

Our story: the pot of gold

This is how we used our unique resources to strategically position the library as an indispensable service to our community.

To increase visibility and support, it is critical to align current and anticipated stakeholder needs with missions, goals, and resources. The Center of Alcohol Studies (CAS) library accomplished this by making critical connections that enabled us to make the most of opportunities when they presented themselves. We initiated several ambitious projects that succeeded in using the library's historical resources to promote the Center both locally and globally, which returned dividends many times over.

Digging for gold

In 2011, a reference request from our Director to assist with a historical lecture on the birth of alcohol studies in the U.S. sparked a chain of events leading to:

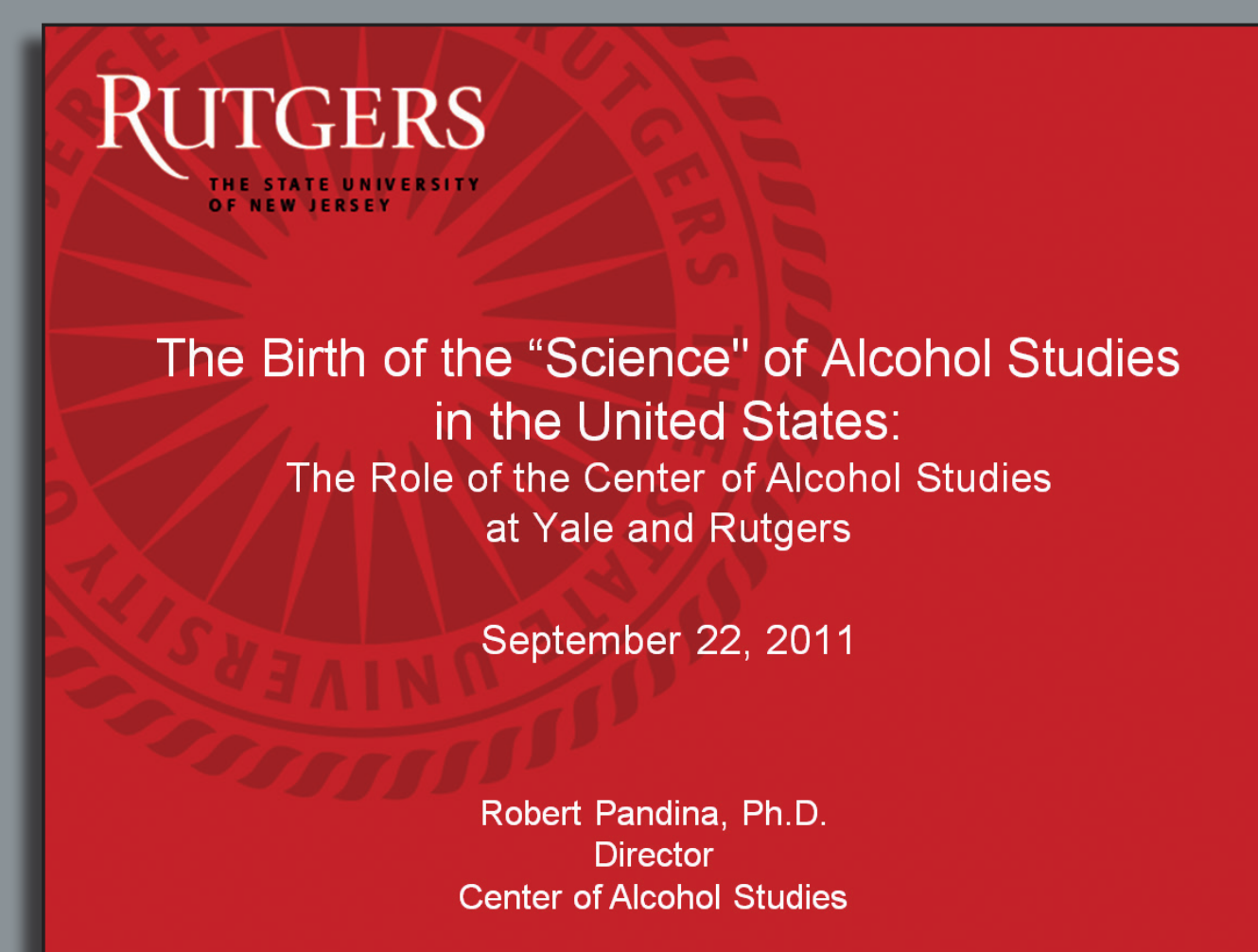
- A large scale in-house search for historical materials
- Discovery of a wealth of information on the history of the alcohol studies movement and the central role of CAS
- A heightened awareness of the library's unique and rare collections, and the need to digitize these resources
- Creation of a digital archive (ALCVault) to provide access

Cashing in

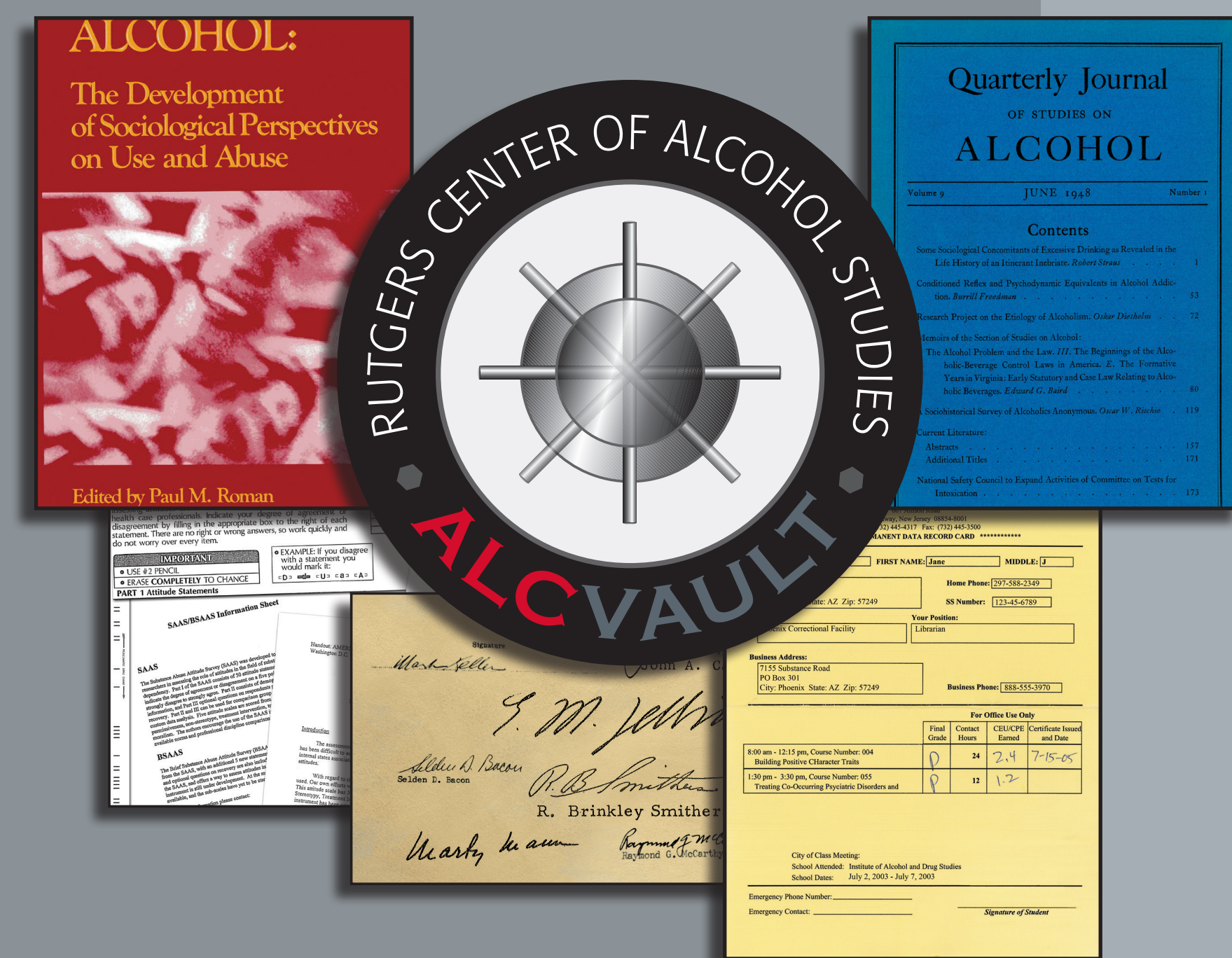
Feeling the unity of the Center through the material discovered made us realize the potential to reunify the Center divisions based on practices of the founders.

Sitting on a Gold Mine: Becoming Indispensable to Your Organization

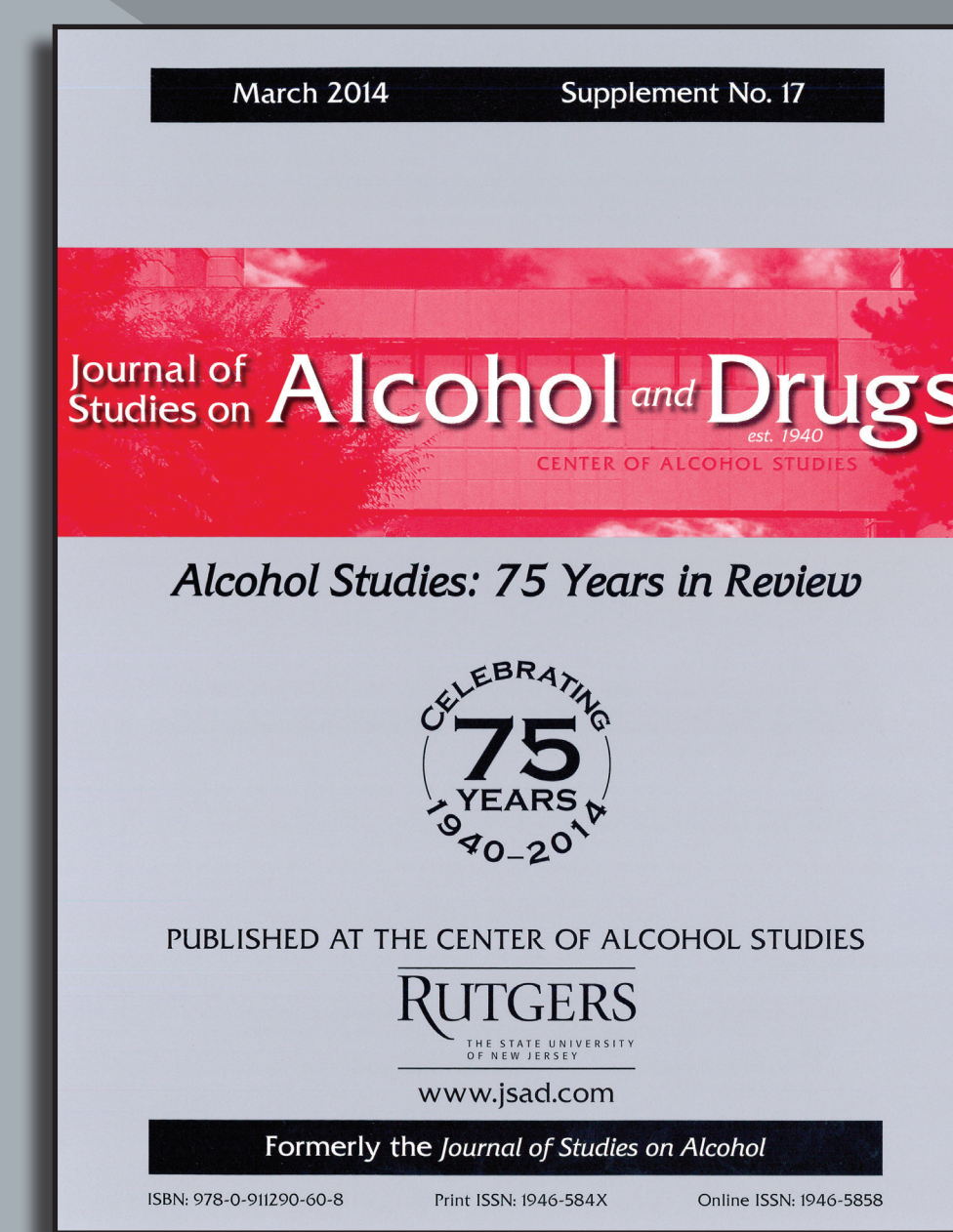
Historical Lecture



CAS Archive



JSAD Special Issue



SALIS Conference



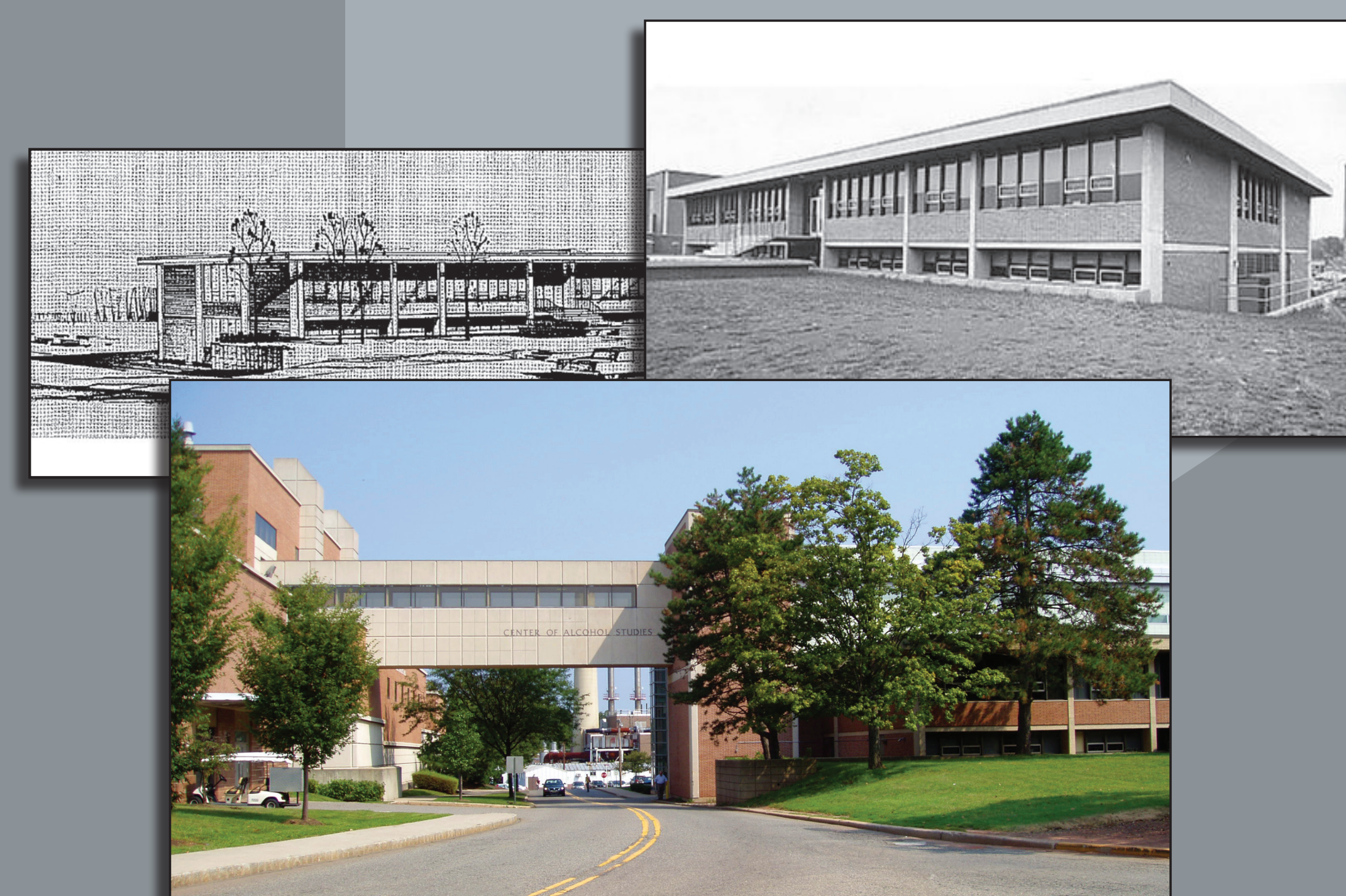
CAS Conference Room Exhibit



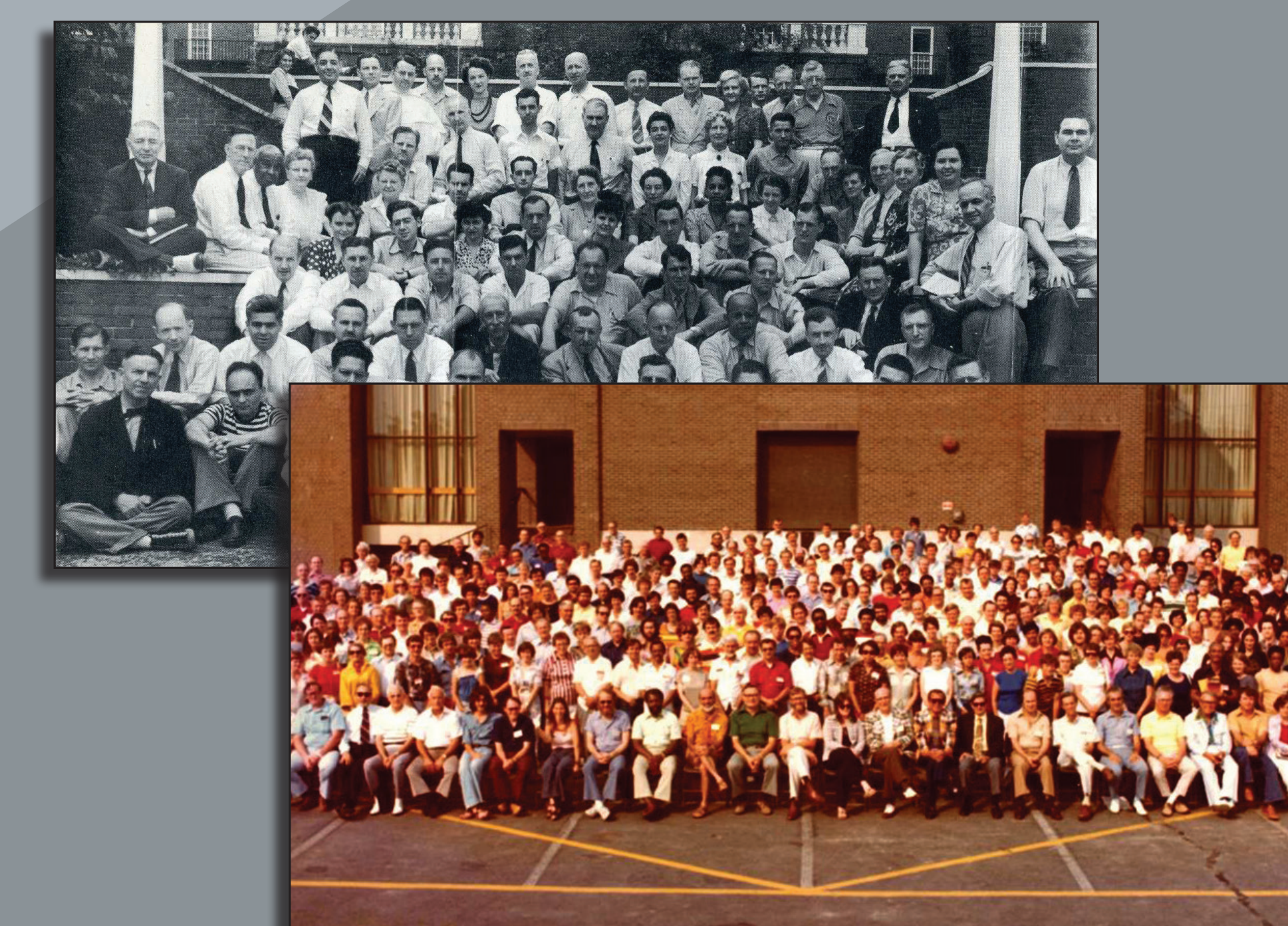
JSAD 75th Anniversary Celebration



CAS Oral History Project



Summer School Crowdsourcing Project



Spreading our wealth

Instead of sitting on our gold mine, the library took the initiative one step further and linked our discoveries to upcoming promotional opportunities for the Center both nationally and internationally:

- The 75th Anniversary special issue of the *Journal of Studies on Alcohol and Drugs* (JSAD)
- Hosting the SALIS conference
- Curated exhibit in conference room
- Jellinek Corner in the library
- JSAD 75th Anniversary celebration
- Posters at VALE, SALIS, MLA, NJLA
- Presentations at SALIS and MLA
- Publication in journals and newsletters
- Educational materials for LIS course
- **Forthcoming projects:**
 - Special issue library newsletter
 - Oral history project
 - Summer School crowdsourcing project

Reaping the rewards

- Increased promotion both locally and globally through print and virtual means
- Positioned the Center as a custodian of unique cultural heritage
- Highlighted the achievements of CAS scholars and educators
- Improved collaboration with Center administration and divisions
- Close involvement with Center activities and decisions
- Increased appreciation for our services
- Expansion of graduate assistant participation in our digitization project
- Professional development assistance to attend and present at conferences
- Significant upgrades to the library's technology infrastructure
- Website system upgrade (Drupal)