

WHY?

Like many other libraries across the United States, the Health Sciences and Human Services Library (HS/HSL) at the University of Maryland, Baltimore is faced with rising costs and flat budgets



We had heard of other libraries who had done comparison studies of library costs vs. real world goods

We felt we needed to reach users on a level they understood

This seemed to be a light-hearted way to examine a serious subject

Library users don't understand the problems and don't have the time to delve into the complex issues

THE PLAN!

A "Cost of Things" Committee began meeting in October 2000.

There was representation from Resources Management for cost data; Library Administration for political and organizational implications; Information and Instructional Services for "odd facts" research expertise; and Web Design Team for multimedia skills

"Show Me the Money!" was selected as the name for the exhibit - it was a catchy phrase, part of popular culture

The Committee began looking at ways to capture the attention of our users and decided to approach the information in a variety of ways:

Traditional Display Cases -- these included journal covers as well as a variety of relia including hiking boots, toy refrigerators, and models of bikes



Bulletin boards -- highlighting different cost facts, the bulletin board had hanging paper money, pictures, and other readable items



SHOW ME THE MONEY

The Reality of Library Costs



Visit our exhibits in the display cases on the 3rd and 4th floors, throughout the HS/HSL, and on our web site, www.hshsl.umaryland.edu



MORE OF THE PLAN

Articles - the current issue of HS/HSL Unplugged, the library newsletter, focused on cost issues and the campus newspaper ran an article on library costs and the exhibit (Samples of newsletter on the table)



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First Place: Expensive Journal category

Brain Research at \$17,444 per year

Ugly lime green factoids -- these were placed all around HS/HSL -- on tables, across computers. Some were placed on the back of stall doors in the restrooms! (Factoid list on table)



The exhibit opened in February 2001

COMMENTS

"I just wanted you to know how clever I think the 'Show Me the Money' display is." University of Nebraska

"This is wonderful! We were saying yesterday that you could buy a really nice car for the cost of Brain Research." Duke University

"Very impressive - and somewhat shocking. Nice work." UM School of Medicine Faculty

"An outstanding exhibit! You've managed to get the message out with much humor and scarcely any vitriol." Texas Tech

"What a wonderful exhibit! And I love the streaming commentary at the top of your web site. Those facts are zingers!" University of Nevada, Reno

"This is an absolutely wonderful way to get the point across." University of Kentucky

"BRILLIANT!" Anonymous

"Your Show Me the Money page and quiz are GREAT!!!" University of Utah

Acknowledged by the Engineering library at Cornell University as the inspiration for their current online exhibit! (<http://www.englib.cornell.edu/displays/stickershock/>)

"SHOW ME THE MONEY" Committee Members

Richard Behles, Chair

- Brad Gerhart
- Beth Jacoby
- Alexa Mayo
- Jane Murray
- Dale Prince
- Paula Raimondo
- M. J. Tooley
- Frieda Weise

Did you know that...