

LIBRARY 2007/2008

OVERVIEW

Many of the challenges below will be familiar since they relate so strongly to lack of adequate funding from the university. In spite of this, due to an innovative library faculty and staff and a continued aggressive fundraising campaign, we managed to meet our major goals:

- Through gift funds and imaginative space planning, we renovated and furnished an additional study area and a collaborative learning computer area (the East Room) on the main floor.
- To house the E. Clay Shaw and Max Cleland Collections, we secured the return of a room on the ground floor and renovated and furnished it with gift funds (the Politicos Room).
- We added ten new databases, four through collaboration with the College of Law Library.
- We completely revised the library's website, a major learning resource for our students. The number of hits on the library's pages increased by 28 % to 538,132.
- A new endowment of \$50,086 was started by Sandra Stetson Martinuzzi, great granddaughter of John B. Stetson. The library now has more than \$1,000,000 in endowments, with income distributions used for library resources and services.
- As part of our public relations efforts and to make new resources known, major web pages were created featuring:
 - the Dr. M. Jean Greenlaw Collection of autographed first edition children's books;
 - Senator J. Maxwell Cleland and his collections;
 - Congressman E. Clay Shaw, Jr., and his papers and memorabilia.

I. CHALLENGES AND ISSUES

A. Continued Lack of Funds Due to Budget Stabilization:

The library continued to operate with a university allocated materials budget (books, journals, databases, scores, and other media) of less than was allocated in 2001/02:

2001/02 fy original allocation:	\$602,000
2007/08 fy allocation:	\$582,000

\$20,000 less than six years ago

There is much talk about the declining use of books. However, the decline in checkouts of books at Stetson has shown a direct correlation to the fewer number of books we are able to purchase. As more of the limited funds were spent for journals and databases, the number of books added decreased by 28 %, and the number of checkouts of books declined by 14 %. In contrast, when the number of books added increased, the number checked out also increased. The infusion of the Brownell funds designated for books in 2003/04 allowed us to increase the number of books added by 35 %, and circulation of

books that year increased by 23.3 %. By failure to provide needed books, we are depriving our students of learning opportunities, but our limited funds cannot meet all needs.

B. Loss of Purchasing Power due to Inflation:

In addition to the loss of actual dollars, inflation continued to have an impact, especially the inflation of almost 10% per year for journals. Based on the 2001/02 allocation of \$602,000, the inflation-adjusted 2007/08 allocation should have been \$812,000.

C. Limited Space for Collections and Students:

The 1999 addition of 9,000 square feet for library use was, as librarians pointed out, insufficient space to last more than ten years. Also, we now have almost 300 more students than we had at the time of the expansion.

II. FIVE-YEAR GOALS AND COMPONENTS

A. Provide Resources for Academic Quality

- Physical and digital collections to meet curricular research needs
- Technology to support research in the library
- University Archives and Special Collections to support research and university development

B. Provide Services for Academic Quality

- Reference and research assistance for faculty and students in DeLand and Celebration
- Accurate and prompt circulation, reserves, and interlibrary loan services
- Instructional services for information literacy and research methodology, both in person and online
- Organization and cataloging of the physical and digital collections for quick and accurate access
- Website which is intuitive and instructional as a guide to the research resources available
- Staffing and technological support for all services

D. Provide Library Facilities to Encourage and Enhance Study and Support the Valuable Print Collection

- Collegial and academic atmosphere in the library
- Adequate and well-placed shelving for the print collection
- Group and individual study areas to support enrollment

E. Seek Sustained Funding to Support the Library

- University funding
- Donor funding

III. PROGRESS ON MEETING GOALS AND OBJECTIVES IDENTIFIED FOR 2007/08

A. PROGRESS, GOAL #1: Provide Resources for Academic Quality

Database usage (indicated below) and the circulation of 37,050 physical items borrowed and renewed from the libraries show good use of the resources we select. The Library Director continued her work as Chair and Fiscal Agent for the ICUF libraries, gaining substantial discounts on electronic resources. Without the ICUF discounts, we could not afford the excellent electronic resources now available for our students and faculty.

1) *Agenda Item # 1: Continue the transition toward electronic resources for reference books and journals:*

The reference collection was drastically weeded last year, and the policy of purchasing electronic reference works in lieu of print continued. We added ten major electronic reference collections, four as a result of our ongoing cooperation with the College of Law Library. Students and faculty retrieved the full text of more than 127,000 journal articles from Ebscohost alone, an increase of 37% over 2006/07. Approximately 12,000 journal articles were retrieved from JSTOR, new in 2007/08. Thousands of other full text articles were used from our other database aggregators. Excluding federal government documents, we now provide 2,231 electronic books, 748 electronic reference books, and almost 30,000 journals electronically.

2) *Agenda Item # 2: Implement and design the Serials Solutions Central Search to simplify searching our journals databases for our users:*

This was implemented, but one year of evaluation showed that it did not provide the type of searching our students and faculty would use. Combining one search to search all databases resulted in too many irrelevant results for the more focused research we encourage. It was cancelled, effective July 1, 2008. At the same time, we converted our Journals A-Z list with direct links to the journals from Serials Solutions to Ebsco's similar, but less expensive product.

3) *Agenda Item # 3: Integrate Archives and Special Collections as resources for primary research:*

- Archives Specialist Gail Grieb interviewed three retired faculty members (Dr. John Hague, Dr. Richard Morland, and Dr. Keith Hansen). These, as well as two interviews with alumnus Senator J. Maxwell Cleland, were videotaped by Media Specialist Terry Grieb as permanent resources for Archives.

- All of Congressman E. Clay Shaw's congressional papers were organized into filing cabinets, and all photographs and political memorabilia were indexed for retrieval by Associate Director Susan Ryan.
 - Senator J. Maxwell Cleland's gift of personal memorabilia began to arrive in the summer of 2007. Ryan inventoried and indexed the more than 4,000 photographs, videos, audiocassettes, manuscripts, etc., scanning many for the website. Clips from Cleland's interviews were added to the website.
 - The Robert Dumm Collection of more than 400 taped interviews with significant pianists and other musicians, ranging from the 1950s to today, were added to Special Collections, and many have now been cataloged.
 - Numbers of other items were received and indexed. Many were scanned and added to the library's website.
- 4) *Agenda Item # 4: Assess the library's website to provide a more up-to-date look to be more attractive to students without losing its current ease of navigation and usability:*
- Ryan worked with a web specialist, who was paid by an alumna, and completely revised the library's website to meet our goal of making it a more effective self-learning tool for students. There were more than 538,000 hits on the library's pages, an increase of 28 % over last year.

B. Provide Services for Academic Quality

- 1) *Agenda Item # 1: Continue into a second year the First Year Student Project "My Librarian:"*
- Accomplished. This will now be removed from the annual agenda list as it becomes part of our normal activities.
- 2) *Agenda Item # 2: Complete renovation, furnishing, and equipping of the new collaborative learning computer area and the new study area on the main floor, with all costs covered by donor funding:*
- Accomplished.
- 3) *Agenda Item # 3: Evaluate the best methods of providing effective and efficient research assistance for our students, including an evaluation of the scheduled reference desk as it is currently structured:*
- From data collected to date, Ryan completed an article which has been accepted for publication. An immediate result of this study to date is that when the Reference / Electronic Services Librarian retired in June 2008, we restructured this from a faculty, tenure-track, librarian position to a professional staff position of Library Electronic Services Technician, to be filled in July 2008
- 4) *Agenda Item # 4: Increase marketing of the library's information literacy proposals with academic departments to reach more students before they start serious research:*
- Progress was made in working with faculty and students in the School of Business Administration. Outreach with the faculty and students at Celebration continued.

C. Provide Library Facilities to Encourage and Enhance Study and Support the Valuable Print Collection

- 1) *Agenda Item # 1: Continue to work toward zero-growth in the physical collection for the next five years to meet space constraints without losing student seating:*
Head of Technical Services Debbi Dinkins spearheaded several collection evaluation projects which allowed the library to withdraw 3,227 books and 880 journal volumes. Space issues require this move toward zero-growth. Eighteen new print journal subscriptions were added at faculty request, but 36 were cancelled. The extensive weeding of federal documents also available electronically continued, according to GPO guidelines.
- 2) *Agenda Item # 2: Complete the renovation, furnishing, and equipping of 5-L for Special Collections and Archives purposes to efficiently house and make available the papers of Congressman Shaw, memorabilia of Senator Cleland, and papers and memorabilia of other Stetson alumni who have been active in government service:*
Accomplished.
- 3) *Agenda Item # 3: Continue efforts to make students feel welcomed and comfortable in coming to the library and in approaching librarians and staff for assistance:*
Non-academic outreach to students continued, including such gestures as a “milk and cookies night” during exams and free coffee between 9:00 p.m. and 1:00 a.m. the week prior to exams and the week of exams. A record number of users are coming into the library, with a gate count of 221,000, an increase of 5.7 % over the comparable 12 months last year.

F. Seek Sustained Funding to Support the Library

In addition to the agenda items listed below, ongoing fundraising was successful. Congressman E. Clay Shaw Jr. offered to send letters to many of his past political donors asking for gifts to help defray costs of indexing and housing his papers. His letter resulted in \$24,125. A new endowment of \$50,086 was started by Sandra Stetson Martinuzzi, great granddaughter of John B. Stetson.

- 1) *Agenda Item # 1: Continue to urge the administration to return the library resources allocation to at least the 2001/02 level and to begin to factor inflation into the allocation:*
The Library Director and the Library Committee presented overwhelming evidence of the need to provide adequate financial resources, but the university’s continued financial difficulties and other priorities resulted in rejection.
- 2) *Agenda Item # 2: Develop case statements to endow library resources for specific programs, concentrating on those with the most need, especially the cross-disciplinary programs:*
Work began on an early draft of a statement for endowment of databases.

3) *Agenda Item # 3: Increase the library's general endowment:*

The General Library Endowment, started in 2005/06 increased by \$12,577 for a total of \$65,843. In addition, a new endowment of \$50,086 was started by Sandra Stetson Martinuzzi, great granddaughter of John B. Stetson. The library now has more than \$1,000,000 in endowments with income distributions directly supporting library resources and services.

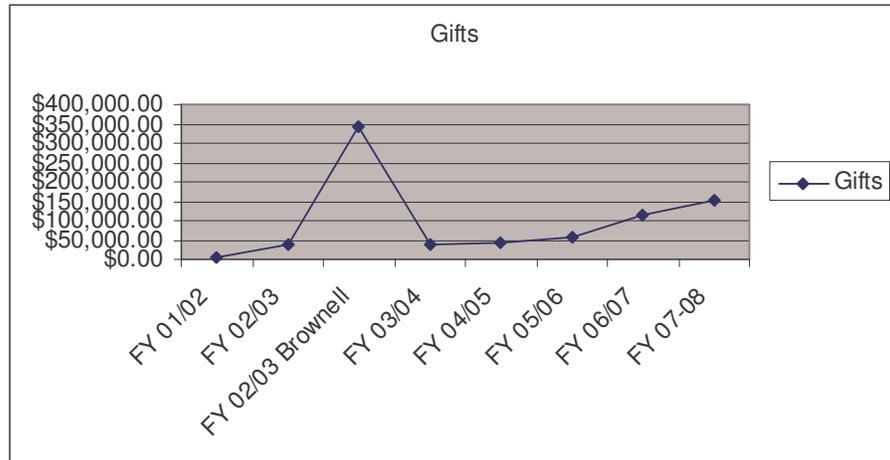
4) *Agenda Item # 4: Market the library:*

- We collaborated with the Art Department in a display of works on Mahatma Gandhi.
- We published two newsletters which were mailed to Library Associates, selected friends of the university, and potential donors, and was distributed on campus.
- We hosted the fall reception honoring faculty who were awarded tenure and/or promotion.
- In March 2008 we hosted, with the President's Office, a reception to celebrate the gift of Congressman Shaw's Papers.
- We cooperated with other offices in hosting campus visitors by opening early for special Alumni and Admissions events and developed special displays for Homecoming.
- The library's alumni and special collections web pages continued to be a popular service. This is largely due to Ryan's work in expanding the resources available on those pages.
- In November 2007 the library hosted Hildegard Kolz, an acquisitions librarian from Padagogische Hochschule in Freiburg, Germany, as part of the university's faculty exchange program.

5) *Summary of Fundraising Efforts:*

The total of new funds raised for the library in 2007/08 was \$153,919. The total raised since 2001/02 is \$796,328, once adjusted for the extraordinary Daphne Brownell Endowment for Books in 2002/03.

Fiscal Year	Total Funds
FY 01/02	\$6,620.89
FY 02/03	\$37,287.03
FY 02/03 Brownell	\$343,300.00
FY 03/04	\$36,546.75
FY 04/05	\$44,342.32
FY 05/06	\$59,553.95
FY 06/07	\$115,243.10
FY 07-08	\$154,269.23
Total	\$797,163.27



6) *Other Income Sources:*

The library continued its sale of no longer needed books and gifts through the Book Sale Rack in the library, electronic advertising, and sending notices to possible buyers. After sales tax, \$4,289 was received, and receipts from these sales are used for supplies, books, videos, computers, and other needs not funded by the university allocations. A public booksale also resulted in good public relations, with newspaper coverage and a video on Stetson's intranet.

E. **Assessment Agenda**

All tools noted on the agenda for 2007/08 were used to assess how well the library is meeting its goals and are described in the next section.

IV. ASSESSMENT

A. **Assessment Item # 1: Benchmark with Peer Institutions:**

The Affinity Group of Academic Libraries (AGAL) compiles library statistics for institutions like Stetson. Of the ten reference schools identified by Stetson's Office of Institutional Research, all except Rollins belong to this group. Eight libraries reported this year on fy 2006/07. Since last year, Stetson dropped in total expenditures and total salaries from 6th place to 7th. We remained 7th in expenditures for acquisitions. All figures include gift fund expenditures:

- Total Library Expenditures 2006/07: Stetson is 7th of 8
- Total Salaries 2006/07: Stetson is 7th of 8
- Total Library Resources Acquisitions 2006/07 Stetson is 7th of 8

B. **Assessment Item #2: Ten-Year Collection Evaluation Project (year eight):**

2,728 items from the circulating book collection were determined to be obsolete or no longer needed and were withdrawn.

C. **Assessment Item # 3: Continue usage study of electronic databases and journals:**

Most of the database vendors provide usage statistics, and these were carefully studied (for details see Ryan's spreadsheet [Internet Subscription Database Usage, http://www.stetson.edu/library/annualreports/ARPS0708-03.xls](http://www.stetson.edu/library/annualreports/ARPS0708-03.xls)). We considered usage, cost per use, and the unique need for each database to the university's curriculum. When usage of the Serials Solutions Central Search product proved to be insufficiently used, the subscription was cancelled. After usage and comparison studies, *Books in Print with Reviews Online* was cancelled and replaced with the less expensive *Book Index with Reviews* from Ebsco.

D. Assessment Item # 4: *Continue usage study of print journals:*

This ongoing reshelving usage study of print journals was used to assist in decision-making for the Periodicals Retention Project.

E. Assessment Item # 5: *Continue to note the selecting librarian on the bibliographic record to permit later use studies to help them evaluate their selection techniques:*

Ongoing. Dinkins sends reports on usage to each librarian each year.

F. Assessment Item # 6: *Continue the collection and review of statistics for all library operations:*

This continued, and the resulting statistics are included throughout this report.

G. Other Special Assessments:

- 1) The library provided information on holdings and services as part of the peer review process for the Physics Department.
- 2) The librarians who teach in the Information Literacy Program distributed evaluation sheets to the students in the 76 instructions sessions they taught, and these have been used to assist those librarians in teaching techniques and methods. Evaluations are overwhelmingly positive.
- 3) Reference desk transactions were tracked and have been used as we assess the most cost-effective methods of providing research assistance.
- 4) Several hourly "head counts" in the library over week-long periods were made throughout the year to determine patterns of use throughout the year. Special late night "head counts" were made during exam periods to determine the possible effects of adding even more extra hours during exams should funding become available.
- 5) A study of microform usage led to a heavy weeding project and the move of most remaining microforms to the ground floor, freeing space for the East Room collaborative learning computer area.

V. AGENDA 2008-2009

A. Provide Resources for Academic Quality:

- 1) Continue the transition toward electronic resources for reference books and journals.
- 2) Continue the Ten-Year Collection Evaluation Project to weed obsolete books and update the collections.
- 3) Continue the oral history project of interviewing retired faculty and administrators and alumni for Archives.
- 4) Begin the process of indexing the Congressman E. Clay Shaw correspondence which will be of value for researchers when permitted to view the documents.

B. Provide Services for Academic Quality:

- 1) Continue the study of reference desk staffing to consider the most cost-effective and efficient ways to provide research assistance for our students and faculty.
- 2) Increase marketing of the library's information literacy proposals with academic departments to reach more students before they start serious research.
- 3) Work with the English Department and First-Year Experience faculties to ensure that our first year students continue to receive basic research instruction after the fall 2009 curriculum changes.
- 4) With the increased need for more professional cataloging of electronic media, we will explore specialized training of some non-catalog librarians in cataloging and metadata.
- 5) The public library catalog interface, WebCat, will no longer be supported by our Integrated Library System vendor, SirsiDynix, after 2010. Alternatives will be explored and funding sought for the change.
- 6) With the retirement of Electronic Services Librarian Robert Lenolt in May 2008, the position was restructured as a non-librarian, non-faculty position of Library Electronic Services Technician to begin in fy08/09. We will evaluate this position to ensure that it supports the technical aspects of library services and maintenance of the equipment and software so vital today.
- 7) Review and purchase collection organization software to give more efficient access to non-book materials in Special Collections and Archives.

C. Provide Library Facilities to Encourage and Enhance Study and Support the Valuable Print Collection:

- 1) Continue to work toward zero-growth in the physical collection for the next five years to meet space constraints without losing student seating.

- 2) Find gift funds to update some of the original 1964 furnishings on the mezzanine through refinishing the wooden captains' chairs and replacing the 1964 formica study carrels with wooden ones to match those on the main floor.
- 3) Shift collections as items are weeded to make the best use of limited shelving space.
- 4) Continue efforts to make students feel welcomed and comfortable in coming to the library and in approaching librarians and staff for assistance.
- 5) Hours for the Jenkins Music Library were cut for staffing and budgetary reasons effective July 1, 2008, but this does not answer the problems of overcrowding in the Presser Hall library facility. Moving the scores and recordings to the duPont-Ball Library will greatly increase hours of access, but proper space must be reallocated for this to serve the Music School faculty and students. Studies will continue on this.

G. Seek Sustained Funding to Support the Library:

- 1) Continue to urge the administration to return the library resources allocation to at least the 2001/02 level and to begin to factor inflation into the allocation.
- 2) Develop a concept paper to be used in seeking an endowment for electronic resources.
- 3) Complete a draft for a 30,000 square foot addition to the facility and present it to the Development Office for discussion.
- 4) Increase the library's general endowment.
- 5) Plan and implement a fall 2008 reception to dedicate the acquisition of Senator J. Maxwell Cleland's memorabilia and personal papers.
- 6) Market the library:
 - Offer to co-sponsor events with other campus units.
 - Continue publication of the newsletter and continue the fall reception honoring faculty who were awarded tenure and/or promotion.
 - Publish in print and electronically the *Faculty Review*, edited by Laura Kirkland, which lists the publications and creative works of Stetson University faculty from the previous calendar year.

F. Assessment Agenda

The following assessment tools and projects will be used to assess how well the library is meeting its goals:

- 1) Benchmarking with peer institutions that take part in the surveys of the Association of College and Research Libraries and the Affinity Group of Academic Libraries.
- 2) Ten-Year Collection Evaluation Project (year nine).
- 3) Continue usage study of electronic databases and journals.
- 4) Continue usage study of print journals.

- 5) Continue the collection and review of statistics of all library operations.
 - 6) Observe and track apparent trends in the following which may impact future decisions in staffing and expenditures:
 - Reference desk transactions – frequency, type of question, and times of day
 - Decrease in circulation of items – difference in our students or lack of funding to purchase items needed?
 - Decrease in interlibrary loan requests – due to lesser research demands on students or are we fulfilling more of their need for journal articles through the well-chosen electronic journal databases?
 - Decrease in Library Reserves (down 6.4 % from 2006/07) as more faculty load items on Blackboard or refer students to the direct link for articles in library databases
 - Increase in student use of the library and the 46 workstations currently available for their use
 - The correlation between retrospective cataloging of older government documents and their usage to determine the value of the project
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SELECTED STATISTICS, 2007/2008

Note that due to the 13 months covered in this report as the university converts to a July 1 – June 30 fiscal year, for the purposes of identifying a comparable 12-month period, the first number is as of May 31, 2008 (12-months) and the second number is as of June 30, 2008 (13 months). More extensive information and detailed statistics are available in the library's departmental Annual Reports:

http://www.stetson.edu/library/publications_annualreports.php

	<u>6/1/07-5/31/08</u>	<u>6/1/07 – 6/30/08</u>
Print Book Volumes Held:	277,848	277,594
Bound Periodicals Volumes Held:	64,818	64,818
Federal Documents Volumes Held (paper):	238,896	238,598
Recordings in Jenkins Music Library:	14,009	14,010
Scores in Jenkins Music Library:	16,395	16,395
Online full-text journals (unique titles):	29,515	29,515
Videocassettes and DVDs (circulating collection):	4,172	4,189
Library Materials Expenditures (incl. gift funds):	\$658,587	\$662,924
Gate Count	221,104	227,942
Reference Assistance Transactions:	8,184	8,547
Instruction Classes Held:	76	76
Students Taught in Instruction Classes:	1,135	1,135
Items Circulated duPont-Ball Library:	27,786	29,466
Items Circulated Jenkins Music Library:	7,854	7,584
Items Borrowed from Other Libraries for Stetson Users:	2,199	2,300
Items Lent to Other Libraries:	3,187	3,383
Logins to WebCat (http://cat.stetson.edu):	87,628	89,007
Logins to Library's Web Pages (12 mo. avail. May '07 – Apr. '08)	538,131	May/June N/A