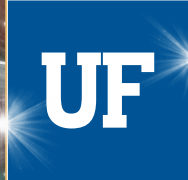
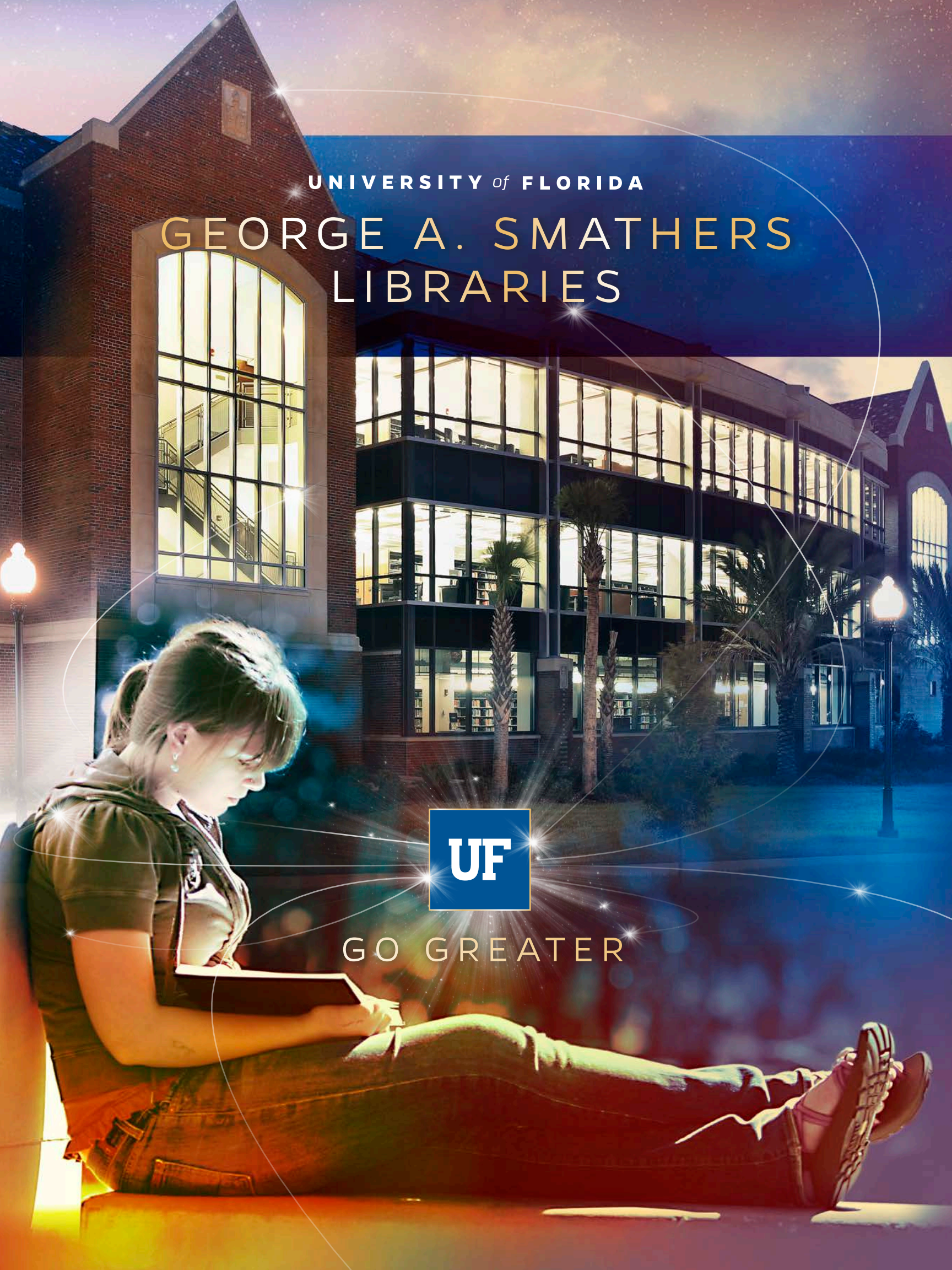


UNIVERSITY of FLORIDA

GEORGE A. SMATHERS LIBRARIES



GO GREATER



OUR COMMON BOND
IS MORE THAN A RALLYING CRY.

IT'S A CALLING.

Gators face limitless horizons armed with passion and driven by purpose to turn everyday opportunities into uncommon reality.

TOGETHER WE GO FURTHER,
WE GO STRONGER,
WE GO GREATER.

ONE GATOR NATION
FOR THE NATION ...
AND THE WORLD.

Studying in
Library West

WHY WE *Go Greater*

At the University of Florida and the George A. Smathers Libraries, we ask not what we've achieved, but what we can accomplish.

The GO GREATER campaign will enable us to embrace the world's grand challenges. With new institutional leadership at the helm and the power of The Gator Nation at our back, there's never been a better time in our journey to continue making history.

ACADEMIC EXCELLENCE: UF has 200 research, service and education centers, bureaus and institutes, 43 faculty who are members of prestigious national academies, and more International Baccalaureate students than any other university.

ECONOMIC IMPACT: UF is eighth among universities in U.S. patent applications, sharing company with the likes of MIT, Johns Hopkins and Stanford; and in the past 15 years, 190 startups have been launched based on technologies developed on campus. The Milken Institute ranks UF as the No. 3 best university in technology transfer. In 2016, our effect on Florida's economy was \$12.56 billion.

ROADMAP TO PREMINENCE: UF has undertaken an extensive strategic planning process to set ambitious goals for its future, to make a positive difference for the families and communities it serves. In numerous areas, UF has reached elite status — for example, federal research funding and technology transfer — and it aspires to persist in the climb in national rankings. The George A. Smathers Libraries provide essential support to UF in reaching its goals.

SHARED VISION: Gators believe in the university's mission. UF is fourteenth among AAU peers in philanthropic support and sixth among top public universities in alumni participation. In 2012, the Florida Tomorrow campaign surpassed its fundraising goal with gifts of more than \$1.7 billion. In 2017, alumni and friends set a UF annual giving record with almost \$450 million in commitments. With your support, the Libraries can fulfill its mission to provide excellent information services and research materials for the entire university community.

UNSTOPPABLE PROMISE: GO GREATER signals our aspirations to the world. We will accelerate our drive to achieve Top 5 status against key performance indicators, attract faculty who are among the best in their fields, create a learning environment second to none and expand educational opportunities for high-ability students from diverse backgrounds.

A CASE FOR GREATNESS

GO GREATER is a bold statement of who we are and who we want to be. Together — inspired by shared vision, driven by our collective energy and bound by common purpose — there is little we can't achieve.

Through the GO GREATER campaign, the George A. Smathers Libraries answer a call to ensure that UF has the vital information sources and services needed to achieve its mission and goals. Building on the spark that occurs at the intersection of vision and ambition, UF will blaze trails of success that will enrich the lives of citizens across our state, nation and world. With your help, the Libraries will:

- **ENHANCE THE LIBRARIES' ACADEMIC AND STUDENT SPACES** — to foster a dynamic, state-of-the-art learning environment
- **BUILD UPON EXCEPTIONAL COLLECTIONS AND OUTSTANDING FACULTY AND STAFF SUPPORTING BROAD AREAS OF ACADEMIC EXCELLENCE** — to advance knowledge and resources available to the university and beyond
- **INCREASE SUPPORT FOR STUDENT INTERNSHIPS** — to invest in student participation and offer hands-on experience in working in an academic library environment
- **RAISE \$30 MILLION IN CAMPAIGN COMMITMENTS** — to propel the Libraries' programs and resources to new levels of impact and influence

HOW DO WE GO GREATER?

AS THE LARGEST INFORMATION RESOURCE SYSTEM IN THE STATE OF FLORIDA, the **George A. Smathers Libraries** enhance learning for the university community by providing spaces and collections where intellectual curiosity and knowledge thrive. Its six libraries serve every college and center at the University of Florida and touch every corner of campus. With vast and robust print and digital collections, the Libraries provide students, faculty and visitors with the tools to advance education and understanding in each discipline. The Libraries employ more than **79 faculty** and **179 professional staff** with several hundred students to serve our users.

An investment in the Libraries ensures that millions of items, both print and online, remain accessible in state-of-the-art facilities, fueling scholarship and discovery in a variety of subject areas.



Health Science Center Library



3D printing in Marston Science Library

CURTIIUS RUFUS Alexandri magni res gestas per scripsit libris x. quorum duo primi desiderantur. Aetas ejus unde colligi possit, princeps est locus iste Curtii ipsius lib. x. Sed iam fati admovebantur Macedonum genti bella. Nam & insociabile est regnum, & a pluribus appetebatur. Primum ergo collegere vires; deinde disperferunt. Et cum pluribus corpus, quam capiebat, onerassent, cetera membra deficere coeperant. Quodque imperium sub uno fatis portuisset, dum a pluribus sustinetur, ruit. Proinde jure meritoque populus Rom. salutem se principi suo debere profitetur; cui notis, quam pene supremam habuimus, novum fides fluxit. Hujus, hercule, non solis ortus, lucemque in reddidit mundo; cum sine suo caute admodum membra trepidarent. Quot ille

INVESTMENTS

PEOPLE

- Endowing department chair and senior faculty positions
- Supporting curators to bring collections to life

PLACES

- Building the University Colonnade at Library West
- Naming library buildings: Library West, the Architecture and Fine Arts Library, the Health Science Center Library, and the Education Library
- Naming unique Reading Rooms in the Smathers Library building, such as the Grand Reading Room and the Judaica Suite

PROGRAMS

- Supporting student internships
- Endowing exhibits to showcase collections and digitization for global access
- Expanding preeminent collections:
 - Baldwin Library of Historical Children's Literature
 - P.K. Yonge Library of Florida History and online Portal of Florida History
 - Isser and Rae Price Library of Judaica
 - Latin American and Caribbean Collection
 - Maps and Imagery
 - University Archives



PIECING TOGETHER FLORIDA'S HISTORY

Since 1892, the P.K. Yonge Library of Florida History has been collecting and preserving rare books and manuscripts from Florida's past. But for Florida History curator **James Cusick**, the Libraries' 21st century mission is to not only obtain and protect fragile materials but to make them accessible in the digital space. Through an ongoing program of digitization, the Library of Florida History safely preserves the originals of its collections, like the award-winning "Pioneer Days in Florida" and the vibrant and colorful Jerry Chicone Jr. Florida Citrus Label Collection, while providing free access to rare materials in virtual format. The early cartography of Florida, translations of Spanish colonial records, letters from the Civil War, unpublished novels and memoirs, and promotional and commercial art are now just a mouse-click or thumb-stroke away.

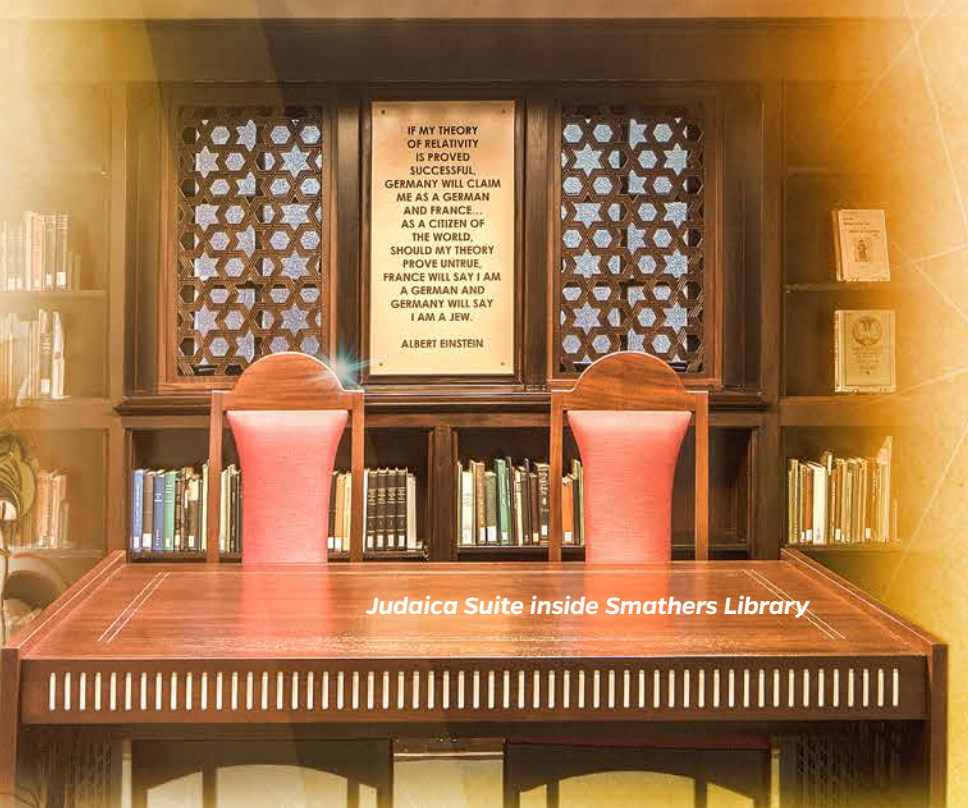


SPANNING GENERATIONS, A GIFT TO INSPIRE ALL

An alumnus of the University of Florida, artist and architect **Kenneth Treister**, (BA '53) FAIA, has spent his life creating, writing and lecturing on architecture. He is the sculptor and architect of Miami Beach's world-famous Holocaust Memorial. His work is recognized throughout the United States, Israel and the Caribbean.

The Judaica Suite inside Smathers Library features Treister's custom designed furniture, artwork and sculptures, as well as his collection of rare chess sets. He designed the suite with a keen eye toward ensuring each element worked in harmony with another, creating a gesamtkunswerk — a total work of art. The books in the suite are rare and semi-rare materials from the Isser and Rae Price Library of Judaica, considered the foremost Jewish studies research collection in the southeastern United States, with total holdings of over 110,000 volumes and digital collections comprising more than 180,000 pages of content.

Treister donated his collection of architectural drawings, sketches, project files, correspondence, publications and writings, travel files, photographs, films and audiovisual recordings and other archival materials to the Architecture Archives at the Smathers Libraries. His designs of Judaic art and architecture are among the most requested resources in the Architecture Archives.



Judaica Suite inside Smathers Library

ILLUSTRATIONS COMING TO LIFE

When juniors **Grace Gibson** and **Soleil Nguyen** enrolled in the Honors Program's (Un)Common Reads class to study the book *Thank You, Madagascar: The Conservation Diaries of Alison Jolly*, they had no idea they would embark on a class project together to write and illustrate a children's book. Michele Tennant, Ph.D., a librarian at the Health Science Center Library, teaches the class and shares her passion for Madagascar with her students.

Gibson, an environmental science major, wrote the book, and Nguyen, an architecture major, created the illustrations. Over 80 percent of the animals living in Madagascar aren't found anywhere else. The rich and diverse fauna and flora made animals and plants an excellent subject for a children's alphabet book and the letters has been translated into Malagasy and incorporated with the English alphabet. Madagascar is one of the poorest countries in the world, and Gibson and Nguyen are searching for funding that will enable them to print the book and travel to Madagascar to distribute copies to children.



MOMENTUM TO GO GREATER

THE UNIVERSITY OF FLORIDA AND GEORGE A. SMATHERS LIBRARIES CONTINUE TO REACH GREATER HEIGHTS OF CREATIVITY AND INNOVATION. We can grow higher, faster and farther with your support than with public funding alone.

Our journey is just beginning. Through the GO GREATER campaign, we will chart a course to excellence that is built on passion and driven by a desire to serve. We will drive discovery, foster innovation and empower those making a difference. With your help, our state, nation and world will continue to look to the George A. Smathers Libraries for leadership, talent and innovation.

The Libraries are poised to discover and share resources from the past and present that will shape our future. The Libraries are essential to the intellectual vitality of the university and to attract talented students, faculty and scholars to the Gainesville campus.

*Together, we will
Go Greater.*

UF | George A. Smathers Libraries
UNIVERSITY of FLORIDA

