

**Profile of the
David A. Cofrin Library
UW-Green Bay
2016 Regents Academic Staff Excellence Program Award Recipient**

Highlights from nomination materials:

- Serves as a central part of the academic and student life of UW-Green Bay, under the leadership of Director Paula Ganyard.
- Library staff have created successful partnerships with other university departments, including Adult Degree, Student Life, FOCUS (the first-year experience program), Phuture Phoenix, and more.
- Results have been innovative and user-friendly services to better meet the needs of students; one example is an informal open house called “Bash in the Stacks” designed to connect students and the campus community with the wealth of resources available at the library; the event has become a campus tradition, attracting over 700 students last fall.
- Using a marketing plan created by a marketing intern, the library adopted the tagline “Your Guide to Answers;” the marketing efforts have paid off with higher gate counts, increases in interlibrary loan usage, and an increase in reference interactions.
- In its quest to meet the teaching, research, and scholarship needs of faculty, the library hosts the bi-annual UW-Green Bay Author and Artist Event; the most recent event recognized more than 50 faculty and staff and featured 150 publications and art installations.
- Partners with the wider Green Bay community and serves as the regional center for the National History Day competition, which is one of the largest competitions in the state, averaging over 400 students.
- Secured a generous donation to start the Robert L. Ganyard Library Endowment, which tripled in the first year and will allow the library to have available funds for future projects not funded by state dollars.
- Selected as Wisconsin Library of the Year by the Wisconsin Library Association (2012).

In the words of colleagues:

- “The Cofrin Library is our most visible building on campus at eight stories. It is centrally located and serves as the literal ‘hub’ that connects all of our academic buildings. Even more important than its size and location, the Cofrin Library boasts physical space that has seen dramatic changes over the past five years. All of these changes – from reconfiguration of shelving to enable more natural lighting, to use of dashboard technology that displays how many computers are available; from new couches and chairs to encourage conversation, to an enhanced art collection featuring student artists – have been critical to the efficacy of our Library.”
—*Lucy A. Arendt, Associate Dean of College of Professional Studies, Professor of Management, UW-Green Bay*
- “The best compliment the Library has received to date is from a faculty member who said, ‘The Library is a real presence on campus now.’ It is statements such as this one that demonstrate that the Library is not just the physical center of the University, but also its heart.”
—*Paula Ganyard, Library Director, UW-Green Bay*