When the Newcomer Breaks the Mold: Meeting the Resource Needs of an Evolving Campus

1. Background

In 2003, the University of California - San Francisco (UCSF) established a new campus, Mission Bay. Key campus facts:

- Originally focused on biomedical research
- Medical Center opened in 2015
- 5,000 employees moved to Mission Bay from 2014 to 2015

The Library has had a small, specialized library at Mission Bay since 2003; however, the Library recognized that the collection needed an extensive update in order to continue to fulfill the needs of this evolving campus.

2. Challenges

**Awareness:** Few of our users knew of the Library, and those who did often had negative opinions. LibQUAL 2015 comments revealed that users thought it was “sad” and did “not [have] many resources.”

**Space:** The Library had over 1,900 volumes in 17 bookshelves. After 12 years of no significant weeding, the bookshelves were at capacity.

**Money:** In 2015, the Library received a permanent budget increase from the Chancellor. This increase allowed $20,000 of one-time funding for this collections project.

3. Weeding & purchasing decisions

**Weeding:** Our annual journal use studies illustrated that the print journals were almost never used, so we relocated or deaccessioned most of them to free up shelf space. We also weeded the circulating and reference collections based on publication age and circulation data.

**New titles:** We used the 2010-16 Doody’s Core Titles lists to select clinical titles with a focus on pediatrics, OB/GYN, oncology, and nursing to mirror the new Medical Center specialties. New editions of basic and computer science titles with high circulation were also purchased.

**Reference:** The reference collection was integrated into the circulating collection to maximize shelf space and eliminate patron confusion over its previous location.

4. Outcomes

The Mission Bay Library is experiencing a significant increase in circulation and is expecting circulation to double this fiscal year (below).

- 31% of the titles added in 2015 and 2016 have already circulated, indicating that the new titles are a good match for the community.
- QP (Physiology) titles are the most numerous, but QA (Computer Science) books have the highest circulation, indicating more selection adjustment is needed.

5. Marketing

In March 2015, our Communications Manager sent a promotional email (right) to employees relocated to Mission Bay to raise awareness of our library spaces and services.

The email’s open rate (36.5%) and click rate (9%) were both well above industry standards. The email was opened nearly 4x its unique opens, indicating that the email was frequently referred back to and shared with others.

6. Future research

The analysis shown here is only the beginning of UCSF’s research into the Mission Bay Library. Plans are underway to distribute a survey to employees at Mission Bay to gain a better understanding of what services and resources are still needed at this rapidly expanding campus.

We are also exploring an office delivery pilot to accommodate users’ locations and to further encourage utilization of the Mission Bay Library print collection.

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