We believe in the critical importance of considering and studying the past, and we are committed to the research process and the critical thinking skills needed for this work. We know and encourage the joy of discovery gained through research. We value new understandings and challenging interpretations of the past and of the present. We actively promote and support creative uses of the Library’s holdings.

We foster primary source literacy and the development of research skills through instructional sessions, both for individuals and groups, and through the development of innovative research tools.

Acknowledging that individual researchers have different needs, we provide the highest level of service to all users based on those needs, offering equitable access to holdings and equitable research or reference services without regard to a patron’s background, affiliation, academic credentials, or subject of research.

Respecting donors’ restrictions, intellectual property rights, and preservation concerns, we make every effort possible and consistent with accepted archival and library ethical standards to connect patrons with the materials they wish to use.

Recognizing that our holdings cannot fill all information needs for all patrons, we make every reasonable effort to locate relevant materials and resources wherever they may reside; to share our knowledge and the benefits of our research and reference skills; and to make appropriate and useful referrals.

We seek a continuous dialog with our patrons, our colleagues, and the University and broader communities in order to stay connected to their evolving information needs, both scholarly and personal.

We recognize and respect a diversity of personal convictions and beliefs. We strive to respond to all requests with intelligence and unbiased accuracy in a courteous and amiable manner.

We have a sincere and solid commitment to both intellectual freedom and the freedom of information. We respect each patron’s right to privacy and confidentiality with regard to information sought or received and resources consulted.

We respect and appreciate our co-workers and other colleagues. We support the work and efforts of our colleagues and offer our expertise and assistance. We seek a continuous dialog with our colleagues, and we look to them for assistance and advice whenever it is needed.

We greatly appreciate original documents, for their informational and evidentiary value and also for their value as artifacts. We therefore strive to aid in the preservation of collections through proper handling and responsible oversight of patrons.

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1 Based on the ALA Code of Ethics.
A Preliminary Note Concerning Collaboration

As a group, we are dedicated to the creation of an open and collaborative Public Services department. Within Public Services, we will foster a supportive intellectual and work environment that permits all staff to deepen their knowledge of our collections, expand their professional skills, and voice their opinions and ideas. More broadly, given the sheer scope of the responsibilities contained in our charge, it would be foolish to imagine that we could accomplish our goals without the benefit of the insight and advice of Wilson Library’s Collections, Conservation, and Technical Services staff. Similarly, given our strong desire to fully leverage the resources and opportunities presented by the services and skills developed across our library system and allied institutions, we intend to lean quite heavily on old relationships as we aggressively push to forge new ones.

Given the contingent and pervasive nature of collaboration, this document will highlight, in general terms, instances where Public Services staff expects to work closely with other departments, institutions, and groups. Our discussion of collaboration is meant to be exemplary, rather than exhaustive, but it does convey our conception of our relationship with the University Library and the world beyond.

Collaboration with Other Wilson Library Departments

Public Services librarians and archivists recognize their responsibility for advocating for the needs of our patrons by communicating our observations about patron research practices and material use to our colleagues. We are enthusiastic about participating in the construction of access tools and systems as well as offering advice and guidance about levels and forms of description and the types of materials that are in demand. Given our constant interaction with Wilson Library materials, we will help identify candidates for conservation treatment as well as digitization. We aspire, through close collaboration with our colleagues, to have Public Services play an essential role in Wilson Library’s efforts to collect, preserve, and make accessible special collections materials.

Collaboration with Other University Library Departments

Public Services librarians and archivists enjoy close ties with the Library’s reference departments, the branch libraries, Library Systems, Instructional Services. As new programs, services, and centers have developed on campus, the Public Services staff have worked closely with other librarians and service providers to insure that researchers have access to Special Collections materials. On the University Library webpage, a patron may schedule a university course, request a tour of a library or collection, choose an “ask-a-librarian” option for the Wilson Library special collections, or sign up for a graduate workshop or undergraduate session taught by special collections staff. We see Wilson Library’s special collections as being inextricably linked to other libraries and academic programs across campus. We refer members of the university community to Davis Library when they need secondary materials, to the Media

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2 The Public Services Department proposed in this document is understood to be an autonomous and well-funded unit of Wilson Library.
Resource Center when they have media issues, and to the Institutional Repository for data storage and access needs.

Finally, the special collections Public Services and Collections departments play important roles in providing programming for the University Library’s outreach efforts including Friends of the Library programming, exhibitions, and open houses and tours that serve to interpret the holdings of the library to the general public, K-12 instruction, and special interest groups.

**Collaboration with Peers in Special Collections and Other Cultural Institutions**

As special collections professionals we serve the greater world of scholarship by referring researchers and students to other institutions and archives with relevant holdings. The Public Services staff also collaborates with a broad range of non-library cultural institutions in resource development, exhibitions, and programming. The practical and scholarly expertise of the staff, and our willingness to collaborate, positively benefit the reputation of the institution and raise the profile of the library.

**Collaboration with Faculty and University Departments**

As is apparent in the Instructional and Programming Section (see below), we have observed ongoing and increasing emphasis on curricular support, including developing and teaching academic courses; developing workshops and tutorials; working with faculty to incorporate primary resources into course syllabi, building class assignments around collection material; and providing access to those resources (or surrogates).

Increasingly the public services staff work with faculty, academic programs, and professional organizations to provide public programming and outreach activities, including exhibitions and symposia, as well as tours and open house events for the benefit of the University, its development efforts, and alumni relations.

**New Technology, New Collaborations**

Expectations that have accompanied the widespread diffusion of digital information and technology have had a significant impact on Public Services. We have observed a steady and significant increase in the number of email and online inquiries. Requests for digital reproduction methods have almost completely supplanted photocopying and other analog reproduction methods. Scanning technologies are now allowing the Wilson Library Special Collections to participate more fully as Interlibrary Loan “lenders.” Another outcome of placing digital materials online is that it has led to more complex questions, often with a higher degree of specificity. Public Services will seek new and efficient ways in which to meet these expectations through close collaborations with Systems and the Carolina Digital Library and Archive (CDLA).
Wilson Library Researcher Services

Staff Expertise and Research Guidance

Mission and Values

A recent ARL survey of Special Collection Public Services begins with the observation that “the manner in which Special Collections provide access to their holdings is as important as the substance and extent of the holdings they collect.” We unreservedly endorse this sentiment and are dedicated to creating a dynamic and responsive research environment that leaves our researchers, novice and expert alike, with a deep appreciation for the depth and quality of our library’s collections and staff. Further, as a likely point of first contact, we are similarly dedicated to creating a welcoming and friendly experience that marks Wilson Library and UNC University Library as an accessible and valued research partner. To accomplish this:

We are committed to providing timely and accurate researcher services to every Wilson Library patron, whether they visit the library in person or contact us via telephone, letter, or email. We will respond to every inquiry in a friendly and intellectually engaged manner that supports and encourages the exploration and use of the Wilson Library collections.

We are committed to innovation. We recognize that researcher expectations about information and library services are increasingly fluid and complicated and that a failure to meet expectations can decrease the relevance of our collections. To remain firmly ensconced in our researchers’ information ecologies, we must develop a regularized process and strategy for measuring user expectations and feedback. As with many of our functions, we anticipate working closely with our colleagues in Instructional Services and Library Systems to develop meaningful metrics and methodologies.

We recognize that using special collections materials can be a daunting task, and we are dedicated to creating a research environment that fosters the understanding and skills necessary to use our collections effectively. While the level of research support and services needed by a patron will vary in accordance with their experience and research task, we will endeavor to provide our patrons with an appropriately measured level of guidance and support. To serve the needs of our researchers, we believe that

- Knowledgeable and enthusiastic Public Services staff must always be available during the library’s hours of operation in order to help library users interpret the array of catalogs and reference tools that describe the collections of Wilson Library as well as navigate the policies and procedures that govern access to our materials. All Public Services staff will be able to
  - locate and quickly retrieve any material in Wilson Library;
  - direct researchers to appropriate basic reference tools and resources in Wilson Library’s core subject specialties;
  - provide basic assistance with all multimedia playback equipment;

3 ARL, SPEC Kit 296: Public Services in Special Collections, 11.
refer researchers, when necessary, to collection specialists within Wilson Library.

- Specialists, with in-depth knowledgeable of the descriptive standards, content, and administrative history of our various collections, should be available to help library users navigate the intricacies and idiosyncrasies that mark special collections both within our institution and beyond. Collection specialists will
  - provide researchers with guidance in the use and availability of local and specialized bibliographic tools and resources;
  - offer advice and guidance that transcends the information captured in more formalized bibliographic tools;
  - offer advice and information about relevant materials held by other institutions;
  - support research by providing users with detailed information about the intellectual property rights and restrictions that govern an item in our collections;
  - help to maintain the identity of traditional Wilson Library collections by working with researchers who are familiar with or have strong connections to traditional collections, and with technical services staff who are cataloging and describing materials from specific collections;
  - commit to professional development and continuing education;
  - and stay current with scholarship in area of specialization.

Recognizing that time, geography, and resources may effect a researcher’s ability to use our materials in person, the Public Services staff will answer remote inquiries with candor and respect, responding as quickly as possible to every question submitted to Wilson Library. We will communicate openly and honestly with researchers, working with them to understand the breadth and depth of their questions and determining how best the collections and services in Wilson Library can meet their research needs.

**Public Library**

**Public Spaces: Real and Virtual**

Given its world-class collections, historic importance, central location, and aesthetic appeal, Wilson Library should play a prominent, active, and continuous role in the life of the University. We seek to create a comfortable, welcoming, and intellectually engaging public space that will encourage research, learning, collaboration, and sociability. In short, Wilson Library should be an intellectual destination of note.

To encourage the use of our collections Public Services are dedicated to reducing the physical, procedural, and conceptual barriers that inhibit researcher access to our materials. To this end, we envision a reconfiguration of the space in Wilson Library so that upon entering the main lobby, researchers can easily orient themselves and formulate a plan to use our holdings. Ideally, the lobby and its environs will present the researcher with direct access to reference resources, finding media, and knowledgeable reference staff as well as a secure cloak room to store belongings.
Similarly, the Wilson Library webpage should become a bookmark of note. Public Services is dedicated to overseeing the creation of an integrative web-presence for Wilson and its collections that creates a comfortable, welcoming, and intellectually engaging virtual space that will encourage research, learning, collaboration, and sociability.

**Reading Rooms**

We are firmly committed to providing the broadest and best possible access to the holdings of the Wilson Library, and we are dedicated to good stewardship of the varied materials in our care. Recognizing, however, that our most stringent security procedures can inhibit use and that Wilson Library materials do not uniformly demand the same access and security requirements, we envision a reconfigured reading environment that applies appropriately tiered levels of security to our materials. We believe original manuscripts, rare books, and other rare materials should be circulated only in a high security reading room. Similarly, we recognize that some materials such as select use copies of media, microfilm, and non-rare books would be most appropriately circulated in a more accessible and less restrictive environment. A minimum of two access service points will be necessary for responsible on site circulation of Wilson Library’s special collections materials.

**Circulation, Lending, and Stacks Maintenance**

The Public Services department will have oversight of both circulation and the security of materials, reading rooms, and the stacks. Except where noted below, researchers will use special collections materials only in the monitored reading room—appropriate to the security needed for that material—and instructional spaces and only during the Wilson Library’s hours of operations. Researchers may borrow some materials—such as circulating North Carolina Collection books—designated by Collections staff as circulating copies.

**Lending**

We recognize that many researchers are unable to visit Wilson Library to use the materials in person. We are committed to providing both duplication and “lending” services to those patrons. At their own discretion and in collaboration with the Library’s Interlibrary Lending department, Public Services staff will facilitate lending of microfilm holdings and providing materials for electronic document delivery.

**Registration and Circulation Records**

We require the formal registration of all researchers—on site and at a distance. Researchers who use manuscripts, rare books, and other rare materials also sign reader agreements before entering the secure reading room. Public Services will develop and maintain a universal registration form and a unified registration and circulation database.

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4 A registration system that allowed staff to swipe UNC One Cards or use Onyens would be ideal.
A universal call slip would be ideal for security purposes. If infeasible, call slips with standardized format and size will be adequate. Consistent and religious use of the call slips is crucial both to security and to good Public Services. We do not ever want to face a researcher with the bad news that an item is not on the shelf and with no call slip in its place is presumed missing. We believe the entire Wilson Library staff must commit to practicing excellent call slip and stacks “hygiene.”

Security of irreplaceable materials dictates the long-term retention of certain circulation records. Circulation records covering long periods of time also provide useful information for collection development. Collections staff will have ready access to these records.

**Stacks Access and Security**

Consequent of the proposed reduction in circulation and access service points, the staff—including student assistants—of a consolidated Public Services department, will need access to all levels of stacks holding circulating materials.

Security of the materials and of the stacks is of critical importance. To insure security of the stacks and prevent loss of materials, the Wilson Library staff will:

- keep doors closed, locked, and alarms armed;
- train student assistants and new employees to follow emergency and security procedures;
- use call slips for any and all removals, no matter how brief;
- accompany any non staff members into stacks.

A minor amount of shifting may prove desirable and necessary both to close off inaccessible materials—e.g., new accessions, master or original media, etc.—and to move high-use materials—e.g., photographic materials—into proximity of the reading room in which they are accessed. We may also wish to consider off-site storage for materials such as film.

**Reproduction Services and Permissions**

We acknowledge and understand that the research process often demands the creation of digital or physical surrogates of special collections materials. We are committed to supporting the acquisition of facsimiles in accordance with copyright law, donor restrictions, preservation concerns, and our technical capacity to copy original materials safely.

Given the complexity and pitfalls inherent in the reproduction of special collections materials, we believe that the duplication of special collections materials requires tiered staff mediation and oversight. The Public Services department will oversee reproduction services for researchers.

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5 Public Services staff will comply with the records retention schedules set for the department.
6 With the increasing removal of material for digitization or conservation, the Public Services staff in coordination with the CDLA and the Conservation Department will develop sound policies and procedures for securing and tracking the removal and return of materials to the closed stacks.
7 The Library should consider installing key card entry to the stacks.
**Self Service Copying**

While we recognize researchers’ strong preference for the immediacy of self service copying, we must balance this preference with our duty to be responsible stewards of the materials in our care.

Photocopiers, personal digital cameras, and flat-bed scanners are appropriate means for self-service copying of non-rare materials, and this equipment will be available in spaces such as a special collections commons where non-rare material is accessed. Staff will have adequate training to support the use of this equipment. Through measured oversight, staff will ensure that proper handling is exercised and that donor restrictions are honored. All copying equipment will carry a notice of copyright law.

We believe that digital cameras provide the best possible avenue to safe self service copying of fragile and rare documents, and this reproduction tactic will be the exclusive means by which researchers create their own copies of manuscripts, rare books, and fragile materials. We encourage and support the use of digital cameras in secure reading rooms by

- offering basic instruction and technical assistance;
- allowing personal cameras;
- maintaining and loaning cameras and USB cables.\(^9\)

Researchers using cameras must sign duplication agreements for each collection or bibliographic item filmed.\(^10\)

Currently, researchers are not able to create their own surrogates of media holdings. The near ubiquitous presence of laptops combined with the creation of digital use copies has created an environment supportive of the self service copying of digital use copies. While mindful of copyright concerns—particularly with music recordings—as well as donor restrictions, Public Services staff will support and regulate self-service duplication of media from use copies. The production recording studio will continue to make the use copies, and patrons will not have access to original or master recordings.

During circulation transactions and through vigilant oversight of use in the reading rooms, Public Services staff insures that donor restrictions on copying are honored. Public Services staff also works cooperatively with:

- Technical Services staff to label physical containers clearly and to identify restricted materials unambiguously in the finding aids;
- Collections staff to clarify ambiguities and to lift outdated restrictions.

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8 Reproduction services for donors, originating offices, and publicity purposes will remain the responsibility of Collections staff.
9 Library cameras will be made available to researchers only in the secure reading room.
10 Copyright notification will be embedded in signed registration forms, user agreements, and call slips.
**Staff Copying**

Researchers have the option of purchasing staff-made digital or physical copies of Wilson Library materials, including manuscripts, books, and media.

The Library reserves the right to refuse a duplication request in whole or in part at the discretion of Public Services staff. As needed, Public Services staff will consult with the Conservation Department, the Photographic Archivist, the Sound and Image Librarian as well as colleagues in Technical Services and Collections to determine what may or may not be copied.

Timely turnaround is paramount, and proper levels of staffing will be critical to insuring that researchers quickly receive the best quality copies we are capable of producing.

Public Services staff will collaborate with the CDLA and Systems staff to establish and maintain proper file management of all digital surrogates.

**Reproduction Costs**

To support research and further scholarship, we will maintain fair, equitable rates for reproductions purchased for research, exhibition, and publication. We recommend a flat fee structure with uniform charges for all patrons and institutions—except where noted below. We will establish consistent, library-wide pricing based on the original material types—e.g., manuscripts—to be copied and on the duplication product—e.g., high resolution scans. For examples, photocopies of personal manuscripts will cost the same regardless of the source collection, and all scans with the same technical specifications will cost the same regardless of the original material type.

To support excellent teaching at the University and in the University System and to encourage use of our materials in the K-12 classroom, we believe digital reproductions intended explicitly for classroom use at UNC Chapel Hill, the University System, and North Carolina public schools should be free of charge. Our ability to fill these requests is contingent on the lead time and volume and the condition of materials to be copied. Public Services staff will negotiate the terms with faculty and teachers.

At their discretion, Collections staff will produce and provide copies for donors, originating offices, and other constituents such as the press.

**Permissions**

Within the parameters of U.S. copyright laws and donor restrictions, we will grant permissions for use of our materials in order to support research and teaching and to further scholarship. Such permissions will be valid only in so far as the University has the right to grant permissions and will not obviate the responsibility of the researcher to secure permission from owners of copyright and other rights.
Requests for use will not be evaluated for the perceived merits of the usage. Permissions to use Wilson Library materials in publications will be granted without regard to the applicant’s affiliation or status.

Permissions will be contingent on proper citation. We believe that accurate citation is of paramount importance. In addition to credit lines that cite the Wilson Library, individual source collections—e.g., North Carolina Collection, Southern Folklife Collection, University Archives, Southern Historical Collection, Rare Book Collection, etc.—must be identified. As such, letters or forms granting permission will stress the necessity of identifying the source collections.

Permissions for Wilson Library materials must be handled responsibly and consistently through one department regardless of the format or originating collection. Documenting the American South and other parts of the CDLA with digitized Wilson Library materials will channel permission requests to the Public Services Department. A librarian will be responsible for all Wilson Library permissions and will consult with collection specialists in Public Services and in Collections.

**Use Fees**

Currently, individual special collections and Documenting the American South have independent and inconsistent approaches to permissions, licensing, and use fees. Several collections, including the Southern Historical Collection, the Rare Book Collection, and University Archives, do not charge any use or licensing fees. The decision to forgo use fees was grounded in a desire to promote the widest possible dissemination of our materials and the belief that the creative use and research made possible by our collections ultimately raises the profile of our collections, Wilson Library, the Library, and the University of North Carolina at Chapel Hill.

Practical considerations also attest to the wisdom of forgoing use fees. The Library does not hold the intellectual property rights for the vast majority of its holdings. Thus, claims to use fees are ambiguous, and Wilson Library staff does not have the legal expertise, time, and other resources needed to research requests and negotiate use fees.

Given the complexity of licensing and the current lack of adequate resources and expertise, we recommend a moratorium on use fees. We recognize that commercial users will profit from our generosity and that the Library will not be compensated monetarily for lucrative uses of our content. Conversely, the Library will not incur the costs of the resources needed to support a fee-based system for use. Should the Library decide to invest in the necessary resources, Public Services staff, Collections staff, and the Library’s Fiscal Services and legal departments could revisit the prospect of building a reasonable fee structure for commercial use as well as the administrative infrastructure to manage it.

We believe that use of reproductions in non-profit, scholarly, and instructional publications and products should be free of charge regardless of possible future resources for negotiating commercial use fees.
Wilson Library Instruction and Educational Programming

Mission and Values

We believe that the books, archives, manuscripts, media, and other materials held in Wilson Library are here to be used, and that support and enrichment of teaching at the University is one of the ways in which special collections best fulfill the mission of the University and the Library. Students at all levels find work in special collections beneficial. Special collections enrich students’ research and understanding of history and literature by bringing them into direct contact with primary resources and early editions of texts and foundational documents. Working with primary sources brings a new appreciation of history, engages their imaginations, and provides the social and cultural context underlying the ideas and texts discussed in class.

Informational and instructional sessions in special collections open new worlds for students. Being introduced to Wilson Library with a class eases the fear of entering a sphere where the rules and boundaries are unknown and where the formal space may be disconcerting. Learning to negotiate this space and to use rare and fragile materials in a mentored situation helps demystify Wilson Library. A class session often transforms students into active users and helps the individual envision his or her role as a scholar. Instructors habitually report that a session with rare materials transforms their students and class discussions. For many students, graduate and undergraduate, a visit to special collections changes their academic orientation and plans.

We are committed to providing excellent instructional services and educational programming for all groups interested in Wilson Library’s special collections. The University and the state are our primary constituents, but as resources allow, we will consider any request for instructional services. We will also maintain and develop the established relationships we now have with faculty and instructors outside the UNC System and the state.

Within the University, we will build on the existing strong ties we have with faculty members and academic departments, and we will cultivate new relationships with individuals, departments, and centers. In response to requests and in anticipation of changing needs, we will develop innovative instructional tools for use by teachers, students, and the public.

Wilson Library’s instructional services will include (but not be limited to):

- guided tours;
- classroom presentations;
- reserves (both onsite and electronically);
- individual research consultations and referrals;
- assistance in developing assignments;
- online instruction;
- and creation of learning objects, tutorials, course pages, and specialized resource guides.

Public Services will direct and promote instructional services for special collections and will work closely with the Library’s Instructional Services and Reference departments to coordinate joint projects.
To provide excellent instructional services, we believe that

- The Library must recruit and retain collection specialists with skill sets that advance instructional services.

- Collection specialists must
  - create educational programs using special collections materials;
  - develop new and innovative tools;
  - engage in a continuous dialog with faculty and academic departments;
  - be responsive to faculty requests for course enrichment;
  - initiate contact with faculty;
  - pursue professional development and continuing education opportunities to polish instructional skills.

- All Public Services staff will participate in instructional services at levels that reflect interest and skills.

- Public Services will regularly recruit and encourage other interested Wilson Library staff to teach and will as needed support the instructional activities that other staff members are already providing.

- Staff from other Wilson Library departments will be available for consultations that support the development of instructional services.

- Every Wilson Library staff member will be able to give an impromptu tour of the Library.

- The Library must support the professional development and continuing education of the Public Services staff.

- The Library must invest in secure, well furnished, and technologically equipped instructional spaces within Wilson Library.

- The Library must provide systems and web development support, preferably through Systems staff dedicated solely to Wilson Library.

**Moving Forward**

Our next step is to identify and prioritize issues that need to be addressed and actions that can be taken to advance the philosophy and goals expressed in this document.