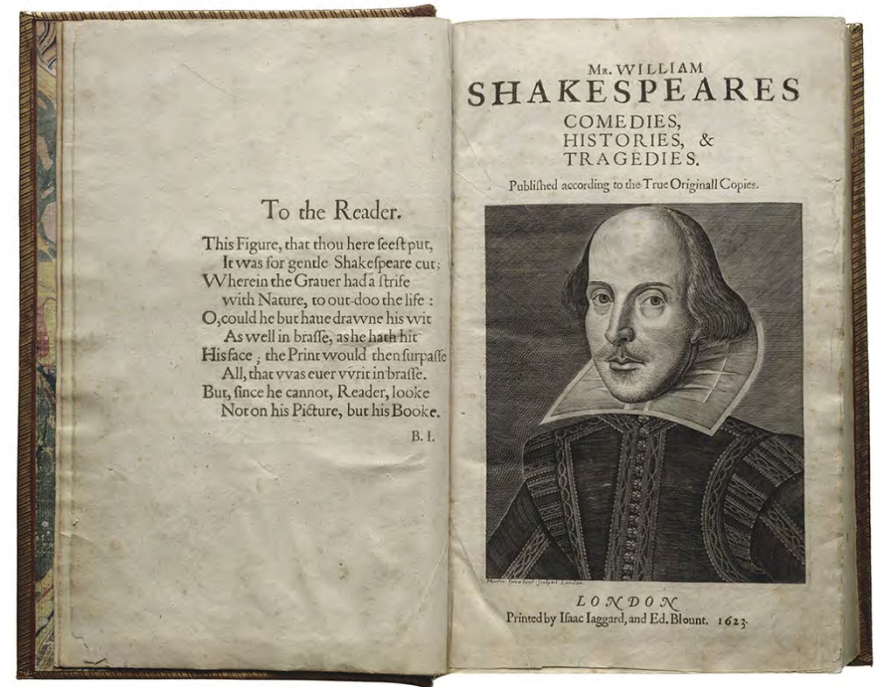
(shows at both locations),

including *First Folio! the*

*Book that Gave us*

*Shakespeare*; special

collections loans to JSMA







O  
UNIVERSITY OF  
OREGON  
Libraries

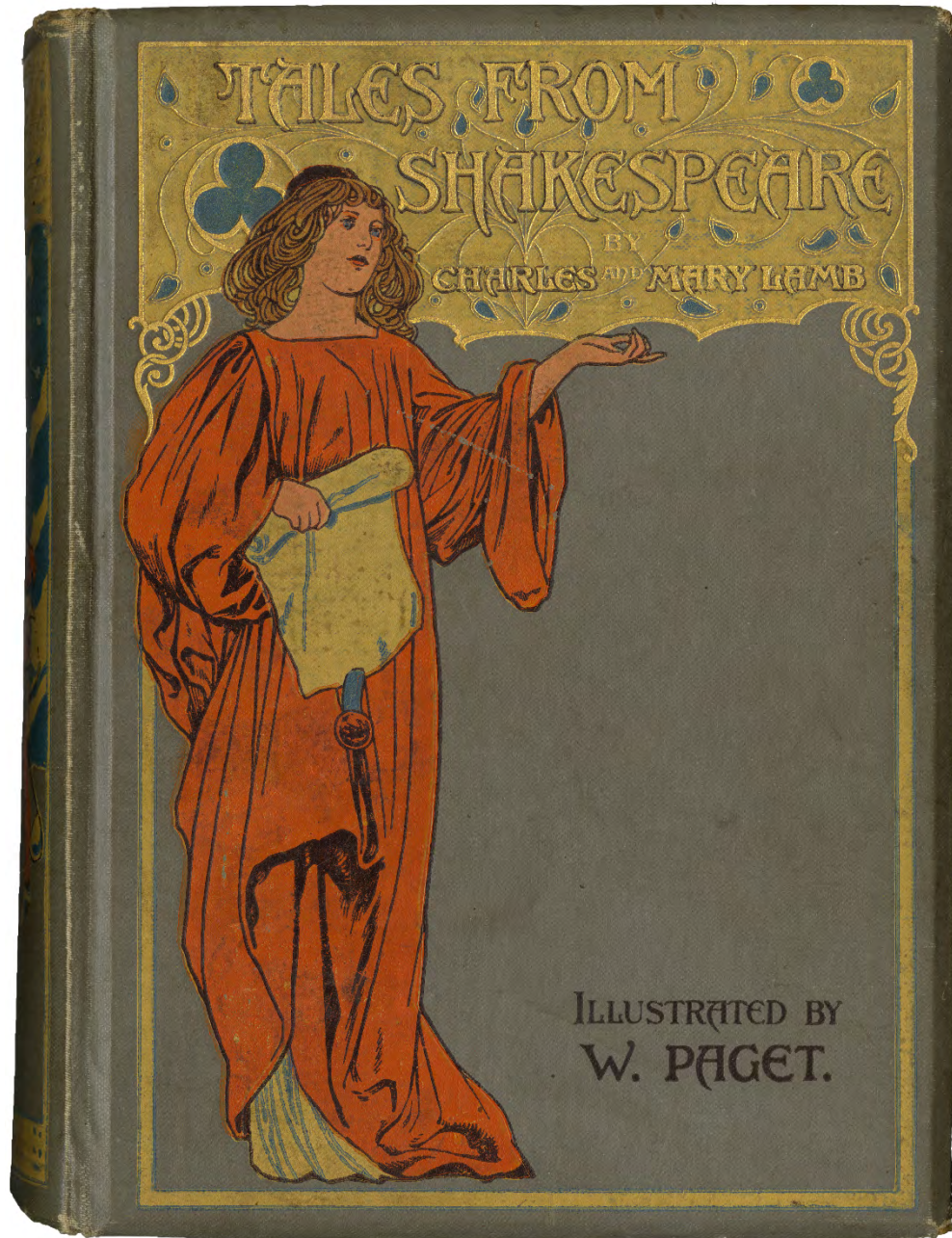
# Time's Pencil

SHAKESPEARE  
AFTER THE FOLIO

January 6 - March 28, 2016

an exhibit in Special Collections and University Archives, Knight Library

*Time's Pencil* is a companion exhibition to *First Folio! The Book that Gave Us Shakespeare*, on tour from the Folger Shakespeare Library, on display at the Jordan Schnitzer Museum of Art, January 6-February 7.







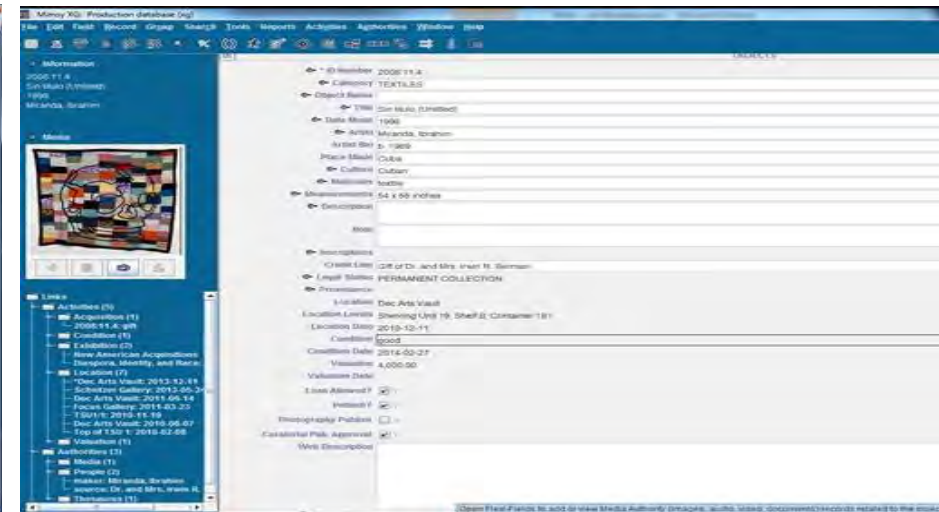
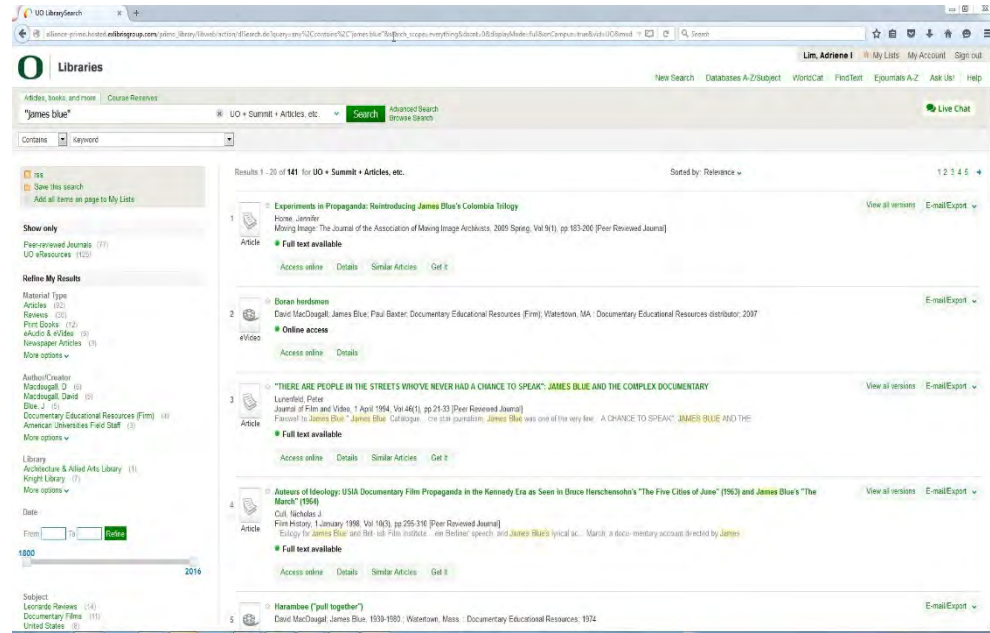
## Current Alignments

**Experiential technologies** – e.g., 3D printing by the Science Library of objects in JSMA collection for visitors with visual disabilities (enabling visitors to touch “art”)



# Current Alignments

- Manually sharing metadata between library/JSMA platforms: improvements needed as interfaces are not dynamically compatible or interoperable







# Future Strategic Alignments within the University of Oregon

## Align with new UO strategic plan

### Institutional Priorities

- Promote and enhance student access, retention and success
- Enhance the impact of research, scholarship, creative inquiry and graduate education
- Attract and retain high quality, diverse students, faculty and staff
- Enhance physical, administrative, and IT infrastructure to ensure academic excellence

### Imagine...

- A comprehensive research university rooted in a liberal arts education
- An institution that teaches people to think deeply, critically and creatively
- An incubator where inquiry leads to real impact
- A place where innovation occurs at the intersection of disciplines
- A setting where mountains, forests, rivers, and beaches are part of the everyday learning environment
- A home for students, researchers, teachers, and employers consistently focused on the greater good

# Future Strategic Alignments within the University of Oregon

## Establish UO GLAM formally:

- Create Mission
- New Partners: MNCH, AAA
- Shared Events (ongoing, special): first-year common reading exhibitions
- Shared PR, website
- Create joint grant programs for faculty/student research, building on current ones at JSMA and Library



# Future Alignments at UO

- **Create digital exhibitions for on-campus dissemination** to non-traditional areas: both units take same theme and jointly curate a digital show, which would foreground collections, preservation, and value of arts and humanities; could be on flat screens in every school, student union, residence halls
- **Libraries to provide reading lists for museum exhibitions**
- **Partner on visiting artists' and humanists' lectures and panels, with topics that highlight themes in our units' collections and programs**
- **Pool resources for student learning.** Libraries' Thomas internship could serve as possible source of funding for projects/collaboration

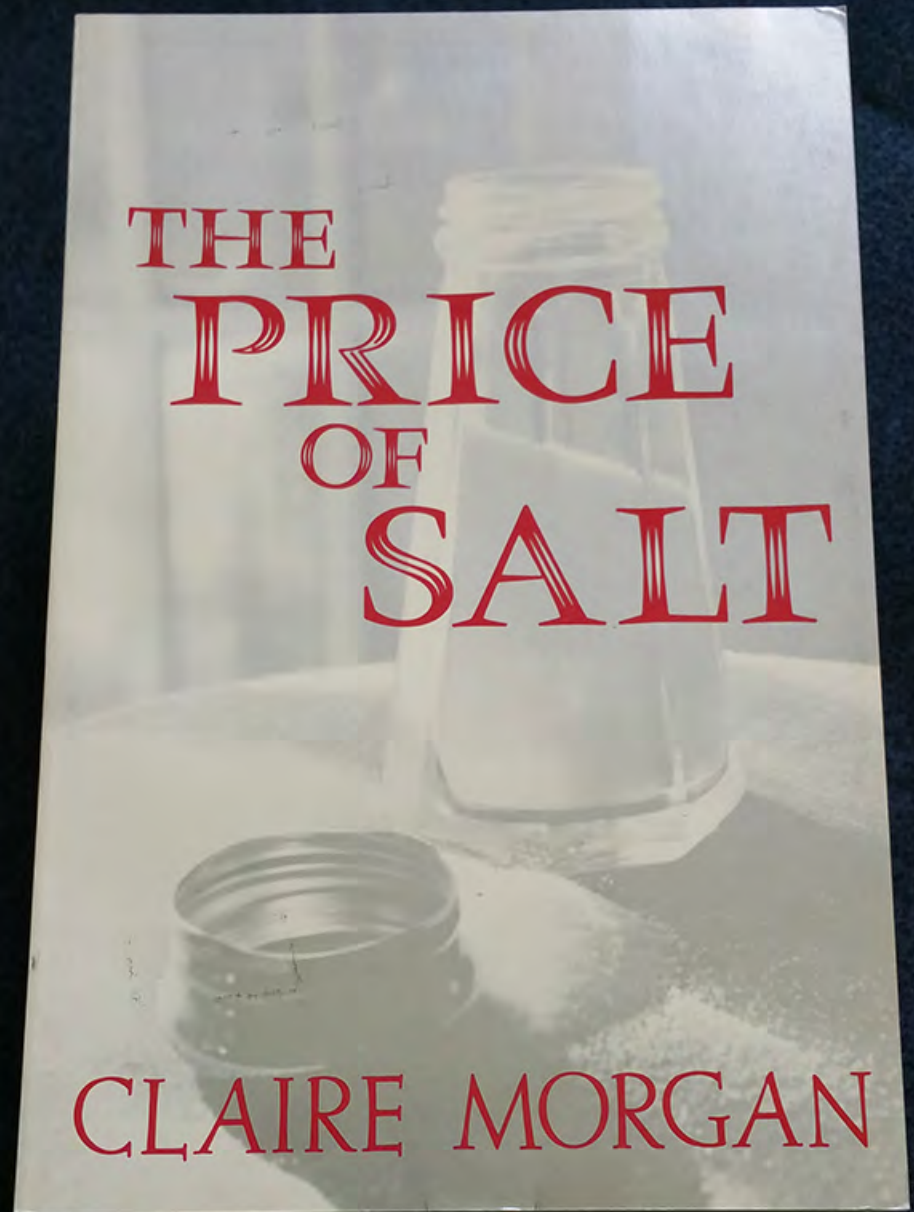
# Future Alignments at UO

- **Support life-long learners together:** engagement with the Osher Lifelong Learning Institute and other community groups through joint library/museum events and programs
- **Develop traveling exhibitions** from both collections that could go throughout state and beyond
- **Incorporate library component to JSMA rural arts education outreach to schools throughout the state**



# Future Strategic Alignments: Possibilities for the Field

- **Draft IMLS/other grants** to launch similar partnerships between museums/galleries and museums across universities to get baseline results and successful models that others might emulate
- **Create joint professional training opportunities** on our campuses (perhaps with Educopia)
- **Create a school-to-work apprenticeship program**
- **Circulate joint exhibitions among conference partners**
- **Present to Provosts**





# Thank you. Questions?

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