



CRAFTING OUR
UNIT'S STORY

University Libraries

The University at Buffalo Messaging Map



University Libraries Messaging Map

purposeful ambition

A premier academic research library system	Responding to library users' needs in a rapidly-evolving information world	Vast collections, myriad resources, and multidisciplinary expertise	
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inspiration and determination to face new challenges

global perspective

Commitment to providing excellent services, collections and expertise	Build strategic partnerships on local, regional and international levels	Our collections reflect broad and diverse viewpoints	
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exposure to people of all backgrounds and cultures from around the world

radical empathy

Safe, welcoming physical spaces	The Libraries are vital in fulfilling the University's mission, vision and values	Fostering an environment that ensures academic success: we are here to help	
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deep engagement in a vibrant and welcoming atmosphere

bold participation

Interdisciplinary hub	Buffalo's rich history lives here: University Archives	Cutting-edge information resources and exemplary service	Enriching the intellectual life of the university
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a culture of participation and motivation to seize opportunities

inclusive environment that supports big thinking, creative freedom and vast possibilities for achievement

Attributes (what we offer) **The University at Buffalo provides an...**

amplified ambition and inspiration to reach new heights and impact our global society

Benefits (what they get) **So our students, faculty, staff, alumni and community gain...**

empowerment to define their own path and achieve personal transformation

Advance intellectual discovery by connecting people with knowledge	Visionary solutions to real-world challenges	Access to lifelong learning opportunities	
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leadership through an understanding of all perspectives and ideas

Information discovery for a global audience	Raising awareness of our cultural legacies	Support the development of well informed global citizens	
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greater progress through collegiality and a strong sense of belonging

Cultivate knowledge creation	Opportunities for advancing research, teaching, and student success	Collaborative approach to personalized and targeted learning experiences	
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a determination and conviction to work together to achieve major impact

Collaborative environment, creative partnerships, purposeful outcomes	Collect, preserve and restore the story of our past	Access to	Scholarly communication ecosystem
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University Libraries Specific Proof Points

purposeful ambition

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ATTRIBUTE:

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YOUR PROOF POINTS

- 350 Research Databases
- 10,000 e-journals
- 3.6 million volumes in overall collection
- Information Discovery and Delivery Tools
- Information Literacy/Liaison Librarian

- Digital Collections
- Poetry Collection
- Rare Books
- Exhibits
- History of Medicine

- Law Library (only LL in SUNY system)
- Music Library
- Science & Engineering Info. Ctr.
- Health Sciences Library
- Personalized Librarian
- Instant Librarian

- IR-Digital Repository
- Collaborations with University Centers/Departments
- Collaborations with external partners
- DPN
- University Archives
- University engagement
- Website

University Libraries Stories

purposeful ambition

global perspective

radical empathy

bold participation

ATTRIBUTE:

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BENEFIT:

empowerment to define their own path and achieve personal transformation

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a determination and conviction to work together to achieve major impact

REAL STORIES TO SUPPORT THE MESSAGE

- E-Textbook initiative
- Delivery+
- Case Studies in Science
- Workshops
- Classes-new gen ed curriculum

- James Joyce Collection
- Map Collection
- Shakespeare Folios
- Reichert/Frost Collection
- History of Medicine
- Sports History Digital Collection
- Robert Graves Collection

- Passport Service
- Stress Relief Days
- Events (e.g. Banned Books, Shakespeare)
- Little Blue
- Library Store

- Rare Books/Buffalo & Erie Co. Public Lib. - Shakespeare Folios
- Empire Shared Collection
- Polish Collection
- UB Archives-Darwin Martin / D.D Martin House
- NY Codes, Rules & Regulations Digital Collection
- Dylan Thomas painting restoration w/Buffalo State Coll.