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

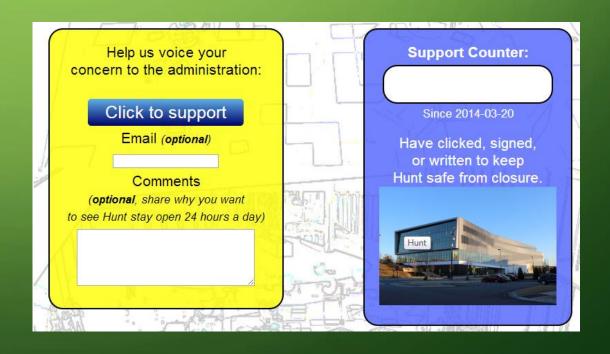


Provide an outlet / "Petition"

CHOICES & COMPUTER SCIENCE SIDE OF THINGS

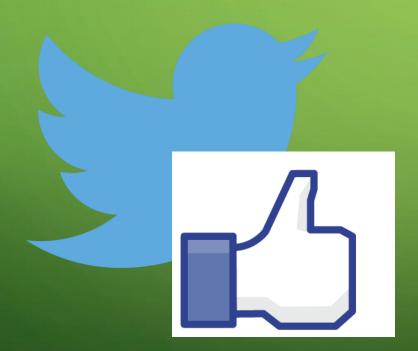
- Decisions:
 - Do we require a sign-in? Do we require ANYTHING?

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



AND THEN, LESSON #1

• Where... did this come from?







Centennial Campus



SaveHuntLibrary

HOME

FAQ / LEARN MORE

CONTACT

TIMELINE

12:43 am, Thu

Though studen prefer—D.H. H same question will carry a far of

the UNC-System

have to cut bac

main libraries. I

libraries are cu

but Vice Provos depending on h

students may be will be reduced.

TECHNICIA N

NCSU Libraries faces budifficult choices

Molly Donovan

The current D.H. Hill Library has been located in the Brickyard sit 1954, but has been the main library on camous since 1889. Hunt #TECHNICIAN

'Devastating' cuts

12:27 am, Tue Jar Jake Moser, Nev

When Vice Provost Nutter, chose to wor Hill or Duke, she did that had potential to

However, after 14 ye budget cuts to the U a lack of funding cou goal.

NCSU Libraries wa by almost 5 percer

appropriated cuts handed down by the state legislature

As a result, the department eliminated 14 vacant positions, as well as 13 filled p to NC LIVE, a service that provides online access to books, journals, magazines According to Nutter, the 2014 reduction is equivalent to the worst budget cuts to N.C. State 26 years ago.

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.



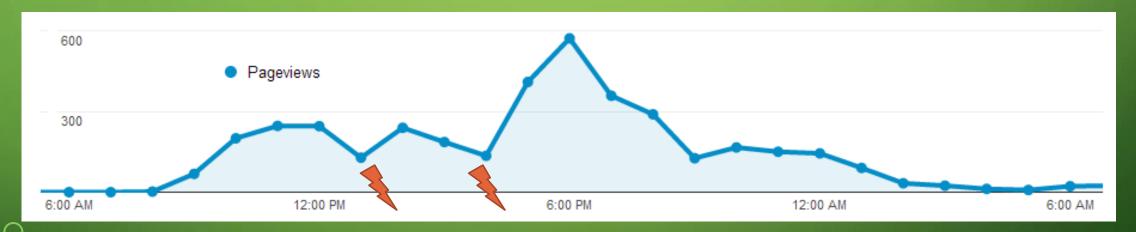
Due to budget cuts, NCSU is considering permanently shutting down night time access to Hunt Library-- as soon as the end of Spring 2014.

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

JulyOctJanSprMar20GA CutsBreakLAUNCH

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.

LESSON #3: YOU CAN'T DO IT YOURSELF

- Lesson #3: Automate as much as possible, as quick as possible.
 - Ps: isn't that why we invented computers?

- Identifying uniqueness without a sign-in
 - Remember: we did NOT want a CAPTCHA.
 - IP addresses (not foolproof)
 - Cookies (not foolproof)
 - False information given to attackers (*Makes them fools!*)

Total: 5889 Last Hour: 0 (excluding bans) All IPs posting more than 5 times in the last hour Info: Will purge these from the counter. IP Post Count Ban All IPs posting more than x times same magic Info: Will purge these from the counter. Post Count Ban redacted for Banned web Banned release Banned Banned Banned Banned Banned Banned Banned Ban IP

TIMELINE





Students petition to prevent cuts to Hunt Library's hours

Moser students' passion and their voice, I

Editor don't think the students are aware

of these cuts, because if they were,



TECHNICIAN:

Home News ▼

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pinion 🔻

V Classified

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.savehuntilibrary.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 00 students, equivalent to about 16 percent of N.C. State's entire student body, had signed the petition to

July GA Cuts

ct

Jan

Spr Mar 20 March 27

April 2

Break LAUNCH

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...

POLITICAL REACTIONS

March 31: University Graduate Student
 Association Passes Resolution

 April 2: Student Senate Unanimously Passes Resolution

April 4: Faculty Senate concurs, drafts Council
 Resolution (vote forthcoming)

UNIVERSITY GRADUATE STUDENT ASSOCIATION

2013-2014 COUNCIL RESOLUTION II

A RESOLUTION TO BE ENTITLED AN ACT TO RECOMMEND SUPPORT FOR LIBRARY JOURNALS AND STUDENT ACCESS AT NORTH CAROLINA STATE UNIVERSITY

Library Support Resolution	(Public
: David Fiala (Computer Scienc	e Representative), Matthew Melillo (UGSA
tie Kennedy (UGSA Secretary),	Colin Funaro (Entomology Representative), Keit
olic Administration Representativ	e), Barry Peddycord III (UGSA VP of
on)	
g: March 31, 2014	Version Date: March 31, 201 (Initial Edition
UGSA Council	
The Council of the University G Resolution:	raduate Student Association adopts the following
NCSU Libraries are responding	to budget cuts of over \$1.3 million, and,
such cuts have forced the Librar 625 journal titles, and,	ies to thus far eliminate 27 positions and cut
	tive to the research, hiring, and retainment of top egic mission to maintain the status as a top-tier
	esearch areas, electronic resources, and print cess libraries are essential to both graduate and
EFORE, be it	
ministration immediately pursue eavors of all students are not inhi , the University Graduate Student n and Libraries to work together in nals deemed necessary for researc	Association recommends that the NC State all available funding efforts to ensure the bited in 2014-2015; and be it further, Association calls upon the NC State to build a sustainable budget that will provide that as well as fund Fall and Spring 24 hour access her,
	tie Kennedy (UGSA Secretary), oblic Administration Representative on) g: March 31, 2014 UGSA Council The Council of the University Graduate Students' success, students' success, students' success, the University Graduate Students are not inhill, the University Graduate Students and Libraries are responding such cuts have forced the Library 625 journal titles, and, diverse journal access is imperative in a construction, and, availability of the collaborative resided by NCSU's two 24-hour access to the University Graduate Students' success, success, and the University Graduate Students' the University Graduate Students' the University Graduate Students' and Libraries to work together the students' success the

COUNCIL R II 2013-2014

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...