



ONLINE ACTIVISM, TECH LESSONS

DAVID FIALA

SPRING 2014 WICS LIGHTNING TALK

BACKGROUND

- July 2013: \$66 million budget cut passed by NC General Assembly
 - Next year another 5% cut across UNC is expected (but outside the scope of this talk)
- NCSU Libraries slated to receive \$1.3 million cut as a result
 - \$750,000 approx. in Journal cuts
 - Loss of overnight hours to libraries (ie, no 24 hour service)

BACKGROUND - HISTORY

- In 2001: \$125 million in cuts
 - 500 sat-in at midnight when they were cutting 24 hour service
 - Those students marched to the Chancellor's residence that same night
 - That same Spring, 5,000 students marched to the Capital to protest

- Can we do this today?



ONLINE AWARENESS

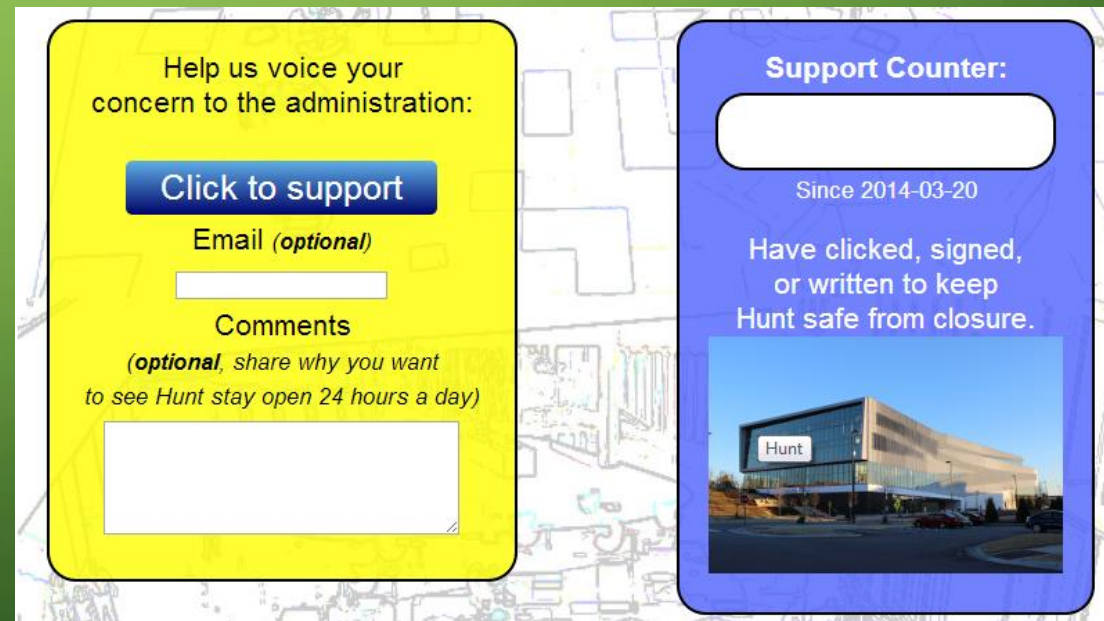
- Educate
- Gather Anecdotes
- Show Care
- Provide an outlet / “Petition”



CHOICES & COMPUTER SCIENCE SIDE OF THINGS

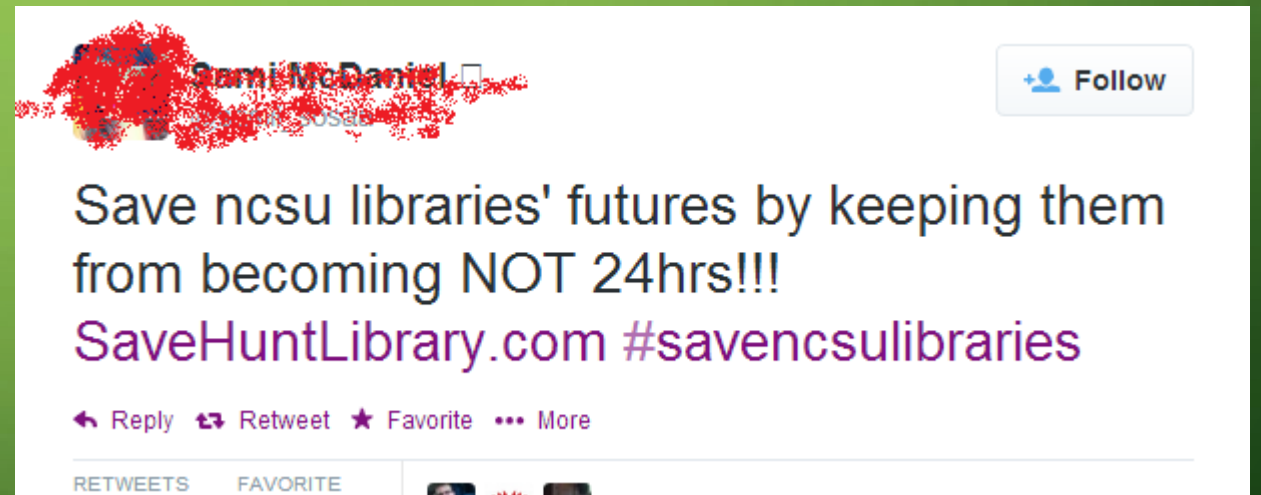
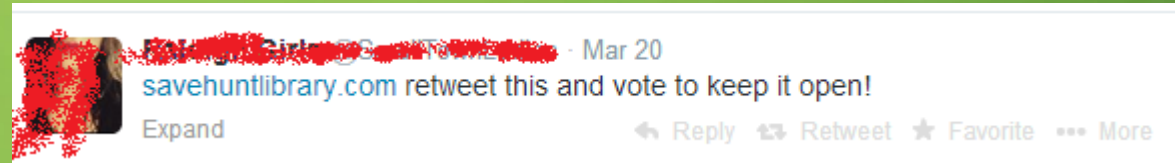
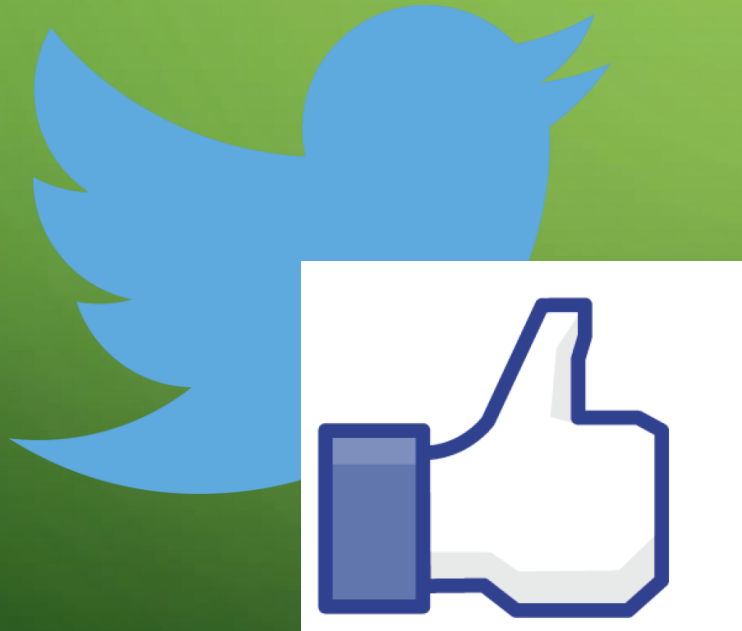
- Decisions:
 - Do we require a sign-in? Do we require ANYTHING?

- Simplicity vs Dense Information?
 - Ie, MOBILE FRIENDLY?



AND THEN, LESSON #1

- Where... did this come from?



TIMELINE



Save Hunt Library at NCSU:
Official Home of the Campaign to **Guarantee 24 Hour Student Resources on Centennial Campus**

HOME
FAQ / LEARN MORE
CONTACT

Mar 28: Donations.. now accepted? (Click the image)

Mar 27, 2014 at 10am: We just hit 16% of the entire undergrad+grad student population.
 Mar 25, 2014 at 4:10pm: 10% of student population.
 Mar 20, 2014: We launched.

Keep spreading the word by sharing the link <http://SaveHuntLibrary.com>

In the news: [March 27, 2014: NCSU Technician](#)

Questions? See our FAQ link above.



Due to budget cuts, NCSU is considering permanently shutting down night time access to Hunt Library-- as soon as the end of Spring 2014.

Your support can ensure that we keep our new state of the art library



NCSU Libraries faces budget cuts, difficult choices

Posted: Thursday 12:43 am, Thu Oct 23, 2014

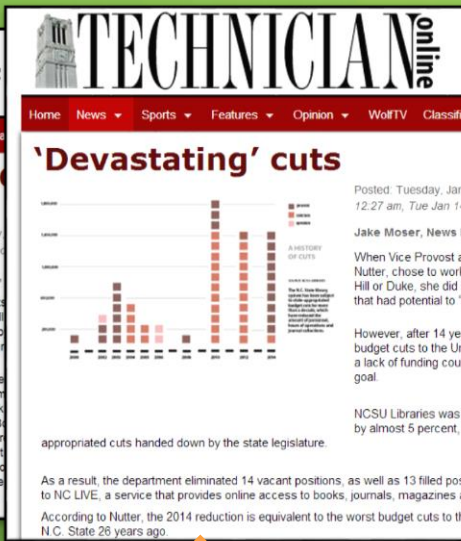
Brittany Bynum, News Editor

Though students prefer—D.H. Hill same question but will carry a far greater weight.

Due to the Gene the UNC-System have to cut back main libraries. B libraries are cut but Vice Provost depending on how students may be will be reduced.

Molly Donovan

The current D.H. Hill Library has been located in the Brickyard since 1964, but has been the main library on campus since 1889. Hunt Library is now making the transition to become the main library.



'Devastating' cuts

Posted: Tuesday, Jan 14, 2014 12:27 am, Tue Jan 14, 2014

Jake Moser, News Editor

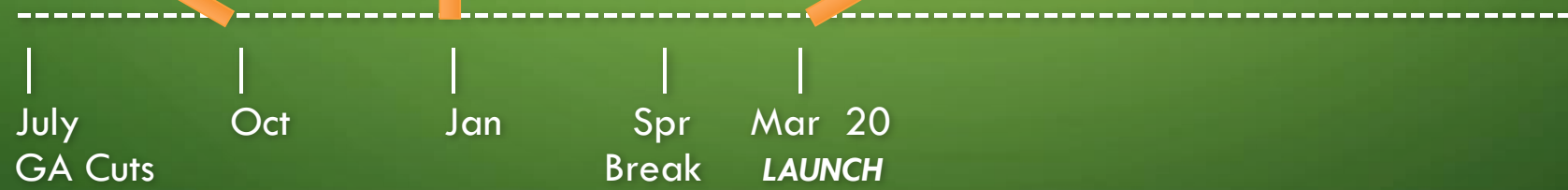
When Vice Provost a Nutter, chose to work Hill or Duke, she did that had potential to...

However, after 14 years budget cuts to the UNC a lack of funding could goal.

NCSU Libraries was by almost 5 percent, appropriated cuts handed down by the state legislature.

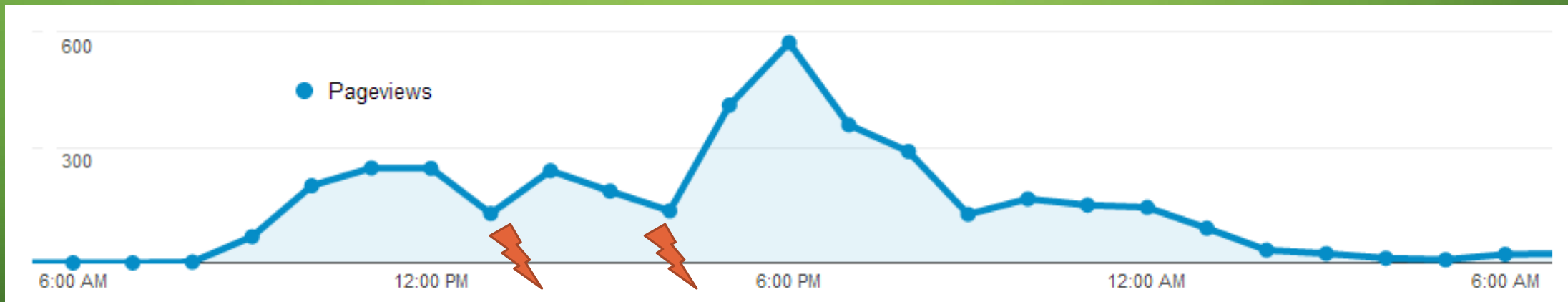
As a result, the department eliminated 14 vacant positions, as well as 13 filled positions to NC LIVE, a service that provides online access to books, journals, magazines and more.

According to Nutter, the 2014 reduction is equivalent to the worst budget cuts to the N.C. State 26 years ago.



WEBSITE LEAKED EARLY

- Lesson #1 thus: Be prepared to launch ASAP. Take advantage of a situation.



- Lesson #2 came the same day....

We got attacked. Twice! Our first day...

Lesson #2: React: Be prepared to evolve.

TIMELINE



'Devastating' cuts

Posted: Tuesday, January 14, 2014 12:25 am | Updated: 12:27 am, Fri, Jan 14, 2014

appropriated cuts handed down by the state legislature.

As a result, the department eliminated 14 vacant positions, as well as NC LIVE, a service that provides online access to books, journals, and databases.

According to Nutter, the 2014 reduction is equivalent to the worst N.C. State 20-year ago.

Due to the General Assembly's \$66 million budget cuts to the UNC-System, passed in July, NCSU Libraries have to cut back hours of operation for one of the main libraries. Both D.H. Hill and the James B. Hunt libraries are currently open 24 hours during the week, but Vice President of Libraries Susan Nutter says that depending on how the cuts affect NCSU Libraries, students may be asked to choose which library's hours will be reduced.

Save Hunt Library

Official Home of the Campaign

HOME FAQ / LEARN MORE CONTACT

Mar 20, Donations... now accepted? (Click the link to see the details.)

Mar 27, 2014 at 10am: We just hit 10% of the entire undergraduate body!

Mar 25, 2014 at 4:10pm: 10% of student body signed.

Mar 20, 2014: We launched!

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TECHNICIANonline

technicianonline.com

Students petition to prevent cuts to Hunt Library's hours

Jake Moser
News Editor

students' passion and their voice. I don't think the students are aware of these cuts, because if they were,

TECHNICIANonline

Home News Sports Features Opinion WolfTV Classifieds Corrections

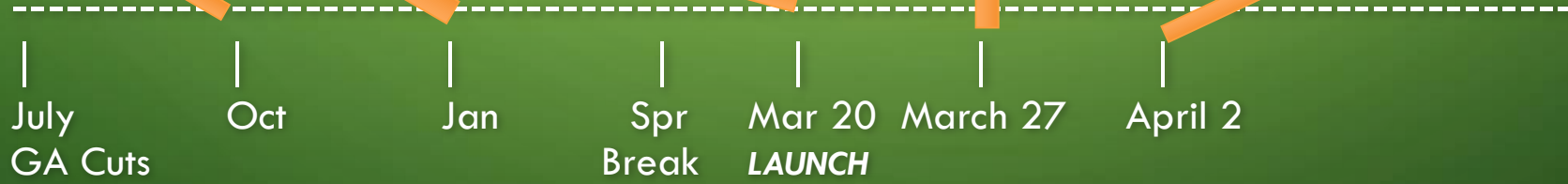
Hunt Library's hours, N.C. Lit Fest and class struggle

Ishan Raval, Staff Columnist

James B. Hunt Jr. Library is the scene of some interesting happenings these days. This weekend, it will host the North Carolina Literary Festival. The theme of this year's conference is "The Future of Reading." Along with engaging with traditional forms of reading and literature, the festival will also "explore the new, often technology-based ways readers are encountering, experiencing and interacting with literature."

On the festival's website, Hunt Library has been described as having "generated international attention for its stunning modern architecture, its ubiquitous technologies and its many simulation and large-scale visualization rooms." The library is meant to be a centerpiece of the festival by "inspiring conversations about the future of reading and reading-based technologies."

Ironically, these same days, on entering this lauded library, one can see a donation box reading "Help Support Hunt." A student campaign (www.savehuntlibrary.com) is currently underway to prevent Hunt Library's hours from being cut, due to the \$1.3 million (5 percent) budget cuts this year to the NCSU Libraries. As of March 27, more than 700 students, equivalent to about 16 percent of N.C. State's entire student body, had signed the petition to



STUDENT SUPPORT

- Thousands of visits per day.
- Unique student support:
 - March 20: Launch
 - March 25: An entire 10% of the entire student population.
 - March 27: **16% of the entire student population.**
- Lesson #3: “Ballot stuffers will stuff.”
 - Who knows why...

CONCLUSION



- **One site brought awareness to an entire university, in a few days time.**
 - (vs. 9 months of inaction before this campaign)
- Only old people read the paper. Sadly. --- BUT, swift, targeted social media works.
- Running a campaign without “signing in” is possible, but techy tricks are a **MUST**.
- Did we help save the Journals and Library hours? We’ll see soon...