

# VCU Libraries

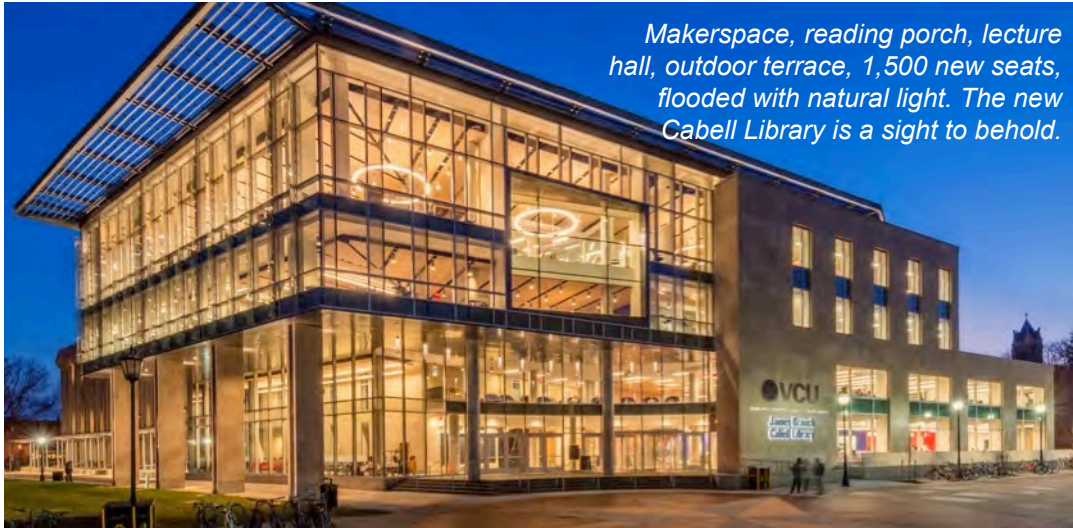
Virginia Commonwealth University



# The Never-Ending Construction Project



*Makerspace, reading porch, lecture hall, outdoor terrace, 1,500 new seats, flooded with natural light. The new Cabell Library is a sight to behold.*



John Ulmschneider  
Virginia Commonwealth  
University Libraries  
September 2018

## Is Our Goal

# Upgrades with strategic purpose

First Renovation  
2001-03

- First floors & building entrance only
- Add coffee bar
- Only \$1.3 million for both libraries

Second  
renovation  
2004-05

- Carpets, paint
- Stairwell mural: student created

Third renovation  
2007

- Contemporary furnishings
- 1975 becomes 2007...on some floors



Latte Library

August 22, 2003 · 12:00 AM ET  
Heard on All Things Considered

SUSAN STONE

# Upgrades with strategic purpose

Fourth renovation:  
Learning Commons  
2010-11

- Relocating collections
- Diverse study and seating spaces

Fifth renovation:  
Elevator lobbies,  
2011-12

- Public art, community participation
- Commitment to fine art as more than interior design

Sixth renovation:  
New building, 2016

- Fulfill the promise of earlier work
- Meet university goal to create distinction
- Introduce new concepts for future work

# Upgrades with strategic purpose



Stairwell mural



Elevator lobby transformation

Giant display for visual art



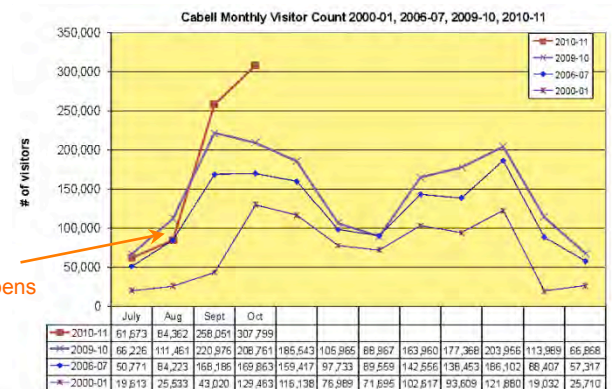
# Key Lessons Over Time: Celebrate Success



Document the success



Show the success



Learning Commons Opens

# Key Lessons Over Time: Seek Recognition



In psychology, they call it “external validation”.

You're dealing with the demon of external validation. You can't beat external validation. You want to know why? Because it feels so good.

(Barbara Hall)



# Key Lessons Over Time: Use Success



VCU becomes first U.S. library to join Association of Research Libraries in over 15 years

VCU becomes the 11<sup>th</sup> ARL library recognized with the ACRL Excellence in Academic Library Award



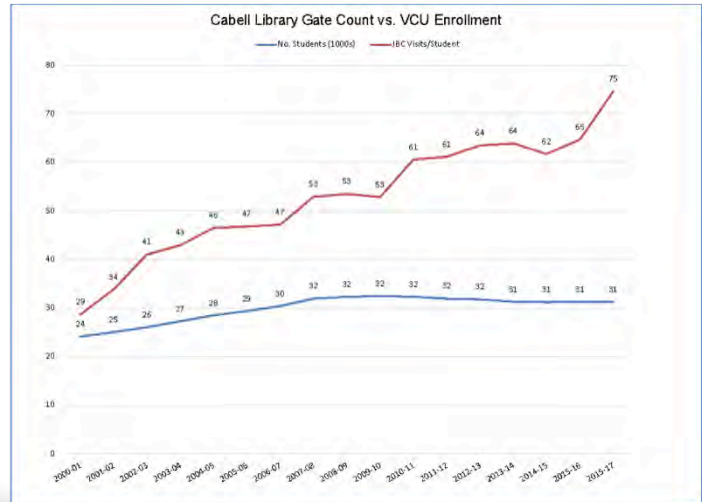


# Key Lessons Over Time: Build On Success

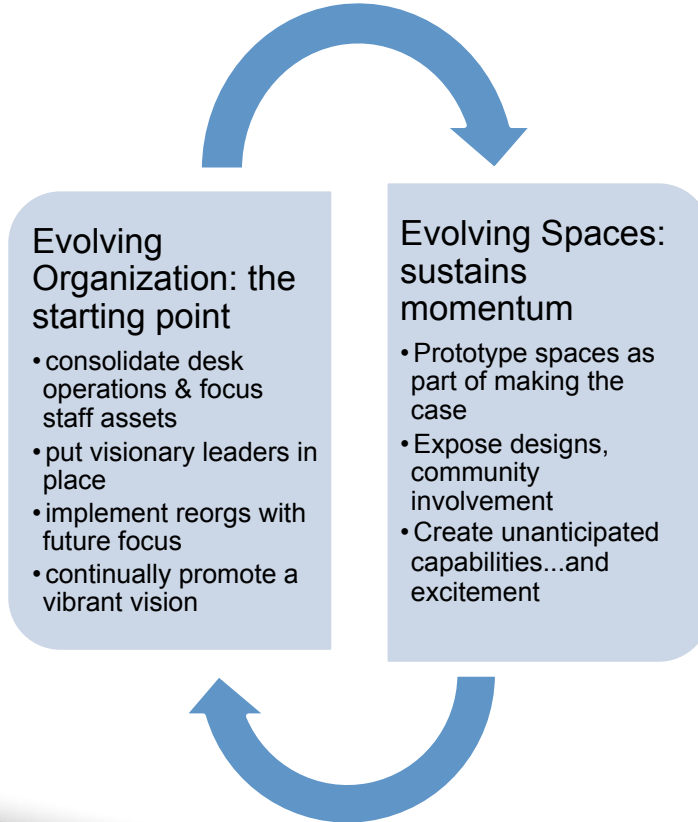


Highlight entirely new benefits to our communities

Make the case for more



# Key Lessons Over Time: Evolve Institution



# Utterly New Project ... But Success Leads To Success

## New Main Campus Library



## New Health Sciences Library

