

Analysis factors	Potential Impact:	Implication and importance			
	H - High M - Medium L - Low U - Unknown	Time Frame: 0-6 mths 6-12 mths 12-24 mths 24 + mths	Type: Positive Negative Unknown	Impact: Increasing Unchanged Decreasing Unknown	Relative Importance: Critical Important Unimportant Unknown
Library employee demographics					
°Graying of the staff	High	0+	Negative Retirements mean loss of institutional knowledge. Risk of loss of positions on an overstretched staff. Local cost of living makes recruitment more difficult	Increasing	Critical
°Graying of the staff, part 2	High	0+	Positive New staff means new skills. Opportunity to get more native 2.0 speakers. Local hires bring ties to the community and opportunities for outreach	Increasing	Critical

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Student demographics					
° End of Tidal Wave II, smaller high school graduating classes. Annual growth drops from 2.5% to ~1.5% in the next decade.	Unknown	24+	Negative Reduced basis for budget growth.	Unknown	Unknown
° Tidal Wave II still affecting demand for graduate education. Campus graduate enrollment increasing by 12.5% between 2007 and 2010 and over 110% between 2007 and 2020.	Medium	24+	Unknown University-wide emphasis on math, science, and health graduate education would seem to place a greater service burden on the Science and Engineering Library.	Increasing	Important

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Student demographics continued					
° UC plans to reduce the ratio of traditional freshmen to transfer/reentry students from 2.4:1 to 2:1	Medium	24+	Positive Possible increased demand for services at non-traditional times by working students. Outreach opportunities Training for pre-millennial students in the culture and tools of 2.0	Increasing	Unknown

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Student demographics continued					
° Changing applicant profile. More under-represented students, more first in family to attend college	Medium	24+	Positive More outreach. Increased demand for BI support Increased demand for resources and support for tech have-nots.	Increasing	Important
° Growth of Silicon Valley Center	Unknown	24+	Unknown Will the growth in the Silicon Valley Center require dedicated staffing (in person or remote)?	Increasing	Unknown

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Student demographics continued					
o Millennial information seeking behavior and expectations	High	0+	Unknown We need to look at how we support information seeking on cell phones and other hand-held devises. We need to continue to fight the Google-as-resource-of-first-resort attitude among new students. We need to integrate better with campus/departmental information resources for students.	Increasing	Important