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Aerial view of site of future James B. Hunt Jr. Library (red dot marks the spot), Centennial Campus, NC State University. See story on selection of architects in the "Library News" section.

LIBRARIES' CAPITAL CAMPAIGN UPDATE

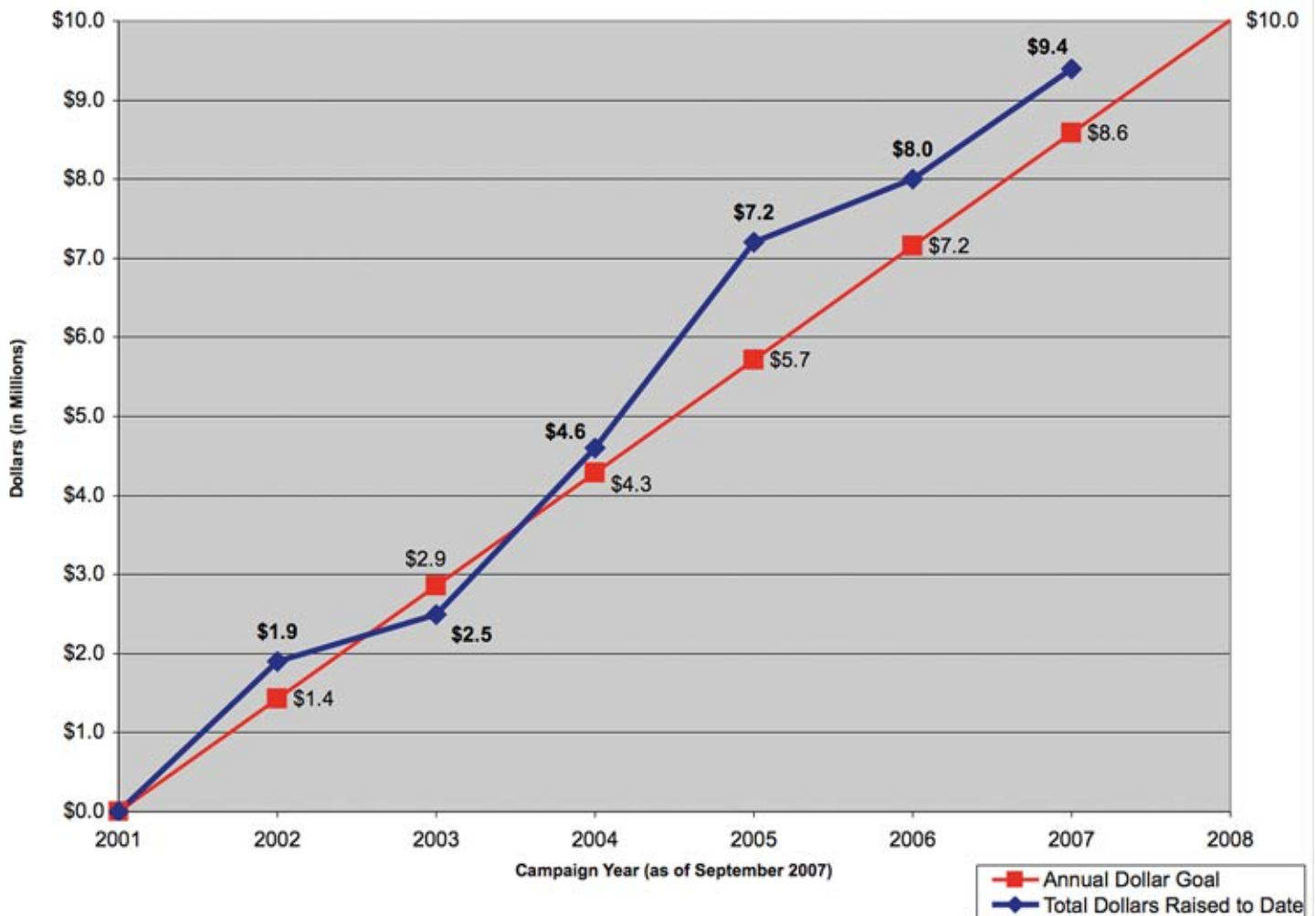
By Suzanne Weiner, Library Advancement

As of October 31, 2007, the NCSU Libraries' fund-raising total for its Capital Campaign stood at \$9.4 million. The Libraries is on a great trajectory to reach its \$10 million goal by the end of the campaign, but we still need your help. North Carolina State University Chancellor James B. Oblinger has set endowment building as the focus for the last year of the campaign, and the Libraries has concentrated its efforts in this area for the past months. Endowments are essential to the library and provide support for activities, staff development, and collections. Two recently established endowments are the **Upchurch Collection Endowment**,

in support of the Upchurch Collection; and the **Lois Madden Todd Endowment for the NCSU Fellows Program** to support professional development for new librarians. These funds provide a measure of security and financial freedom for these programs now and into the future.

There are many other opportunities for those who would like to have a named, perpetual fund to support library collections but would like to take more time to build toward the \$15,000 needed for a full endowment. Incubator Endowments offer the perfect solution. The Libraries is offering a one-time, limited number of 50 percent matches for an investment of \$500.

ACHIEVE: A TRULY GREAT LIBRARY WITHIN OUR GRASP

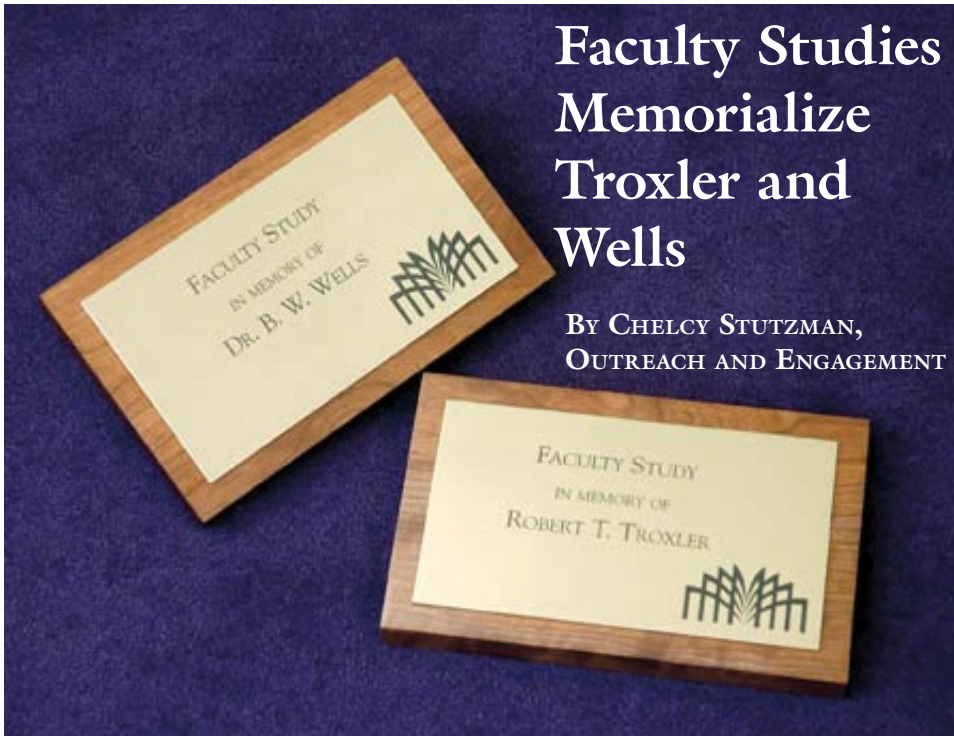


This \$1,000 investment will allow you to begin contributing toward an endowment and begin building a lasting gift to the Libraries.

The Libraries has many good things to look forward to in 2008: planning a new library building on Centennial Campus, interesting speakers, and new exhibits. It has been a pleasure working with all of the Libraries' many friends and donors, and we thank you for your support. The

past year was one of celebrations and gala events honoring major goals accomplished, and we look forward to seeing you in 2008 as we close this Capital Campaign in style.

For more information on endowments or any other programs, please call Suzanne Weiner, associate vice provost for Library Advancement, at (919) 513-0631 or send an electronic-mail message to suzanne_weiner@ncsu.edu. ❖



Faculty Studies Memorialize Troxler and Wells

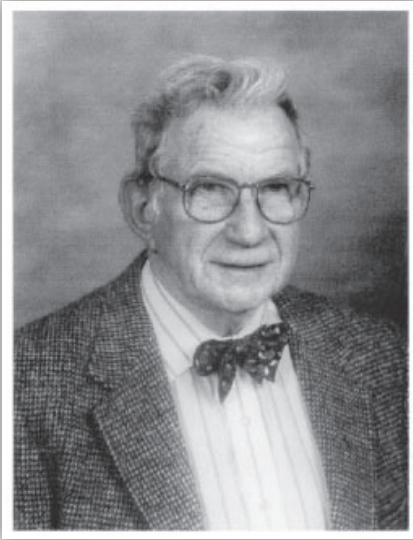
BY CHELCY STUTZMAN,
OUTREACH AND ENGAGEMENT

The NCSU Libraries is pleased to announce the naming of two faculty studies, in memory of Robert T. Troxler and B. W. Wells. Troxler, a professor at NC State for forty-four years, taught in the School of Education's Department of Industrial Arts. After his death in 2002, the Libraries learned that he had left a \$15,000 bequest for his beloved D. H. Hill Library. Botanist Bertram Whittier Wells, who died in 1978, belonged to the first generation of North American plant ecologists and pioneered the ecological study of the southeastern United States. After the death of Wells's wife, Maude B. Wells, the Libraries learned that she had left a gift of \$28,898 to the Libraries through her estate.

Troxler attended State College as a student in the early 1940s before assuming a teaching position at NC State. His work remained his life's

passion. He was a lifelong learner before the term was invented and loved teaching at NC State until his retirement at the age of seventy in 1989. Troxler taught classes on such subjects as drawing, design, woodworking, and ceramics. His family has described him as a joy to be around and as a very positive and thought-provoking person who touched the lives of many students and faculty members at NC State. He enjoyed entertaining a crowd and was an excellent public speaker equipped with great stories and wonderful jokes. Troxler always wore his signature bowtie and looked for ways to add fun to his students' lives, such as preparing them breakfast on some type of unusual cooking equipment or ending a class with a party.

The Troxler family remembers him as a walking book of knowledge. The D. H. Hill Library was a place he admired and loved, and he visited



Robert T. Troxler, courtesy of Risa Troxler Jarman.



B. W. Wells, 1977. Bertram Whittier Wells Collection, Special Collections Research Center [Wells Collection, SCRC]. Wells will have Faculty Study 7222 memorialized in his honor.

almost daily. He cherished reading and preached its importance and the value of continual learning. Troxler used the library as a place to write, first about his scientific studies and later about his family's involvement in World War II and his life growing up on the Haw River with his ten brothers and sisters. Up until the time of his death, he regularly went to his faculty study number 9216.

Bertram Whittier Wells arrived in North Carolina in 1919 to head the Department of Botany and Plant Pathology (now the Department of Plant Biology) at North Carolina State College. Inspired by a glimpse from a train of the colorful mosaic of flowering plants at the Big Savannah in Pender County, he documented the native plants of North Carolina and how they interacted with and were influenced by their environment. By immersing himself in the relatively new science of ecology and spending countless hours in the field, Wells devoted his life to fulfilling that mission [see "B. W. Wells: Pioneer Ecologist," *Focus*, Volume 27:2 (2007), pages 3–5; and "Exhibitions Take a Bow," in the "Seminars and Events" section].

Wells taught at NC State until 1954, and throughout his career he sought to enlighten everyone he encountered on the importance of appreciating nature. His guide, *The Natural Gardens of North Carolina*, describes the theo-

ries of ecology for a popular audience interested in gardening, and it remains Wells's single most enduring contribution.

Throughout his life, Wells gave countless lectures, armed with lantern slides and a projector, speaking on topics ranging from gardening to the Big Savannah. The time and attention to detail that he invested in transforming black-and-white images into hand-colored lantern slides testify to his love of nature and the importance he placed on showing other North Carolinians that love on these images. In addition to his slides, Wells was also an artist who painted scenes of his family, home, and nature.

Though he was ultimately unable to save his most beloved site—the ecologically unique Big Savannah—from development, his work inspired the discovery and preservation of a smaller yet similar site, dedicated as the B. W. Wells Savannah in 2002.

North Carolina State University and the Libraries are honored to play a part in remembering R. T. Troxler and Bertram Whittier Wells. For information about supporting the NCSU Libraries or about the opportunity to name a faculty study, please call Michael Gulley at (919) 515-7315 or send an electronic-mail message to michael_gulley@ncsu.edu. ❖

Incubator Endowment Program Tremendous Success

By MICHAEL GULLEY, SENIOR DEVELOPMENT OFFICER

Over the past year, the NCSU Libraries has seen the creation of numerous endowments originally established as Incubator Endowment accounts. Through the establishment of these full endowments, supporters of the library are enhancing the Libraries' ability to purchase the books, materials, and technologies needed to sustain NC State University's intellectual excellence and to attract or retain key faculty members. The establishment of an Incubator Endowment and the continuous support to build it to a full endowment provides library supporters an excellent way to benefit students and faculty in their teaching, learning, and research for many generations to come.

The Incubator Endowment program is an innovative option for individuals or groups who wish to support the library's collection but do not have the immediate ability to establish a full endowment of \$15,000. An incubator account can be established with an initial gift of only \$1,000, and it then can be "grown" through gifts of any size and frequency. The initial donor or donors select a name and a subject preference for the account, but these are not finalized until the achievement of the full endowment level.

Once the endowment has reached its full status, all materials purchased with the income generated from the endowment are marked with personalized recognition bookplates and noted in the NCSU Libraries' catalog for easy identification.

Since the establishment of the Incubator Endowment program more than ten years ago, over 170 Incubator Endowment accounts have been established, and sixty of these have reached full endowment status, adding more than \$1.4 million dollars to the Libraries' endowment. In addition to valuable resources that these endowments provide to the NCSU Libraries, each tells a story that demonstrates the wide variety of impact and connection that the library makes each day. The NCSU Libraries is pleased to announce the creation of the following new

endowments, each of which began as an incubator account.

Davey Endowment—to support the NCSU Libraries' collections in all subjects and formats

Jinnie Y. Davis Endowment for Publications and Public Relations—to support the publications and public affairs program of the NCSU Libraries

Gloria Whetstone Houser Endowment—to support the NCSU Libraries' collections in all subjects and formats

Richard and Adeline Loeppert Endowment—to support the NCSU Libraries' chemistry collections in all formats

Wendell and Linda Murphy Endowment—to support the NCSU Libraries' collections in all subjects and formats

Kenneth A. Raschke Memorial Endowment—to support the NCSU Libraries' cancer research, treatment, and mathematics collection in all subjects and formats

Phillip and Elise Stiles Endowment—to support the NCSU Libraries' collections in all subjects and formats

Harold and Janet Swaisgood Endowment—to support the NCSU Libraries' food science and biochemistry collections in all formats

Lois Madden Todd Endowment for the NCSU Libraries Fellows Program—to support the professional development of a new librarian as the Lois Madden Todd Library Fellow

Upchurch Collection Endowment—to support the Upchurch Collection, including addition in related areas, in all subjects and formats

If you would like more information about the Incubator Endowment program, individual endowments, or the opportunity to establish an Incubator Endowment for only \$500, please call Michael Gulley, senior development officer, at (919) 513-7315 or send an electronic-mail message to michael_gulley@ncsu.edu. ♦



Getting the Story Out

BY ANNA DAHLSTEIN, EXTERNAL RELATIONS

In a world of limited resources, Jinnie Yeh Davis, the NCSU Libraries' former assistant director for scholarly communication and external relations, found it very satisfying to build the library's communications and development program from a one-person shop into a professional operation over the course of two decades. She applied marketing and public relations techniques, such as branding and constituent relations management, to generate external support for the Libraries' mission. Upon her retirement in May 2001, numerous colleagues, friends, and family members established the **Jinnie Y. Davis Endowment for Publications and Public Relations** to honor her contributions in these areas. Following substantial gifts last year, the incubator account reached full endowment status [*see* "Incubator Endowment Program Tremendous Success," page 5].

During a recent conversation, Davis put forward the following simple and elegant explanation for a library public relations program:

State funding is our lifeblood, but it's restricted in many ways. The library needs to go beyond the university for both financial and other kinds of support. To do that, you have to tell your story so people know what you're accomplishing. Even on campus, people can't be expected to stay on top of all the innovations or to understand their full significance. For off-campus constituents, it's naturally even more difficult to grasp what you've achieved and what it means in terms of our end product—a quality education for NC State students.

As an example, Davis cited the announcement of the new online catalog, which was unveiled in January 2006. She emphasized the importance

of making the point that the NCSU Libraries had not merely bought a ready-to-use Endeca software package off the shelf. Rather, the key message to get across is that NC State librarians were the first to take Endeca software formerly used by electronic-commerce sites, combine it with the highly rich data created by catalogers over several decades, and build a sophisticated research library catalog with entirely new capabilities. "It's another success story, and at the end of the day, people like to support winners!" she summed up.

During her tenure at NC State, Davis earned accolades for her work, combining diplomacy and a subtle touch with great skill for promoting the case for the Libraries. She orchestrated several public relations campaigns that brought valuable recognition to the Libraries' record of accomplishment: the John Cotton Dana Library Public Relations Award in 1990 for innovatively integrating fund-raising and publicity activities during the year-long celebration of the library's centennial; the CASE Award of Excellence in 1998 for the publication *Inaugurating an Architectural Archive: The George Matsumoto Exhibition*; and the prestigious Excellence in Academic Libraries Award presented by the Association of College and Research Libraries in 2000. Under her direction, the Libraries established the na-

tion's first Scholarly Communication Center with a copyright attorney on staff, and Davis also remained involved in numerous other aspects of library management related to planning, research, and statistical reporting. Upon retirement, she received the governor's highest civilian award, the Order of the Long Leaf Pine, in recognition of her long-standing service to the university and the state of North Carolina.

Davis now draws on her multifaceted experience at the NCSU Libraries, Auburn University, Ohio State, and the Smithsonian Institution, as well as her doctorate in library science from Indiana University, to inform a second career. She serves as a consultant for the Ohio Board of Regents, leading assessment teams that determine whether postsecondary institutions teaching in Ohio meet the state's authorization criteria.

She also credits her NC State career with having provided concrete skills that have benefited her *pro bono* work for the North Carolina Literary and Historical Association, Raleigh Dance Theatre, Town of Cary Sister Cities Commission, and NC State's Association of Retired Faculty (ARF). Like so many other ARF members, Davis has embraced "retirement" as an opportunity to give back to the community. Luckily for the Libraries, she is giving back to her former place of work as well. ❖

NAMING OPPORTUNITIES

The Libraries would like to acknowledge the following gifts made since September 1, 2007, to support the East Wing renovation and the planning and design of the new library on Centennial Campus. For more information, please visit www.lib.ncsu.edu/renovation/namingOp/ or call Michael Gulley at (919) 513-7315.

Named Gifts

Suzanne Weiner Large Atlas Stand

Bricks (Red)

William R. Pollard
Susan Sizemore Hanson
Jonathan Wormald

Bricks (White)

Karen Peterson

A Man of Peace and Conviction

BY ANNA DAHLSTEIN, EXTERNAL RELATIONS

During his twenty-year career as a library administrator at NC State, Cyrus Baldwin King did not settle into the lofty comfort of an “ivory tower.” On the contrary, he worked tirelessly for social change, both within and beyond the university. Together with former library directors Harlan Brown and I. T. Littleton, King made the library a forerunner on campus in hiring African Americans in the 1960s. He served on the Faculty Senate’s Good Neighbor Council, which urged off-campus landlords to stop discriminating against black students who needed apartments to rent. Through their church as well as numerous activist groups, Cy and Carolyn King have supported civil rights and other causes related to social justice and nonviolence, gaining widespread esteem for their dedication.

When his long-time friend and tennis partner, Raleigh attorney John K. Culbertson, made a generous gift to the NCSU Libraries in 1999 in his honor, King indicated that he would like the resulting Incubator Endowment to be designated for collections in the area of peace studies. Raised in a pacifist Quaker family, King had nonetheless chosen to serve in World War II after reaching the conclusion that armed conflict was inevitable. His father, E. S. King, was the secretary of NC State’s Campus YMCA from the 1920s through the 1950s and ministered to returning veterans and their families in “Vetville” after the war. The younger King’s own combat experience, which included the Battle of the Bulge, only strengthened his conviction



tion that “it is essential that we prevent war from happening in the first place, by finding nonviolent ways to solve problems locally and internationally.”

After many years of involvement with groups such as Veterans for Peace, Peace Action, Fellowship of Reconciliation, and the United Nations Association, King is now pleased to be able to draw attention to their missions through the [Cyrus B. King Endowment](#), which he brought to full endow-

ment status last year by means of a major gift. A number of friends and colleagues have also added contributions to the fund.

According to Vice Provost and Director of Libraries Susan K. Nutter, “It is particularly appropriate for a collections endowment to be associated with King in perpetuity, since he spent his career developing great collections.” Although he earned an M.A. in history, rather than library science, King was invited by Littleton and Brown to join the NCSU Libraries in 1963 as head of Acquisitions after serving as an archivist in the North Carolina Office of Archives and History. With customary modesty he says, “They took a chance on me even though I wasn’t a ‘real’ librarian.”

It turned out to be a gamble that paid off, as King contributed significantly to the institution’s growth and overall improvement until retiring as assistant director for collection development and management in 1984. Never one to toot his own horn, King credits the achievements to Littleton, coadministrators Don Keener and Bill Lowe, and other coworkers too numerous to mention. As recently as spring 2007, he decided to acknowledge no fewer than twenty-two former library and campus colleagues by purchasing bricks in their honor or memory. Their names (see sidebar) are now engraved on bricks installed in the walkway outside the main entrance to the D. H. Hill Library, providing permanent tributes to longtime library staff and to faculty members who served on the University Library Committee.

These individuals include Margaret Hunt, one of the first African Americans to be offered a professional position in the library in 1973. They also include numerous paraprofessionals whom King hired or worked with

CY KING BRICK HONOREES

Bonnie Baker
 Doretha Blalock
 Mary Ellen Brady
 Lillie Caster
 Carol Clark
 Luisa Gray
 Lodwick C. Hartley
 Walter High
 Gloria Houser
 Margaret Rogers Hunt
 Maude Jones
 Ruth Lane
 Foy Lineberry
 I. T. Littleton
 Bob Pollard
 Yvonne Sanders
 Louise Stafford
 Margaret Sugg
 Bill and Jane Tucker
 Nell Waltner
 Ann Baker Ward
 Brenda Wright

in Acquisitions, Binding, and Cataloging whose responsibilities in essential, behind-the-scenes technical services seldom enjoy public recognition.

For more information on supporting the NCSU Libraries by purchasing an engraved brick or establishing an endowment, please call Senior Development Officer Michael Gulley at (919) 513-7315, send an electronic-mail message to michael_gulley@ncsu.edu, or visit the Web at www.lib.ncsu.edu/support. ❖

NC State Community Memorials

Whenever the NCSU Libraries learns of the loss of an NC State student, faculty, or staff member, a special memorial is prepared. Librarians purchase a title reflecting the academic or personal interests of the deceased individual, mark it with a bookplate in his or her memory, and include the person's name in the catalog record. In this way, the NC State community member is permanently honored and remembered in the Libraries' collections and the intellectual life of the campus. Between August 1 and October 31, 2007, the Libraries commemorated the following individuals:

Dean Wallace Colvard
Zach Myers

Cameron Underwood

Honor with Books

One way to pay a lasting tribute to a friend, colleague, or family member is to request that gifts be made in their name. The NCSU Libraries is pleased to acknowledge the generous and thoughtful gifts made in honor or memory of the following individuals since the last issue.

In memory of Tina Cattaneo

Syngenta Seeds, Inc.

In Honor of Grandmama, Mrs. Elsie M. Hill

Jeffrey Thompson

In honor of Cyrus King

Slater and Patricia Newman

In honor of Robert P. Up- church

Charles J. Peterson

In memory of Louis Wooten

Louis and Lytle Wooten Jr.

Establishing a named Incubator Endowment requires an initial donation of \$1,000, but for any donation of at least \$100, the Libraries prepares a bookplate naming the person commemorated by the gift. To learn more about memorial or honorary gifts, please contact Senior Development Officer Michael Gulley at (919) 513-7315, send an electronic-mail message to michael_gulley@ncsu.edu, or visit www.lib.ncsu.edu/honorwithbooks/. ❖



Focus, a newsletter published three times a year, seeks to promote the services, activities, needs, and interests of the NCSU Libraries to the university, the Friends of the Library, and beyond.

Editor: Terrell Armistead Crow.

NCSU Libraries Homepage: <http://www.lib.ncsu.edu/>