

# 2013 STATISTICS

**20** Branch Libraries

**116** Libraries' Staff Members

Books & Articles Lent To Other Libraries  
**3,161**



**5,121**

Books and articles borrowed by the Libraries to support Smithsonian research



**1,969,547**  
Total items in collection

**5,420**

Electronic serials and databases available to users

**6,487**

Total Outreach Participants (tours, workshops, presentations)

**1,036,685**

Website Visitor Sessions



**24,704**

Reference questions answered



**198,238**  
Page views on the Smithsonian Libraries blog



**17,754**  
Followers on Twitter



**7,709**  
Facebook fans

**2,088**

Virtual reference questions answered



**8,881,174**

Web Content Downloads



**998,213**

Pages Digitized



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S M I T H S O N I A N L I B R A R I E S

**2013**  
ANNUAL  
REPORT

**ADVANCING**  
COLLABORATION  
KNOWLEDGE +  
UNDERSTANDING

## 2013 Smithsonian Libraries Product Development and Licensing Report

This year, our Product Development & Licensing Program supplied images for 79 projects and publications, earning \$8,272. Of the amount earned, \$6,972 came from usage fees and \$1,300 from imaging fees.

Libraries images have been used in a variety of ways this year, most frequently appearing in books from nonprofit and commercial publishers, including the Metropolitan Museum of Art and the University of Chicago. In addition, we earned \$3,000 in a collaboration with Pictorial Press International/World Photo Press that will use extensive images from the National Museum of American History Trade Literature collection in a book about uniforms and work clothing.

Libraries images also provided inspiration for a variety of items produced by the Smithsonian Enterprises Product Development and Licensing team, including wall art from ATI/Prestige Art, lamps from Golden Lighting, and posters on Art.com. We also received credit for several rug designs from Surya. This year, Smithsonian donors will receive complimentary seed catalog calendars by Brickmill, in addition to the yearly calendar published by Zebra.

## ADVANCING COLLABORATION KNOWLEDGE + UNDERSTANDING

### FROM THE DIRECTOR

Wow...what a year this was. It started with a sequester of federal funds that limited our budget and ended with surpassing our annual fundraising goal by 25% for a total of \$2,561,204. And all of you, our terrific supporters, were responsible for that accomplishment. We could not be happier, or more thankful.

But there were other great things that our dynamic library enterprise achieved. Our annual Author's Night in September brought together our top donors and well-known mystery, history, and children's authors to compare notes, discuss plots, and enjoy an excellent dinner. In November, our first ever Adopt-A-Book event, cohosted with the Italian Embassy, drew over 200 people to compete to adopt their favorite books from our collections, while enjoying Italian food and wine and interactions with McLean High School students in Early Modern Period dress, showing off science experiments and the arts. The annual Dibner Library Lecture saw an overflow crowd listen to M.I.T. historian Rosalind H. Williams talk about "Engineering Romance in Late 19th Century Literature."

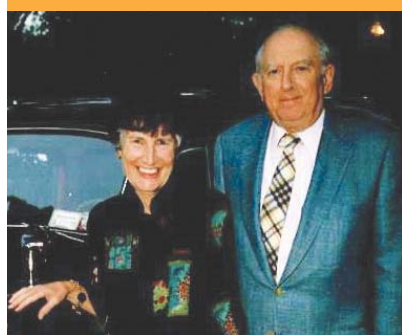
The Libraries opened two exhibits in the National Museum of Natural History, one highlighting that "fascinating" creature – the endangered rhino, and the other showing how scientific illustrators are able to

lavishly depict ancient whale bones in gorgeous publications in "Whales: From Bone to Book."

Our wildly popular Biodiversity Heritage Library—an over 125,000 volume digital collection – grew when the BHL Africa was launched in a ceremony at the Pretoria National Botanical Garden in South Africa. How proud we were when BHL Program Director Martin Kalfatovic accepted a 2013 Laureate Honors Award for Outstanding Collaboration from Computerworld in March and in May received the Charles Robert Long Award of Extraordinary Merit from the Council on Botanical and Horticultural Libraries! And speaking of digital matters, we led the Smithsonian to become a major contributor to the new Digital Public Library of America; over 400,000 visitors a month come to Smithsonian museum, library, and archive collections through that portal.

So come to our events, join us in this great library work that is raising the bar! And let us thank you in person for joining us in our mutual support of the increase and diffusion of knowledge.

Nancy E. Gwinn, Director



### FURTH FAMILY'S LEGACY TO FUTURE GENERATIONS

In March, Hope and John Furth gave the Libraries an unrestricted donation of \$1 million. This generous gift advances the Furth's existing endowment begun in 2005, which is used to further the Smithsonian Libraries' mission and strategic initiatives.

"Libraries are my passion," says Hope Furth. "The Smithsonian Libraries represents many of the values that are most important to John and me: scholarship, education, dissemination of knowledge, collaboration. The opportunity to support the Libraries at one of the world's stellar institutions is a great joy to us both."

Hope describes several reasons for her continued financial backing: the vital support the Libraries provides to the research, exhibitions, and education at each of the Smithsonian's museums; the Libraries' participation in collaborative programs, such as the Biodiversity Heritage Library; and the creative, flexible, and varied talents of the staff. For Hope, the administration and staff's vision allows us to be not only the largest, but also, among the best museum libraries in the world. She says, "The Smithsonian Libraries is a museum in its own right, and it is important to make known and available for study and pleasure its millions of artifacts."

"We're grateful for this support from the Furths and the opportunity it provides the Smithsonian Libraries to better serve researchers, students, fellows and the American people," notes Nancy E. Gwinn, Director of the Smithsonian Libraries. "This funding will help us explore new, creative avenues to share our vast collections and to inspire the next generation of learners."

*Hope Furth completed a nine-year term on the Smithsonian Libraries Advisory Board in 2012. She is the former long-time chair of the Mathematics Department at Rye Country Day School and former head of the school's Academic Affairs Committee. She is currently a Trustee and rotating chair of the White Plains Public Library, as well as a member of the Board of Trustees and Treasurer of the Westchester Country Library System. Mr. Furth is Vice Chairman and Member of Klingenstein, Fields & Co. LLC in New York. He holds the Chartered Financial Analyst (CFA) and Chartered Investment Counselor (CIC) designations and is a Member of the CFA Institute and the New York Society of Security Analysts. He is a Trustee Emeritus of Barnard College, a Trustee and Treasurer of the Foundation for Child Development, a Trustee of Congregation Emanu-El of Westchester, a former Chairman and current board member of Blythedale Children's Hospital and Vice Chairman and former President of the Board of The Grand Street Settlement. He also serves on the Yale Development Board and participated on the Yale Tomorrow Executive Committee of the university's recent Capital Fund Campaign. Mr. Furth is a graduate of Yale University and served in the U.S. Army during the Korean War.*



### ELEVATING OUR BRAND

The Smithsonian Libraries has embarked on an ambitious effort to raise the visibility of the Libraries as an essential backbone of the broader Smithsonian Institution. A new branding and marketing program will change the way staff, users, patrons, and the American people view and communicate with the Libraries. Made possible by an initial in-kind gift valued at \$150,000 from Brandlogic Corporation in fiscal year 2013, Advisory Board member James Cerruti is taking the lead on the project.

James is a Senior Partner at Brandlogic, a corporate brand consultancy specializing in communication strategy, marketing, design, and related advisory services. He and his staff view this project as a big opportunity to tell the Libraries' untold story, shedding light on the Libraries as an American treasure. They want to help us become better understood by potential contributors while capturing the interest of Americans who may be aware of the Smithsonian Institution but not of the Libraries. The project aims to draw out the truth of the Libraries, highlighting its value to the Smithsonian and world, while expressing this in a compelling visual and verbal way.

Notes James, "The Libraries is perhaps the only entity within the Institution that reaches across most of its activities and supports its functioning at a very broad level. We want to make sure the Libraries' story in supporting the scientific and curatorial work of the Smithsonian's staff gets told, making people both within and outside the Institution aware of the high value that librarians bring to the scientific, art, and cultural research communities."

Brandlogic's services will raise awareness of the Libraries as a vital entity that reaches across all of the Smithsonian's museums and research centers. "The Libraries is a 'hidden' unit but is a tremendous benefit to the entities and people it supports – museums, curators, and researchers within the Smithsonian, visiting scholars, students and interns, and the American people. The Libraries contributes greatly to the Smithsonian's overall reputation," says James. "The public may perceive the Smithsonian through their experiences with the museums' exhibitions and publications that convey the Institution's knowledge and expertise, but what people don't know is that the quality and authenticity that underlie the Smithsonian's public presence depends on the Libraries. Without the Smithsonian Libraries, the Institution would not have the high credibility it now enjoys."

### Brandlogic's strategy will brand the Libraries in three distinct ways:

#### 1. PROMISE

defining and conveying the purpose and role of the Libraries

#### 2. IDENTITY

creating a visual identity and a verbal style (both in print and online) that people will associate with the Libraries

#### 3. EXPERIENCE

developing and delivering a consistent and discernible experience – something that's increasingly important in a digital world

### STAFF ON THE MOVE

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Digital Services

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Botany and Horticulture Library

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Interlibrary Loan Services

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Administrative Services

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Digital Services

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Preservation Services

**Kristen van der Veen**  
Dibner Library of the History of Science and Technology

**Katharine Wagner**  
Preservation Services

**Daria Wingreen-Mason**  
Joseph F. Cullman 3rd Library of Natural History

#### JOINED

**Jacqueline Chapman**  
Digital Services

**Huston Dove**  
Discovery Services

**Rebecca Goodman-Sudiik**  
Digital Services

**Rita O'Hara**  
Hirshhorn Museum and Sculpture Garden Library

**Monique Politowski**  
Digital Services

**Carolyn Sheffield**  
Digital Services

**Carrie Smith**  
National Museum of American History Library

#### REASSIGNMENT

**Amy Watson**  
Discovery Services

#### DEPARTED

**Grace Costantino**  
Digital Services

**Jacqueline Ford**  
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**Phuong Pham**  
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**Julie Silverman**  
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\*indicates planned gift documented in fiscal year 2013