J. WILLARD MARRIOTT LIBRARY

INSPIRING THE CREATION, DISCOVERY, AND USE OF KNOWLEDGE

together WE REACH

the Campaign for the University of Utah
The Marriott Library’s Students First Campaign

As the 21st century progresses, the J. Willard Marriott Library is more vital than ever to the success of students. The recent renovation has allowed us to become all an academic library should be and to inspire our students to do their very best work. Our first priority is providing the highest quality scholarly materials that depend on multiple technologies and services. We also actively teach students the skills they need to navigate this complicated information world and to be “smart for life.” But today’s Marriott Library goes beyond all of this. We provide enrichment programs that engage students in exciting, unconventional learning – explorations that deepen their college experience and expand their vision of the world.
The library is the students’ primary service hub and source of credible information and technology that accelerates their learning. Every year more people enter our doors than attend six years of football games at Rice-Eccles Stadium. They come to the library to access a collection of more than three million items – scholarly journals and monographs, maps, videos, manuscripts, rare books, photographs, and other resources in print and electronic form. The library operates the lower campus computer labs, including more than 700 computers used each year by 29,000 students, who log more than a million hours. We teach more than 500 class sessions each year to help students understand the appropriate critical use of library resources and information they encounter in their research. In addition, our Book Arts Program offers unique classes to students from every discipline ranging from letterpress printing to bookmaking.
Libraries are often looked upon as wholly publicly funded domains. The bulk of our funding does originate from the state, but this funding is not adequate to keep pace with the tremendous changes that have occurred over the last two decades in technology and knowledge resources. The library is fundamentally different from the one you knew years ago. Our love of books is still evident and important. However, we utilize advanced technology in everything we do: managing the collections with the Automated Retrieval Center, printing books on demand with a new electronic book machine, assisting faculty and students with creating multimedia tools and presentations, and responding to emerging needs. Simply stated, private funds allow us to provide superior collections, accompanied by excellent services and technologies – all of which must keep in step with a world of constant change and new opportunities.
As we look to the future, we imagine doing more to enable the success of our students. As the information age continues its renaissance, we must be aggressive in securing the funding we need to realize our vision and meet students’ growing demands. While providing students with collections and great service is vital to the success of the University, we envision reaching farther – providing a rich array of student programs that are multidisciplinary, customized, and collaborative. Our renovated building – with its transparent walls and open, light-filled expanses – serves as a symbol of enlightenment, inspiration, and all we aspire to achieve as an academic library.
WHAT YOUR GIFT WILL PROVIDE

The Marriott Library’s *Students First* Campaign goal is $30 million, which will provide both direct funding and endowment growth. Gifts to the library do more than deliver students to our doorstep; gifts help provide a margin of excellence for students who are serious about their research and learning and expect an outstanding education. While the Marriott Library has served as the state’s flagship academic library for the past 40 years, we are now uniquely positioned to welcome the coming decades with a new level of service, knowledge, and the ability to inspire many more minds.
• **Superb collections and their preservation**  
  Building upon our already rich collections to provide essential primary source materials and research journals.

• **Enhanced, high-level technology support**  
  Teaching the latest and most sophisticated technology applications through classes and our Knowledge Commons service desks.

• **Services that teach students to be “Smart for Life”**  
  Imparting skills to engage with information analytically and thoughtfully.

• **Internships and assistantships**  
  Matching student interest with library collections, projects, and expertise for customized, marketable student employment.

• **Fellowships and post doctoral positions**  
  Providing opportunities for intensive research with our collections.

• **Scholarships**  
  Offering learning and peer service opportunities in the Knowledge Commons, Digital Scholarship Laboratory, and other areas.

• **Lectures that bring in outside scholars and leaders**  
  Facilitating extraordinary interactions with national experts for students to explore their discipline at a deeper level.

• **Awards for excellent research and student achievements**  
  Honoring students conducting high-level research work.

• **National exhibitions that complement campus curricula and programs**  
  Hosting high-caliber, high-demand exhibits that integrate with campus coursework and activities.

• **Endowed positions**  
  Providing long-term funding for key library positions that support the entire campus as well as the greater Salt Lake community.
“In today’s world, many entities compete to engage in the generation and dissemination of knowledge, but few hold the promise of preserving this knowledge for the long term; few make needed resources miraculously materialize when seemingly lost; few are active partners in confronting great questions and uncovering new meaning; few are neutral ground where all people and ideas are welcomed; and few are as permanent as a library.”
Together We Reach: The Campaign for the University of Utah celebrates the many ways in which our legacy of generous philanthropic support has contributed to the University’s success. And it celebrates the ways private giving will shape our future.

It is through innovation and leadership in our classrooms, studios, and laboratories—and through our individual actions—that we will further the University of Utah’s position as one of the nation’s premier research institutions.

We have identified hundreds of extraordinary opportunities in areas throughout the University where philanthropic support could make existing programs stronger or could launch bold new initiatives. These opportunities are grouped into five broad themes:

- Engaging Our Students
- Elevating Our Research
- Expanding Our Global Outlook
- Enhancing Our Learning Environment
- Enriching Our Community

The J. Willard Marriott Library is an integral component of Together We Reach: The Campaign for the University of Utah, and we invite your generous support of these important initiatives.

www.togetherwereach.net

NAMING OPPORTUNITIES

It is often said that every great university requires a great library. This is your opportunity to help make the University of Utah even greater and to reach its ambitious vision. As the heart of the University and the busiest building on campus, the library is the perfect place to honor a family member, pay tribute to a friend, or commemorate someone who has made a difference in your life. The newly renovated Marriott Library offers a wide variety of attractive naming options. For more information, please contact us:

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