PROVIDING ROADMAPS FOR CONSUMER HEALTH OUTREACH

WHEN OPEN ENROLLMENT for 2016 coverage under the Affordable Care Act began November 1, staff at public libraries were well prepared to help consumers understand how the law affected them and what their options were.

Who prepared them? People like Kelli Ham, consumer health and technology coordinator with the National Network of Libraries of Medicine, Pacific Southwest Region (NN/LM PSR), based at the UCLA Louise M. Darling Biomedical Library.

“When the law first went into effect, I created outreach and training programs that provided a roadmap for public librarians as they developed services for their communities,” Ham explained. “The four states in our region have different health insurance marketplaces, which meant that I had to gain expertise in all four systems.”

(continued on page 5)
Dear Donors and Supporters of the UCLA Library,

I would like to sincerely thank you for the many ways you have supported the UCLA Library. With 2016 fast approaching, we are reminded that we have so much to be grateful for in the past year.

It is in this spirit of gratitude that we recently celebrated the annual Powell Society Dinner, which is an entire evening dedicated to the visionary donors who have included the UCLA Library in their estate plans, have made lasting investments in the Library by creating endowments, and have given leadership gifts that enable the Library to meet the growing demands of the UCLA community.

Every single dollar given to the Library makes an impact on the quality of service and overall experience we are able to provide to students, faculty and the research community at large, who rely on the Library for research help and access to collections. I hope you realize the profound difference your gift can make in the life of a UCLA student and please consider the UCLA Library in your generous year-end contributions.

Wishing you a safe and gratitude-filled holiday season!

Virginia Steel
University Librarian
THE UCLA LIBRARY ASSOCIATES GIVING SOCIETY
Support from the UCLA Library Associates provides funds to meet the Library’s greatest needs. You can make a significant impact on the quality of innovative resources and services at the UCLA Library by making a gift today.

HONOR WITH BOOKS
Pay tribute to a special person by placing a bookplate in his or her honor in a newly purchased book in the subject area of your choice. A bookplate makes a great graduation, retirement, or holiday gift for a loved one, friend, special teacher, or colleague.

COLLECTION ENDOWMENTS
Provide critically needed funds to acquire, preserve, and make accessible library materials in a particular subject area of interest by starting a collection endowment named for you or someone you wish to honor. Collection endowments begin at $50,000 and can be made with a single gift or pledged over several years. Special bookplates are custom designed and affixed to each item funded by the endowment.

NAME A SPACE
The Library offers naming opportunities in each of our locations to recognize special gifts. Create your legacy at the Library or honor a special person with opportunities beginning at $25,000.

MAKING A BEQUEST
Leave a lasting legacy by including the UCLA Library in your will or living trust. Alumni, friends, faculty, and staff who have chosen to benefit the university through planned giving are welcomed into the prestigious UCLA Legacy Society. Planned gifts include gifts through wills, living trusts, charitable trusts, charitable gift annuities, retirement plans, or other estate planning arrangements.

If you would like to receive more information about these or other options to support the UCLA Library, please contact UCLA Library Development at (310)206-8526 or by email at giving@library.ucla.edu. You may also visit the website at library.ucla.edu/about/giving-library.

GRANTS (continued from page 1)
In the 1920s white-owned businesses would not insure the lives of African Americans, and California legislation blocked the formation of black-owned insurance companies. But William Nickerson Jr., George A. Beavers Jr., and Norman O. Houston identified a loophole in the law and founded the company in 1925.

Over its eighty-four-year history, Golden State Mutual grew into one of the largest African American businesses in the western U.S. Devoted to Southern California and focused on community service, the company developed a workforce of black middle-class employees and offered stability for families affected by discrimination.

The John Randolph Haynes and Dora Haynes Foundation provided funds to hire an archivist who processed the records. “This complex project involved combining materials acquired separately in 1986 and 2014,” explained Manuscripts Librarian Genie Guerard. “Contents included documents such as board minutes, correspondence, advertising, photographs, and financial records as well as an extensive selection of audiovisual materials.”

Of those, the Library chose three unique films for digitization, which was funded by the National Film Preservation Foundation. “Many researchers have requested access to this footage,” said Yasmin Dessem, the Library’s audiovisual preservation specialist. “This demand, combined with the fragility of the film stock, made these three the logical choice for this project.”

One film covers the 1949-50 construction and dedication of the home office designed by Paul Revere Williams, the first African American member of the American Institute of Architects. It also shows the installation of murals painted by Charles Alston, a member of the Harlem Renaissance, and Hale Woodruff, an apprentice of Diego Rivera.

Another follows a tour of the home office in the early 1950s, showing staffers in various departments. It also contains appearances by Lena Horne, Joe Louis, Bill Robinson, and Paul Robeson, among other famous figures. A third captures company picnics in 1947 and 1958, showing African Americans engaging in leisure activities when segregation limited the venues they could visit.

“These revealing materials complement other holdings acquired and made accessible to students, scholars, and the general public through the UCLA Library’s Collecting Los Angeles initiative,” concluded Steel. “By preserving the past while anticipating the future, we empower the transfer of knowledge and understanding to new generations of students, faculty, and scholars.” ☛
WHAT DO STUDENTS in ecology and evolutionary biology, Asian American studies, and the study of religion have in common? They, along with classes in Italian, Russian, English composition, and education, have all benefited from recent technology upgrades in the Charles E. Young Research Library.

The spaces’ technical infrastructure now matches its modern décor. A new lecture-capture system enables instructors to record their classes for use in online courses or for student study. Web-based video-conferencing tools like Skype allow people across campus or around the world to attend classes, symposia, and author talks remotely. And digital AV systems display visuals in greater clarity and detail than ever before.

Upgrades are also in the works for the Science and Engineering Library (SEL). In SEL/Boelter Hall, a little-used back area once occupied by print indexes and microfiche cabinets is being transformed into a new learning commons for both instruction and drop-in group projects.

This collaborative group space will feature furniture that can be reconfigured easily and numerous whiteboards on wheels. An interactive projector system and large displays on mobile carts will be accessible to instructors as well as small groups. And a door will separate this area from the reading room to minimize the impact of noise on students studying nearby.

All students will benefit from a campus-wide upgrade. The Library’s fleet of more than five hundred dual-boot Windows-Mac laptops was upgraded to 2015 Macbook Pros over the summer. From locations in the Arts, Biomedical, Music, Powell, Research, and Science and Engineering libraries, students check out these machines some 100,000 times each year.

Now students, faculty, and staff in fields ranging from African American studies to zoology have access to the technology they need to succeed at the highest level, whether they’re taking notes in class, rehearsing a group presentation, or collaborating with colleagues around the world. Gifts from Library supporters help the UCLA Library meet the growing needs of current and future Bruins. 

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IN AN AVERAGE YEAR, THE LIBRARY’S LAPTOPS ARE LOANED TO UCLA STUDENTS MORE THAN 100,000 TIMES.
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WIRED FOR INSTRUCTIONAL AND RESEARCH SUCCESS
PUBLIC HEALTH (continued from page 1)

and the resources specific to each state.

“As new provisions of the law roll out each year, I research those resources again and update my materials prior to the annual open enrollment period,” she continued.

“Kelli helps public libraries throughout the area find informative, reliable information; identify local partnership organizations and services; and train staff,” said Judy Consales, director of the NN/LM PSR and UCLA Library associate university librarian for sciences.

Ham received the 2015 Librarian of the Year award from the Librarians Association of the University of California, Los Angeles. The award certificate noted “her tireless fulfillment of her mission to facilitate access to critical health information for health professionals and the communities they serve.” She was also the principal author and editor of “Finding Health and Wellness @ the Library: A Consumer Health Toolkit for Library Staff.”

Through the National Library of Medicine’s National Network of Libraries of Medicine, the UCLA Library ensures that millions of people in Arizona, California, Hawaii, Nevada, and U.S. territories in the Pacific have access to the most reliable, up-to-date health information. Ham and her colleagues reach out to librarians, health professionals, and members of community organizations to provide training, consultations, and information that will advance public health. Particularly popular are programs on early childhood health, health-related needs of veterans, and resources for caregivers.

You can also draw on the expertise of Ham and her colleagues when you’re looking for information about a drug, a medical condition, or the location of the nearest consumer health library. Go to nnlm.gov/psr/public/public.html for a comprehensive list of websites that provide the information you need to make informed decisions about your health.

Holiday Health Tips

Between feasting and festivities, it can be difficult to stay healthy during the holidays. But it doesn’t have to be. Consumer health librarian Kelli Ham offers several tips from the Centers for Disease Control and Prevention:

- Wash your hands often: clean hands save lives.
- Cover your cough: use a tissue or your elbow, not your hand.
- Manage stress: get a good night’s sleep and plenty of exercise.
- Make sure your vaccinations, including for the flu, are up to date.
- Watch the kids: be aware of toys or foods that are choking hazards.
- Prevent injuries: use secure step stools when hanging decorations.
- Handle open flames carefully: never leave fireplaces, stoves, or candles unattended.
- Prepare food safely, and eat healthy.

Find more information at UCLA Library’s website and at: cdc.gov/family/holiday
fightbac.org/free-resources/holidayfoodsafetyresources

Go to nnlm.gov/psr/public/public.html for a comprehensive list of websites that provide the information you need to make informed decisions about your health.
BACK IN THE 1950S, the UCLA Library paid Shirley Olson $.25 an hour as a student employee. “I worked in the undergraduate library, in what’s today the Powell Library, checking books in, putting them away, and keeping things in order,” Olson recalled.

Now Olson is reinvesting in the Library through a charitable gift annuity. (For more information on charitable gift annuities, see the sidebar on this page.) “The Library has always been a friend to me, and I wanted to support this wonderful institution,” she said.

“When my uncle died a few years ago, he left me some money, which has been sitting in the bank making very little interest,” she explained. “When I found out about charitable gift annuities, I thought, why not give the money now, rather than just leaving a bequest in my will?

“The annuity pays me a fixed amount for the rest of my life and is partially tax free,” she continued. “Other investment options like savings accounts, IRAs, or money market funds don’t offer that.” What’s more, Olson receives the satisfaction of knowing she’s helping every student, faculty member, and researcher at UCLA by supporting the Library.

The UCLA Library has a special place in Olson’s heart. She not only worked and studied here as a student; she returned to work in Library Special Collections in 1954, shortly after graduating with a bachelor’s degree in education. “It was a vibrant time,” she recalled. “UCLA was starting new academic programs, and World War II veterans and their families were moving here to get an education. “Lawrence Clark Powell was going all over the world to buy rare books,” she remembered. “Wilbur Smith, head of the department, was also working hard to engage the community in expanding the department’s collections.

“When I worked there, writers like Ray Bradbury, artists, and movie stars often came to the library to use the special collections for research. It was a famous library even then!” she exclaimed. “I see the Library as not just a building with books; it’s a place to grow ideas,” she concluded. “I know the UCLA Library will use my gift to help students grow new ideas of their own.”

SHIRLEY OLSON chose to support the UCLA Library with a charitable gift annuity, which is set up through the irrevocable transfer of cash or appreciated stock to The UCLA Foundation and provides important benefits, such as:

- Lifetime income that is not tied to market fluctuations
- Annuity payments that can start right away or be deferred for a period of time for a higher payment rate
- An immediate charitable income tax deduction
- If appreciated securities are used to fund the annuity, capital gains tax may also be reduced
- A portion of the annuity payment is tax-free for a number of years

Other opportunities include making a gift through a will or living trust or establishing charitable trusts.

A variety of assets can be used, such as real estate, cash, appreciated stock, life insurance, or retirement accounts. Some options result in estate tax savings, while others produce income and significant charitable income tax deductions.

For more detailed information, please contact Julie Gutowski, UCLA Library director of development, by email at jgutowski@library.ucla.edu or by phone at 310.206.9234.
HOME AWAY FROM HOME: YOUNG ALUMNI PERSPECTIVE

LITTLE MORE THAN A YEAR after his 2009 graduation from UCLA, Steven Ly put his bachelor’s degree in political science and public policy to work. He was elected to the Rosemead City Council in March 2009 and went on to become the city’s youngest mayor.

UCLA and its Library remain important to Ly. He recently shared his thoughts on what the Library means to him and why he became a donor.

Q: Did you have a favorite UCLA library?
A: Powell, because of its history and architecture. Whenever I walk into Powell, I am awestruck by its design and grandeur — the beautiful red brick, the high ceilings, the wonderful painting and colored glass and windows.

Q: What role did the library play in your time at UCLA?
A: The UCLA Library system was vital to me for several reasons. First, as a commuting student, it was a home away from home — a place for me to study, use the Internet, or just sit and read for fun. It was also one of the buildings that made me feel like “I’m in college,” an important feeling for someone who was first in his family to go.

Q: Was there anything that you learned while using the library that you now use in your life?
A: The library was certainly where I learned to study again. Going to UCLA can be a humbling experience — where you go from a big fish from a small pond to being a fish of equal size in a very large ocean.

So I had to relearn how to study, how to research, and how to refocus in order to survive my classes. The library was the tool that helped me to do that; it gave me a location and the help I needed to make it through my undergraduate career.

Q: What inspires you to give back to the UCLA Library?
A: I remember reading an article several years back that because of the severe budget cuts, UCLA was shutting down Night Powell. To me, any reduction in the library system, a system that so many students use for research and respite, would devalue our institution in a way where it would degrade its value. Though my donation was not the largest, I made it hoping that every little bit would help support the great but embattled system.

THANKS TO GENEROUS DONORS LIKE STEVEN LY, NIGHT POWELL IS OPEN TWENTY-FOUR HOURS DAILY FROM THIRD WEEK THROUGH FINALS DURING THE FALL, WINTER, AND SPRING QUARTERS!
2014-15 DONOR HONOR ROLL

The UCLA Library system is ranked among the top academic research libraries in North America and continues to draw international attention for its superlative collections and innovative use of technology.

To assure the Library’s support of UCLA’s acclaimed academic and research programs, private contributions are more important than ever. We are honored to thank the individuals, foundations, and corporations whose generous philanthropy has played a vital role in the continued success of the UCLA Library during the fiscal year from July 1, 2014, through June 30, 2015.
MAJOR DONORS

These individuals, corporations, and foundations made cumulative cash contributions of $25,000 or greater.

The Ahmanson Foundation
The Arcadia Trust
Edythe and Eli Broad
Kenneth Karmiole MLS ’71
Norman Powell ’59
Mary E. Williams*

CORPORATIONS & FOUNDATIONS

These corporations and foundations made cumulative cash contributions of $1,000 or greater or cumulative gift-in-kind contributions valued at $5,000 or greater.

The Ahmanson Foundation
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Bartman Bros.
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Barbara Kadell-Wootton and D. Gareth Wootton
Joan Zenan ’65, MLS ’67

THE UCLA LEGACY SOCIETY

These members of the UCLA Legacy Society have included the UCLA Library in their estate plans.

Patti ’56 and Harlan Amstutz ’53, MD ’56
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Irla ’44, MA ’47, PHD ’53 and
James Oetzel ’43
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Veda MS ’76 and V. Varadarajan
Suebelle ’56, MS ’65, MPH ’66
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Joan S. Zenan ’65, MLS ’67

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These donors made cumulative cash contributions of $1,000 or greater or cumulative gift-in-kind contributions valued at $5,000 or greater.

$500,000+
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Adele Morgan
Lael Morgan

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Davida Rochlin and Fred Marcus
Lise MLS ’79 and David Snyder
Patsy MLS ’64 and Robert Sung P
Ina Y. Whitlock
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BEQUESTS
The UCLA Library received distributions from the estates of the following individuals.
Mildred* and Raymond Johnson* ’40
Mary E. Williams*

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Judith B. Alter
Cindy and Edward Asner
Phyllis ’62 and Sanford Beim ’57, MBA ’89
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Barbara Kadell-Wootton and D. Gareth Wootton
HONORARY GIFTS
These individuals, corporations, and foundations made gifts of $1,000 and greater in honor of their relatives, friends, or colleagues.

In honor of University Librarian, Ginny Steel
Shirley '59 and Ralph Shapiro '53, JD '58

SELECTED GIFT COLLECTIONS
$20,000+ VALUE
These individuals have donated manuscripts, books, and other materials whose cumulative value is $20,000 or greater.

Lavina and Stephen L. Boyd '62
A gift of a first edition of Nathaniel Hawthorne's The Scarlet Letter to Library Special Collections.

Devra M. Breslow
A gift of the professional and research papers of Dr. Lester Breslow, former Dean of the School of Public Health and Professor Emeritus of Health Services at UCLA.

Nora A. Garibotti
Two gifts of materials relating to the entertainment career of Joey Bishop to Library Special Collections.

Steven A. Griffin and Lorraine Perrotta
A donation of the S.A. Griffin Collection, documenting Mr. Griffin's career as a Los Angeles-based poet and actor.

Joanne Knopoff '53 P
A gift of the professional and research papers of Dr. Leon Knopoff, former UCLA faculty member who made significant research contributions in physics, seismology and music.

Adele Morgan, Eric Morgan, Janet Morgan, Jennifer Morgan, Lael Morgan, Seth Morgan, & Willard Morgan
A gift of the Barbara and Willard Morgan Archive, which includes photographs, personal papers and other archival materials, documenting the careers of photographer Barbara Brooks Morgan and photographer, writer, and editor Willard Morgan.

Davida Rochlin
An additional gift of 21 watercolors by Fred Rochlin to Library Special Collections.

Gerald Weiner
A gift of Ethiopian manuscripts and scrolls to augment the Gerald and Barbara Weiner Collection in Library Special Collections.

*indicates donor is deceased
P indicates that donor is a UCLA parent
UPCOMING EVENTS  

For more information on Library events, visit library.ucla.edu/news-events.

UCLA Winter Closure  
Thursday, December 24, 2015 through Sunday, January 3, 2016

—

UCLA Game Music Ensemble Concert Performance at Powell Library  
Friday, January 22, 2016, at 8 p.m.  
Powell Library Rotunda

—

Voices of the Olive Branch—Palestinian, Iranian and Jewish Cantor Music at Powell Library  
Saturday, January 23, 2016, at 8 p.m.  
Powell Library Rotunda

—

Library Associates Author Reading with Liz Goldwyn, author of Sporting Guide  
Wednesday, February 17, 2016, at 7 p.m.  
Charles E. Young Research Library Main Conference Room

A LIBRARY FOR THE FUTURE

Produced by:  
Ginny Steel  
University Librarian

Dawn Setzer  
Director of Communications

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Executive Director of Development

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