



MORTENSON CENTER

@ THE UNIVERSITY OF ILLINOIS LIBRARY

developing librarians worldwide

MORTENSON CENTER FOR INTERNATIONAL LIBRARY PROGRAMS 2015-2016 ANNUAL REPORT

The mission of the Mortenson Center for International Library Programs is to strengthen international ties among libraries and librarians worldwide for the promotion of international education, understanding, and peace.

<http://www.library.illinois.edu/mortenson/>

I. Unit Narrative

1. Review of Major Activities and Accomplishments in FY16 (July 1, 2015 to June 30, 2016)

The Mortenson Center for International Library Programs advances the mission of the University Library at the University of Illinois at Urbana-Champaign (UIUC), and its work directly supports strategic directions 3 and 4 of the University Library's [Framework for Strategic Action, 2015-2018](#) (Adopted December 7, 2015). As well, the Center's work is aligned with Goal II of the University's Strategic Plan, which focuses on providing transformative learning experiences. Specifically, the Center's activities have the expected outcome that its alumni (i.e., Center program participants) advance the University's Goal I (Foster scholarship, discovery and innovation) and Goal III (Make a significant and visible societal impact) through implementing changes in their respective libraries and information institutions that enhance information access, learning and community development.

The 2015-2016 year has been productive and celebratory. Clara M. Chu made a smooth transition as new Center Director, having the benefit of guidance from Interim Director Paula Kaufman and Associate Director Susan Schnuer, and support from the Center's other staff Rebecca McGuire and Lindy Wheatley. More importantly, 2016 marked the 25th anniversary of the Center, and celebrations were planned for the whole year. The year began with the publication of a brief history of the Center in the Winter 2015-16 edition of *Friendscript* <http://www.library.illinois.edu/friends/publications/friendscript-winter-2015/>, which was followed by a 25th anniversary brochure http://cms.library.illinois.edu/export/mortenson/25_Anniversary/16.071.MortensonBrochure.V3-final.pdf, a 25th anniversary webpage http://cms.library.illinois.edu/cms/mortenson/25_Anniversary/index.html, a LibGuide to document the Center's history <http://guides.library.illinois.edu/MortensonCenter>, and an American Library Association Tribute to the Center http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/council/council_documents/2016_annual_council_documents/t-4_mortenson%20ctr_25th_anniv_resol_62416_ACT.pdf. The first celebration was the 2016 Library Pedometer Challenge <http://guides.library.illinois.edu/pedometer>, which is an annual library event, promoting wellness through walking, and this year all participants were collective walking to reach the distance to four Mortenson Center Partner Libraries. This was followed by a reunion with past partners and alumni in Costa Rica on April 21, 2016, and a Chai Wai Series and 25th Anniversary Event on "Why UNESCO Matters," co-sponsored with the International and Area Studies Library, the Center for Global Studies, and the UNESCO Center for Global Citizenship. Celebrations to follow in the remainder of the year will take place at the 2016 IFLA World Library and Information

Congress in August and the main 25th anniversary program in October with the 26th Annual Mortenson Distinguished Lecture. Other activities to document the impact of the Center include video interviews with the Center's leadership, key people related to the Mortenson endowment and the Mortenson family, and past partners, and a social media campaign asking those who have been involved with the Center to respond to: What three words would you use to describe your experience at the Mortenson Center? Photos of individuals with their words have been posted to the Center's [Facebook](#), [Instagram](#), and/or [Twitter](#) accounts with the hashtag #MortensonIn3.

The Bill & Melinda Gates - Global Libraries grant - Strengthening Innovative Library Leaders (SILL) - continues to develop with great success. The grant ends in November 2017. During the last year, after receiving training from the Mortenson Team, Namibian trainers provided leadership training to over 120 public librarians, and are attending IFLA to present a paper on the experience. The Myanmar trainers have already trained 100 librarians and plan to continue offering the training. The sessions are being highly rated by the participants and actions plans show that changes are being implemented in the libraries.

As Global Libraries leave the field, and their departure means that funding will be much more restricted for international library activities, it is critical for the Mortenson Center to rethink how it offers sustainable capacity-building programs. The SILL approach, creating "light" content that can easily be used by trainers with less experience, adapted to local needs, and yet still have an impact on the services that libraries provide, is a promising beginning. It is also an approach that is gaining much interest from the international development library field. Professionals from the Singapore National Library Board attended a short SILL session delivered by Susan Schnuer in India in February. They immediately expressed interest in developing a partnership with the Mortenson Center in order to create a reputable training center in the Asian part of the world. These discussions are ongoing.

The Mortenson Center is a recipient of an Institute of Museum and Library Services (IMLS) grant. It has partnered with the American Library Association (ALA) on the IMLS-funded "Project Welcome" <https://publish.illinois.edu/projectwelcome/>. This one-year planning grant (May 2016 – April 2017) aims to learn about and articulate ways libraries can address the information needs of refugees and asylum seekers in order to support and empower them in their resettlement and integration process. We are assessing the information needs and gaps in library services by learning from US and international librarians, international and national governmental agencies, and domestic resettlement and social services to develop recommendations and an action agenda on information resources, services, training, and research needed to support the resettlement and integration of refugees and asylum seekers in the United States.

During her first year while on trips where she was keynoting and presenting at conferences, and offering workshops, Chu had an opportunity to conduct outreach in Spain, Russia, Thailand, Costa Rica, China and Qatar. In some countries, contact was made with past Center participants. There was interest in collaborating with the Center and attending its programs, but funding was noted as a challenge. From the trip in Costa Rica, an interest in the SILL leadership training was indicated and the University of Costa Rica, National University of Costa Rica and the US State Department collaborated to bring Chu and Schnuer to provide leadership training in Spanish and English at the respective universities, April 18-22, 2016.

Chu and Schnuer travelled to Egypt in November 1-6, 2015 at the invitation of the Bibliotheca Alexandrina (BA) to explore the potential for a partnership to enhance and internationalize the BA's training program, and to attend the World Digital Library 2015 Partner Meeting and the 4th International Summit of the Book. The information gathered and shared during the trip resulted in the development of a multiple-year partnership to support the BA in effectively and efficiently managing a more comprehensive and international training program. A contract has been drafted and is currently being reviewed.

The Center participated in the December 2015 review of The Lemann Institute for Brazilian Studies <http://lemann.illinois.edu>, stating our interest in future collaborations to support the development of public and school librarians and libraries in Brazil. We are waiting to hear about the outcome of the review and are keeping an eye out for opportunities and grants.

The Mortenson Center hosted individual and groups of international librarians in 2015-16. Most individual visitors have been from China and are visiting scholars at the University, and others have been from Russia, Jamaica and Cuba. On October 13, 2015, the Center welcomed Cuban Librarian Marta Terry González, and Chu co-moderated with Antonio Sotomayor, *A Dialogue with Marta Terry González on Cuban Libraries*, held at the Main Library. Terry González is the subject of a book written by Abdul Alkalimat and Kate Williams (Library Juice Press, 2015). <http://libraryjuicepress.com/marta-terry.php>

The first group to visit the Center were seven librarians from Russia in July 2015. The group was here to study how libraries can become community centers. In September 2015, the Mortenson Center hosted the 6th cohort of the University of Pretoria Carnegie MIT program. The group of 16 librarians from Uganda, Tanzania, South Africa, Kenya, and Ghana are enrolled in a two-year Master's of Information Technology program. The three-day visit included lectures, a visit to the Fab Lab, a workshop on communicating, creating "elevator speech" videos, and visiting the remote storage facility. On April 26, 2016, the Center hosted the five 2016 IFLA/OCLC fellows from the Philippines, Nigeria, Serbia, Kenya, and Bangladesh <https://www.oclc.org/news/releases/2015/201523dublin.en.html>. This one-day visit is part of a long-standing partnership between OCLC and the Mortenson Center to work together on hosting international visitors.

The 2016 Mortenson Associates Program focused on "Innovative, Responsive, and Vital Libraries," which ran from May 25 – June 21, 2016. The five Associates came from libraries in Pakistan, Korea, Barbados, Jamaica, and Nigeria. As always, the Mortenson Center is grateful to the UIUC and local library colleagues who help deliver the training for the Mortenson Center programs, and the Altrusa Club of Champaign-Urbana, UNESCO Center for Global Citizenship and the Center for Global Studies hosting the Associates. Colleagues who offered sessions include John Wilkin, Linda Smith, Stephen Downey, Terry Weech, Meg Edwards, Madhubalan Viswanathan, James Whitacre, Lynn Wiley, Lisa Hinchliffe, Andy Cougill, Josh Harris, Jen-Chien Yu, Tom Teper, Lynne Rudasill, and Gretchen Madsen Webb. In addition, the Mortenson Center ran its successful Friends program. Colleagues from the university agree to "friend" one of the international librarians and commit to spending time with them. The 2016 Library Friends were Kirsten Feist, Patricia Lampron, M.J. Han, Karen Hogenboom, Joe Lenkart, and James Whitacre. Three Associates attended the American Library Association Conference in Orlando after the program. Past directors Marianna Tax Choldin, Barbara Ford, and Paula Kaufman engaged with the Associates during events, and Ford hosted the graduation celebration at her home.

As an initiative of Joe Lenkart of the International and Area Library, the Mortenson Center and Lenkart developed Global Connections, a new management development program, to be delivered in October 2016. Due to few applicants, the program was cancelled. In order to learn about the needs of regional and national library managers, we will be reaching out to the national library community at the 2016 IFLA World Library and Information Congress (WLIC) regarding their training needs. The Center has a tradition of sharing a booth at the IFLA congresses which was the case in 2015 in Cape Town and will be the case in Orlando in August 2016. With longstanding working relationships in Africa, the 2015 booth was an active gathering place for re-connecting, networking and inviting Center past partners and alumni to participate in our Mortenson in 3 initiative for the Center's 25th anniversary.

The 25th Annual Mortenson Distinguished Lecture was presented by Dr. Irmgarda Kasinskaite-Buddeberg, who is a programme specialist working at United Nations Educational, Scientific and Cultural Organization (UNESCO), Communication and Information Sector, Knowledge Societies Division in Paris, France. The title of her lecture, presented on Tuesday, October 27, 2015 was "Right to Accessible Information for Global Citizenship: UNESCO's Programme for Persons with Disabilities." <http://www.library.illinois.edu/mortenson/lectures/2015/index.html> During her stay, Irmgarda was able to visit the university's Disability Resources & Educational Services

Two new initiatives were developed this year with the assistance of volunteer iSchool student Emily Purcell in Spring 2016. One is the International Library and Information Policy Brief Publication Series which is being implemented with the Graduate Student International Library and Information Policy Brief Award. The award has been submitted for university approval. The award competition is a collaboration initiated by the Mortenson Center, with the iSchool at Illinois. The purpose of the award is to promote graduate students learning about international library and information policy issues, researching these

issues and making a compelling case for action on a specific issue through the experience of writing a policy brief, that will have international reach and impact.

The second initiative that has just been launched is the Libraries for Peace Initiative <http://librariesforpeace.org/>. The promotion of peace has been central to the mission of the Mortenson Center for International Library Programs for the past 25 years, and to further the UN 2030 Agenda, the Center has developed the Libraries for Peace initiative to promote the role of libraries to advance peace internationally. A website and [social media](#) provide resources for libraries and others to learn about what [libraries are doing to promote peace](#), [how they can initiate their own efforts](#), and [where these actions are taking place](#); to discuss and share ideas of libraries and peacebuilding; and to serve as an information hub for an international library celebration and action day for peace. This [Libraries for Peace \(L4P\) Day](#) calls on libraries and librarians around the world to annually observe International Day of Peace on 21 September, and to pledge to act to advance peace. This international web portal supports and promotes libraries and librarians to collectively promote, support, build on and celebrate our peacebuilding efforts.

The year was also one of recognition for the Center staff. Office Manager Lindy Wheatley was recipient of the UIUC Library Outstanding Civil Service Staff Award. Susan Schnuer was the recipient of the 2015 IFLA Scroll of Appreciation for Distinguished Service to the International Library Community, and the UIUC Library Outstanding Academic Professional Award. Clara Chu was recipient of the 2016 ALISE Award for Professional Contribution to Library and Information Science Education and the 2015 CALA Distinguished Service Award.

2. Review the major challenges faced by the unit during that period

The Mortenson Center's major challenge continues to be funding. The Mortenson Center relies on annual earnings from its endowments, the University Library, gifts from individuals, and external funding agencies. In recent years, endowment earnings have not been able to keep up with increasing costs. Fundraising for major gifts from individuals is challenging; many potential donors appear to be unwilling to provide significant funds to operations and programs that already carry the names of other generous major donors.

The Center has explored the development of new Mortenson programs and partnerships, and to identify sustainable capacity-building programs. This year as part of its 25th anniversary the Center has undertaken a fundraising initiative. University Library friends Bob and Kay Merrick have provided a matching gift of \$25,000 for funds raised in 2016 that reaches this goal. The campaign is underway and looks like it will achieve its goal. We look forward to continuing to work with Scott Koeneman, Assistant Dean for Advancement and with Beth Sandore Namachchivaya in her role as AUL for Research to explore alternative funding opportunities in FY17.

The Mortenson Center has embarked on new initiatives to expand its reach, but we are challenged by our very small staff, which is fully engaged in operational, grant, and fundraising activities. We remain grateful to staff in the Business Office and other Library and University support services who help us cope with the complexities of visiting and hosting librarians from other countries, challenges that will continue in future years. Although we are always cognizant of the Center's finances, we remain concerned about the growing costs of our programs for international librarians, thus they are designed to maintain high quality, address the program needs of the distinct participants, and acknowledge the limited funding resources for participants from developing countries. The Center also wishes to explore use of the university's technology resources to extend our programs' reach.

3. Identify significant changes to unit operations, personnel, service profile, or service programs

There were no significant changes at the Mortenson Center regarding personnel during the year. New Center Director Clara M. Chu has made a smooth transition into her first year; however, we needed to replace Lindy Wheatley, whose last day at the Center was June 24, 2016 as a result of her move to her new home in Effingham. The Center is waiting to be able to fill the position permanently, and has hired

Emily Purcell as a temporary Office Support Associate. The Center wishes to recognize Lindy Wheatley's excellent work performance and contributions to the effective operations of the Center and its programs. Paula Kaufman spent her last month with the University Library, prior to retirement, working at the Mortenson Center, assisting the new Director in transitioning to her new job. Chu wishes to recognize Paula Kaufman for her leadership, support during her transition, and continued interest in assisting her and the Center.

4. Articulate (with appropriate examples) the ways in which the unit and/or its members contributed to Library-wide programs, including:

The staff of the Mortenson Center are committed to the success of the University Library and are engaged in many of its activities and serve on committees of the Library, campus, and professional associations. The Center's librarians contribute to the profession at large through leadership and involvement in non-University groups. They speak often to relevant classes in the iSchool (*formerly* GSLIS) and other programs and meet with students interested in international issues and careers. The University of Illinois Office of Protocol contacts the Center regularly to meet with ambassadors and general counsels from other countries. The Center co-sponsored with the Chinese American Librarians Association Professional Development Task Force the "2016 IFLA Congress: An Orientation Webinar" on Friday, January 29, 2016, to provide the librarians information on attending the IFLA Congress.

In the area of assessment, the Center conducts assessment of its programs, and specifically the SILL project is collecting assessment data about its impact. As appropriate, it participates in data collection activities of the Library. In the area of staff training and development, Susann Schnuer led a session for GREAT training on coaching strategies, and assisted in the development of the Library Retreat schedule.

In the area of diversity, Center staff attend activities that promote diversity and are committed to working to advance diversity in the Library, campus and professionally. For the Inclusive Illinois report, we submitted the following:

The Mortenson Center for International Library Programs, in collaboration with several campus units, including Disability Resources & Educational Services, and an external organization, presented its 25th Annual Mortenson Distinguished Lecture on 27th October 2015. The lecture by Dr. Irmgarda Kasinskaite-Buddeberg, a programme specialist working at United Nations Educational, Scientific and Cultural Organization (UNESCO), focused on the *Right to Accessible Information for Global Citizenship: UNESCO's Programme for Persons with Disabilities*. <http://www.library.illinois.edu/mortenson/lectures/2015/index.html>
The 2015 Mortenson Associates program trained librarians from six countries and the 2016 Associates represent five countries. The Center hosted international visitors from China, Cuba and Jamaica, and groups from Russia and several African countries.

In the area of public engagement Susan Schnuer hosted the visit of Christian Kamara from the Sierra Leone YMCA at the University Library and also arranged for Christian to meet with a GSLIS faculty member, and staff from the City of Champaign. The Center also participated in the Public Engagement Symposium 2016 (Theme: Building bridges between campus and community), held on Wednesday, March 16, 2016 at the I Hotel and Conference Center.

Contributions of individual Mortenson Center Librarians

Clara M. Chu

- Association for Library and Information Science Education (ALISE)
 - ALISE representative on National Coalition to Advance Learning in Archives, Library and Museums <http://coalitiontoadvancelearning.org/>, 2014-16
 - ALISE representative to ALA Task Force on the Context of Future Accreditation, 2015-16
 - Governance Committee, Member, 2015-20
 - International Initiatives, Board Advisor, 2015-16

- OCLC/ALISE LISRG (Library and Information Science Research Grant) Competition Jury, Member, 2016-18
- ASIS&T International Relations Committee, Member, 2015-17
- IFLA Section on Education and Training Standing Committee, Member, 2013-17
- IFLA Liaison of the Chinese American Librarians Association (CALA), 2015-17
- Member of the *Libri and Library Trends* Editorial Boards, 2016-present
- Chair of the Mortenson Center Advisory Committee, 2015-present
- Member of Area Studies Division (University Library), 2015-present
- Member of the Social Sciences Division (University Library), Spring 2016
- Member of the International Achievement Awards Committee (UIUC), 2015-2016
- Inaugural co-editor with Barbara Ford of "International Insights" column published by *C&RL News*
- Publications and presentations can be found on CV at <http://cms.library.illinois.edu/export/mortenson/about/staff.html>.

Susan Schnuer

- Chair of the newly formed Library Committee for Academic Professionals (L-CAP)
- Member of Advisory Committee to the AUL for User Services
- Member of Staff Development and Training Advisory Committee
- Member of the GREAT committee
- Member of ITEC
- Member of the Working Group to Revise Grants Policies
- Member of the University's YMCA Global Engagement Committee
- Member of IFLA's Library Services to Multicultural Populations Standing Committee
- Corresponding Member of IFLA's Continuing Professional Development and Workplace Learning Standing Committee (CPDWL)
- Lead for CPDWL on an EU project involving professional development for European librarians from several countries.
- Co-organized the CPDWL satellite meeting in South Africa
- Delivered SILL training in Myanmar, Haiti, Costa Rica, and India.
- Keynote speaker at the ACURIL conference in Haiti.
- Invited speaker at the Second Public Libraries Conference in India.
- Reviewer for EiFL proposals and also for a proposal to the Bill & Melinda Gates - Global Libraries program
- Participant in the review of the Lemann Institute at the University of Illinois
- Speaker in the Global Libraries webinar

Rebecca McGuire

- Delivered SILL training in Myanmar, Haiti, India, Nepal, and Bhutan
- Organized workshops and sessions for the 2016 Mortenson Associates Program
- Presented at the Library Research Showcase
- Participated in the University Public Engagement Symposium with a SILL poster and exhibit
- Created Mortenson Center promotional video

Lindy Wheatley

- Member of Wellness Subcommittee of the Staff Development and Training Advisory Committee. Designed Pedometer Challenge bookmark.

5. Progress made on Unit Annual Goals for FY16 (as enumerated in the FY15 Unit Annual Report)

1. Celebrate the Center's 25th anniversary.

The celebrations for the Center's 25th anniversary are being held yearlong, which include events, publications, fundraising, and other activities. (see Sections I.1 and I.2)

2. Develop a multipronged fundraising plan designed to target individual Library donors, seek new potential donors, and identify and pursue private foundation and governmental or contracted funding sources. The fundraising plan will be tied to the 25th Anniversary fundraising campaign.

This year's fundraising initiative is reported in Section I.2

3. Strengthen the Center's communication channels: redesign Center's website and participate as a pilot in the University Library's web redesign process, leverage social media, review the Center's publications (e.g., newsletter and annual report) for content, format and dissemination.

The Center is waiting for direction from the University Library to develop its new website. Several new websites have been created for its projects (see Section I.1) using the university's publish.illinois.edu Wordpress platform. An Instagram account has been created, and social media is an active communication presence for the Center. The publication of the newsletter is being reviewed as to its format.

4. Introduce new initiatives that allow the Center to realize its mission of promoting international education, understanding, and peace, which include a webforum series, focusing on international dialogue on library issues, learning about international library issues, and sharing of best practices, and a web portal to foster a Library Peace Action Day on September 21st, starting with International Peace Day 2016.

The policy brief publication series and student award, and the Libraries for Peace initiatives have been developed (see Section I.1).

5. Develop and Implement Center programs
 - a. Offer the Mortenson Associates program in May/June 2016. This is the signature Mortenson Center program and many UIUC librarians and colleagues in the University Library around the state of Illinois assist in teaching and hosting the visitors
 - b. Prepare to deliver the new Global Connections program in October 2016

As reported in Section I.1, the Mortenson Associates program had a small cohort this year, due to accepted applicants not all being able to fund their participation, and the Global Connection program was cancelled due to few applications.

6. Implement the SILL Project.

SILL is progressing smoothly and successfully and is on target to deliver the complete training modules and resources on time. Due to available funding, it has added other countries as part of the testing phase.

7. Review ongoing partnerships (IFLA/OCLC, NIT Silchar) and explore new initiatives with current partners (OCLC) and new ones (Bibliotheca Alexandrina).

The MOU with NIT Silchar has not been signed by its university so there is no active engagement with its library at this point. Communication with its director continues and the potential for future collaboration is open. We are continuing to explore collaboration with OCLC, the Bibliotheca Alexandrina and the Lemann Institute, are open to new collaborations with institutions visited or that contact us, including our colleagues from the Asian region regarding SILL training.

8. Focus on the remaining four highest priority recommendations offered in the Arabella Advisors' report (December 2013) and assess the effectiveness of the solutions implemented in FY15 for the first four highest priority recommendations.
 1. *Refocus and better communicate the Center's approach to technology and fund-raising*
 2. *Plan for the Center's sustainability and future success*
 3. *Use evaluation data to describe the Center's work*
 4. *Conduct more intentional outreach and marketing to extend the Center's reach*

The Center has addressed 3 and 4 (see Sections I.1 and I.2), and continues to work on 1 and 2.

9. Seek opportunities to promote the activities and support the work of the Center, and recruit to its programs. These include visits with organizations and recruitment activities in Spain, South Africa, Thailand and China.

As reported in Section I.1, Chu has made visits and conducted outreach to various countries. The Center continues to use these and other opportunities, and social media to promote its activities. The statistical profile below reports on our social media reach.

10. Participate in strategic planning to align the Center's work with the new Library Strategic Plan.

The Center's staff has participated in the development of the Library's strategic plan, its January 2016 retreat to advance its implementation, and maps our goals to the Library's strategic plan.

6. Unit Annual Goals for FY17. When appropriate, goals are mapped to strategic directions [SD] in the [Framework for Strategic Action, 2015-2018](http://www.library.illinois.edu/planning/ADOPTEDFramework_for_Strategic_Action.pdf) (http://www.library.illinois.edu/planning/ADOPTEDFramework_for_Strategic_Action.pdf).

1. Work with the Advancement Office to develop a fundraising plan to continue the 25th Anniversary fundraising initiative.
2. Continue to strengthen the Center's communication channels: redesign Center's website and participate as a pilot in the University Library's web redesign process, leverage social media, review the Center's publications (e.g., newsletter and annual report) for content, format and dissemination. [SD4]
3. Review recent initiatives (e.g., Libraries for Peace Portal, Policy Brief Series), and how they can be enhanced to allow the Center to realize its mission of promoting international education, understanding, and peace. [SD1, SD2, SD3, SD4]
4. Develop and Implement Center programs [SD4]
 - a. Offer the Mortenson Associates program in May/June 2017. This is the signature Mortenson Center program and many UIUC librarians and colleagues in the University Library around the state of Illinois assist in teaching and hosting the visitors
 - b. Explore the potential for new programs
5. Implement Center projects (SILL Project, Project Welcome, Libraries for Peace and International Policy Brief Publication Series). [SD3, SD4]
6. Host a year-long visiting scholar (Lai Wei) and facilitate visits of international librarians and others interested in library and information services in the US and internationally. [SD1, SD4]
7. Explore and develop new partnerships (e.g., Lemann Center, University of Costa Rica, etc.). [SD4]
8. Focus on the remaining four highest priority recommendations offered in the Arabella Advisors' report (December 2013) and assess the effectiveness of the solutions implemented in FY16 for the first four highest priority recommendations. [SD4]
 - *Refocus and better communicate the Center's approach to technology and fund-raising*
 - *Plan for the Center's sustainability and future success*
 - *Use evaluation data to describe the Center's work*
 - *Conduct more intentional outreach and marketing to extend the Center's reach*
9. Seek opportunities to promote the activities and support the work of the Center, and recruit to its programs. These include visits with organizations and recruitment activities in Spain, South Africa, China and South American countries. [SD4]
10. Ongoing alignment of the Center's work with the new Library Strategic Plan.

II. Statistical Profile

1. Facilities

- User seating counts (if applicable)
 - o at tables 8
 - o at public workstations 1
 - o informal/other 4
 - o conference room 19

- Number of hours open to the public per week (if applicable)
 - o 45 (M-F)

2. Personnel

Name	Type	FTE	Period of employment
Clara M. Chu	Faculty	1.0	1 July 2015-30 June 2016
Paula Kaufman	Faculty	1.0	1 July 2015-31 July 2015
Susan Schnuer	Academic Professional	1.0	1 July 2015-30 June 2016
Rebecca McGuire	Visiting Instructional Technology Specialist (Gates Foundation Grant)	1.0	1 July 2015-30 June 2016
Lindy Wheatley	Office Manager	1.0	1 July 2015-24 June 2016

- FY16 Student Assistant wage budget and Student Assistant FTE - n/a

3. User Services

	presentations to groups	participants in group presentations
On campus	29	239
Off-campus, online	31	1,468
<i>TOTAL</i>	<i>60</i>	<i>1,707</i>

4. Other statistics: Social media use

Facebook <https://www.facebook.com/mortensoncenter> (est. September 9, 2009)

- FY16 Page Likes 995 (FY15 = 222)
- Average Daily Reach 60 (FY15 = 58)

Twitter <https://www.facebook.com/mortensoncenter>

- 204 followers (FY15 = 134)

Website <http://www.library.illinois.edu/mortenson/>

- 6,320 sessions
- 4,356 users
- 14,501 page views

Instagram <https://www.instagram.com/mortensoncenter/> (est. January 2016)

- 118 followers