

LIBRARY
2008/2009

I. CHALLENGES AND ISSUES

A. Changing Methods of Teaching, Learning, and Research:

Eleven years ago we proudly introduced our new library catalog (WebCat), three subscription web databases, and an array of cd-rom databases on a new library Novell network. Our university-funded allocation was \$520,170 for library materials, and the cd-rom and web resources listed at close to \$80,000, while we spent more than \$204,000 for 4,768 monographs. That year we checked out 27,777 items, almost all monographs, as we had few videos. This year we purchased 2,803 monographs at a cost of \$108,575, and checked out 15,294 monographs. Then we subscribed to about 1,300 journals, and now we offer more than 35,000 electronically. We just leased 42,000 e-books for \$5,400/year, and it will be interesting to see that usage over the next year.

A recent study at the *Chronicle of Higher Education* on *The College of 2020: Students*¹ tries to predict how students will learn ten years from now, but it appears that they are actually describing today's students on this campus. They talk of students, often non-traditional, with very busy schedules, who are looking for convenience. Their statement "There is very little that students cannot find on their own if they are inspired to do so" is referring to teaching, but it pertains even more to librarians. Our goal must continue to be to provide the resources so the inspired – and even the not-so-inspired - students and faculty can find what they need with the least amount of effort.

B. Continued Lack of Funds Due to Seven-Year Budget Stabilization Process:

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
2008/09 fy allocation:	\$582,000

\$20,000 less than seven years ago

In 2008/09 only 2,803 monographs were added to the collection, a decline of 39% from the previous year, and many of these were purchased in the last few years from special gift funds designated for print books. Although those gifts were designed to supplement the university's allocations, they have instead become a core resource for such purchases. The university's allocation is increasingly spent for electronic resources and journals.

¹ <http://research.chronicle.com/asset/TheCollegeof2020ExecutiveSummary.pdf>

Exacerbating this lack of funds is the loss of purchasing power due to inflation, especially the annual inflation rate of almost 10% per year for journals.

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. STRATEGIC PLAN 2009 – 2012 - GOALS AND COMPONENTS

A. Provide Resources for Academic Quality

- Physical and digital collections to meet curricular research needs of students and faculty both on-campus and off-campus
- Technology to support research in the library
- University Archives and Special Collections

B. Provide Services for Academic Quality

- Research assistance for faculty and students in DeLand, Celebration, and in off-campus programs
- 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
- Web site which is intuitive and instructional as a guide to the research resources available
- Staffing and technological support for all services, keeping in mind that the library may face several retirements by 2012

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

- The Jenkins Music Library has vital collections for the faculty and students of the School of Music, but the current space is inadequate, staffing is expensive, and the music collections are split between two buildings
- Work toward zero-growth in the physical collection for the next three years to meet space constraints without losing student spaces

D. Seek Sustained Funding to Support the Library

- University Funding
- Donor funding

- Market the library

III. PROGRESS ON MEETING AGENDA ITEMS IDENTIFIED FOR 2008/09 AND OTHER ACHIEVEMENTS SUPPORTING LIBRARY GOALS

A. Provide Resources for Academic Quality:

- 1) *Continue the transition toward electronic resources for reference books and journals.* If reference books and journals were available electronically at a feasible price, they were purchased in that format. The electronic formats provide better indexing, 24/7 access, and a partial solution to crowded conditions. After a careful evaluation of monographic e-books and a favorable price negotiation, we expanded this policy with the leasing of ebrary's collection of 42,000 e-books.
- 2) *Continue the Ten-Year Collection Evaluation Project to weed obsolete books and update the collections.* The sabbaticals of two librarians in the Technical Services Department slowed this project for the circulating collection. Working with the Head of Technical Services, the reference librarians initiated a special project in the remaining print reference collection to weed obsolete materials, those which no longer meet our needs, or those which we can now provide electronically. We achieved overall negative growth due to the withdrawal of 1,389 circulating books and 4,544 reference books.
- 3) *Continue the oral history project of interviewing retired faculty and administrators and alumni for Archives.* Archives Specialist Gail Grieb and Media Specialist Terry Grieb interviewed retired Dean of Students and Director of the Counseling Center George Hood on his sixty years at Stetson. A second video interview was conducted with Dr. John Hague a few months before his death in May 2009.
- 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.* This project was delayed as we await the implementation of special software, ContentDM, and a dedicated server for digitized material in 2009/10.
- 5) While the Library Director continued to negotiate database prices through ICUF (no increases for those major collections for 2009/10), she is pursuing an opportunity to increase this negotiating power through cooperation of the ICUF Library Group with the public academic libraries in Florida.
- 6) As a partner with the University of Central Florida Library, we provided documents and photographs for their Central Florida Memory Project. As a result, Stetson will soon have 16,218 high quality images on the web, representing our pre-1930 collection of photographs, bulletins, yearbooks, student newspapers, and other publications.

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.* Continuing a trend, reference desk transactions continued to decline. Based on studies done by Associate Director Susan Ryan², we assigned a new paraprofessional and Electronic Services specialist to eight hours/week at the reference desk, freeing librarian Jane Bradford to allocate time to cataloging electronic resources. The results of this experiment are being tracked and will be reported in 2010.
- 2) *Increase marketing of the library's information literacy proposals with academic departments to reach more students before they start serious research.* This seems to have reached a critical mass, with the number of instruction sessions decreasing by 5.3 % to 72, reaching 1,122 students, plus 3 sessions in the School of Music. More emphasis has been put on our subject web pages as a way to reach our students and to assist them as they actually need instruction in each subject area or database.
- 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.* Instruction Librarian Jane Bradford is working on this project. As the new first-year courses in the College of Arts and Sciences may no longer require a research paper, we are concerned that many students may miss this initial research instruction.
- 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.* With a technical services librarian on sabbatical each semester of 2008/09, we had very limited funding to hire a part-time cataloger. We extended the reference desk hours of a part-time reference librarian, and Bradford's reference desk hours were re-allocated to cataloging electronic media. With a paraprofessional now working those hours for next year, Bradford will continue to catalog.
- 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.* After investigation, we found that those interfaces which were most desirable were not affordable in Stetson's current budget climate. The Systems Team decided to defer the catalog web interface upgrade until 2010/2011.
- 6) *Evaluate the conversion of the faculty position of Electronic Services Librarian to an administrative staff position of Electronic Services Technician.* This conversion was made in the summer of 2008, with the hiring of a recent UCF graduate and the reallocation of some professional responsibilities to other librarians.

² Ryan, Susan M. "Reference Transactions Analysis: The Cost-Effectiveness of Staffing a Traditional Academic Reference Desk." *The Journal of Academic Librarianship*, v. 34 no. 5 (September 2008) p. 389-99.

- 7) *Review and purchase collection organization software to give more efficient access to non-book materials in Special Collections and Archives.* After a thorough study and trial of the product, ContentDM, a software which has become the standard, was purchased in June. It requires a dedicated server, which is currently back-ordered with Dell. Both the software and the server were purchased with gift funds.
- 8) The library's web pages continued to be a major research aid for our students and faculty, with almost 550,000 hits in the past twelve months (June 1, 2008 – May 31, 2009).
- 9) A tutorials website was created to group the "help" pages and video tutorials prepared by the librarians to provide 24/7 instruction in several fields.

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.* The library achieved negative growth in its physical collections this year, withdrawing 5,933 volumes (1,389 from circulating and 4,544 from reference).
- 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.* Twelve chairs and some other pieces were refinished, using gift funds, but we were unable to allocate sufficient funds to replace the carrels.
- 3) *Shift collections as items are weeded to make the best use of limited shelving space.* The areas in the arts (LC Classification M and N) were shifted. This is an ongoing problem with our limited space.
- 4) *Continue efforts to make students feel welcomed and comfortable in coming to the library and in approaching librarians and staff for assistance.* We continued our First Year Student Project, sending every new student a personal letter from a librarian, with the student brochure, while they were still home in July. We continued our traditions of a milk and cookies night during exams and free coffee nightly during exams.
- 5) *Continue to study problems with space in the Jenkins Music Library and plan to move the remainder of the collection to duPont-Ball Library.* Hours for the Jenkins Music Library were cut for budgetary reasons effective July 1, 2008, saving some of the personnel costs of maintaining a branch library, but this does not answer the problems of overcrowding in Presser Hall. Moving the scores and recordings to the duPont-Ball Library will greatly increase hours of access. Planning began for extensive weeding of redundant journals (removing print if we have stable electronic versions) to make room for this collection for a possible move in summer 2011.
- 6) The library continued to be a popular place for students to study and do research. For the fourth year in a row, the annual gate count topped 200,000, with a count

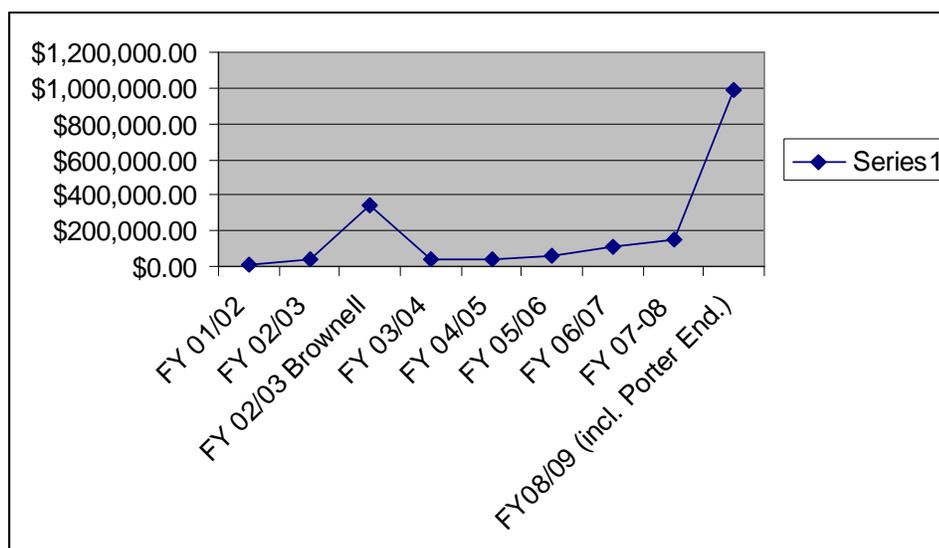
of more than 1,000 on many days. We did notice a slight decline in the overall gate count of about 6 % although the decline in the fall 2008 enrolled student headcount was only about 2 %. Some of this may be due to the availability of study areas and computer labs in the new student housing.

E. 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.* Urging continued, to no avail.
- 2) *Develop a concept paper to be used in seeking an endowment for electronic resources.* Still under development.
- 3) *Complete a draft for a 30,000 square foot addition to the facility and present it to the Development Office for discussion.* Still under development, although an initial concept paper has been produced.
- 4) *Increase the Library General Endowment.* Started with a \$10,000 gift as seed money in December 2004, this endowment now totals more than \$70,000, including additional gifts ranging from \$10 to \$5,000. In 2008/09 we added \$4,353 to this endowment, and the distribution for the year was \$2,999. This was used to pay part of the subscription costs for ebrary's collection of 42,000 e-books.
- 5) *Summary of Fundraising Efforts:* Including an estate distribution, the library received more than \$995,000 from its donors in 2008/09. Many gifts were under \$100, but our Library Associates were very generous, considering the economy. Major gifts included:
 - \$50,706 from Sandra Stetson Martinuzzi, great granddaughter of John B. Stetson. This was added to the \$50,086 endowment she established last year.
 - Library Associate Frederick Gerstell donated \$15,000 for books, continuing a pledge made earlier.
 - The Mary C. Porter estate was finally settled, resulting in a new endowment of \$879,662.89. Mrs. Porter had placed the library in her will several years ago following a suggestion from her attorney and several meetings with Betty Johnson. The income from her very kind and generous gift will be split between books and other needs, as identified by the Library Director.

Library Fundraising 2001/02 - 2008/09

FY 01/02	\$6,620.89	
FY 02/03	\$37,287.03	463.17%
FY 02/03 Brownell	\$343,300.00	n/a
FY 03/04	\$36,546.75	-1.99%
FY 04/05	44,342.32	21.33%
FY 05/06	\$59,553.95	34.30%
FY 06/07	\$115,243.10	93.51%
FY 07-08	\$154,269.23	33.86%
FY08/09 (incl. Porter & Martinuzzi Endowments)	\$995,578.55	545.35%
TOTAL	\$1,792,741.82	



6) *Other Income Sources:*

The library continued its sale of no longer needed books and gifts through the book sale shelves in the library, electronic advertising, and sending notices to possible buyers. After sales tax, \$1,206 was received from the library's sale and those in the Music Library. Receipts from these sales are used for supplies, books, videos, computers, and other needs not funded by the university allocations. This is a declining source of income.

7) *Market the library:*

One of our strongest elements in marketing the library has been our University Archives and Special Collections. With a growing web presence, and advertised through the *Library Newsletter*, we receive an increasing number of calls for information from these collections. The number of items donated also continued to grow as our alumni realized the care and visibility which would be given to

their Stetson keepsakes. Several faculty have overseen student research projects using materials in these collections.

- *Co-sponsor events with other campus units.* Our Archives Department was deeply involved with the many 125th Anniversary publications and celebrations, providing displays, scanned photos, and expertise. We developed a "Diversity" website listing resources to support the campus-wide diversity day.
- *Plan and implement a fall 2008 reception to dedicate the acquisition of Senator J. Maxwell Cleland's memorabilia and personal papers.* The reception was held September 21, 2008, and was well attended by students, faculty, staff, and many from off-campus, as well as a number of Stetson trustees.
- *Continue publication of the newsletter and continue the fall reception honoring faculty who were awarded tenure and/or promotion.* Newsletters were mailed in November 2008 and May 2009 to almost 600 donors and potential donors and distributed on campus. The August 15, 2009 reception, open to all of the Stetson community and invited Library Associates, honored fifteen faculty members.
- *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.* Accomplished. This is an excellent way to showcase our faculty and to create a permanent record of their scholarship and creative works. In July 2009 we received an inquiry from an Austrian student regarding a listed presentation of a School of Business faculty member, showing the reach of the publication through the e-version.
- *Student Awards:* Several years ago a donor funded the Evans C. Johnson Research Prize to be awarded for the paper with the best use of research resources in first-year English. This year R. Neil Scott, a former Stetson librarian, forward-funded for five years a second award in his name for such papers, with a preference for papers on a business-related topic.

IV. ASSESSMENT

A. 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 of those libraries reported this year on fy 07/08. All figures include gift fund expenditures:

- Total Library Expenditures 2007/08: Stetson is 7th of 9
- Total Salaries 2007/08 (*this pre-dates the July 1, 2008 personnel changes which resulted in \$49,000 in cuts*): Stetson is 6th of 9
- Total Library Resources Acquisitions 2007/08 Stetson is 8th of 9

B. Ten-Year Collection Evaluation Project (year ten):

Attention was moved from the circulating collection to the print reference collection where redundancy with electronic resources was more evident. Along with the withdrawal of 1,389 circulating books and 4,544 reference books, collection development of the electronic collection continued. Our studies have shown that students and faculty greatly prefer electronic resources to print reference books, and space is at a premium.

C. Usage Studies:

- Usage of our electronic databases and journals remained fairly steady once we accounted for the anomaly of our use of a federated search engine in 2007/08 which artificially inflated the search numbers in our full-text databases that year. Our subscription to that search engine was cancelled in July 2008 as librarians and users found it slow and redundant. Detailed results of usage of electronic databases and journals are in the final report from the Associate Director, available at <http://www2.stetson.edu/library/annualreports/ARPS0809.pdf>.
- Periodicals Supervisor Linda Grooms continued to add to her usage study of reshelving of journals, first begun in 2002. These records have been used in our evaluation and weeding projects. Usage of the electronic journals are also tracked.

D. Student Surveys:

- Working with Dr. John Tichenor's Office of Institutional Research, Bradford oversaw the HEDS Research Practices Survey of seniors and first-year students. Results are being tabulated by HEDS and will be sent to us in July 2009.

E. Other Statistics Tracked to Determine Long-Term Trends and Assist in Decision-Making:

- Reference desk transactions are tracked – frequency, type of question, and times of day. These have been decreasing every year as our web subject pages and interfaces have made it easier for students to do research on their own. These data will be important as we review the most efficient and cost effective use of personnel. They have already been used in the decision to experiment with a paraprofessional at the desk during less-busy hours.
- The circulation of books has been decreasing each year, but we have also been buying fewer books each year. Further study is needed, especially in view of the recent leasing of ebrary's 42,000 e-books.
- There has been a decrease in interlibrary loan requests, down 18.7 % from last year. As more students depend on journal articles rather than books (there are twice as many journal articles requested as there are books), it may be that we are meeting their needs locally through our expanded collection of more than 35,000 full-text electronic journals.

- Library Reserves use continued to decline, with initial reports showing a decline of 10.5 % in reserves checkouts from last year as more faculty load items on Blackboard or refer students to the direct link for articles in library databases. It should also be noted that one-half of the reserves checkouts in 2008/09 were for audio-visual equipment, not for assigned readings. In 2007/08 about one-third of the checkouts were for equipment.

F. Other Special Assessment Tools:

- The library provided information on holdings and services as part of the peer review process for the History Department and the Department of Counselor Education.
- The librarians who teach in the Information Literacy Program distributed evaluation sheets to the students in the 75 instructions sessions they taught, and these have been used to assist those librarians in teaching techniques and methods. Evaluations are overwhelmingly positive.

IV. AGENDA 2009-2010

A. Provide Resources for Academic Quality

- Aggressively continue the transition from print to electronic resources.
- Investigate special needs, such as other discipline sections of the JStor journals database, which might be filled with purchases from the Porter Endowment or other special funds.
- The Library Director will continue to work through ICUF to ensure the best discounts and will pursue the opportunities for cooperative purchasing with the libraries in the State University System and Community/State College System which are developing.
- Follow the successful 2008/09 project with UCF by implementing ContentDM on our own server to add those images and metadata and to add other items scanned locally. This will include working with the Congressman E. Clay Shaw Papers and the Senator Max Cleland Collection.

B. Provide Services for Academic Quality

- Work proactively with the faculty in the new first-year study seminars in the College of Arts and Sciences to ensure that we can give proper instruction in research techniques and evaluation of resources.
- Experiment with on-call reference assistance rather than staffing the reference desk during day hours.
- Study the results of the Research Practices Survey of first-year students and seniors to assess undergraduate students' experiences, dispositions, and

proficiencies in conducting college-level academic research and consider implications for our services to students.

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

- Secure quotes to provide adequate lighting on the ground floor. While fixing the lighting will require the use of library gift funds, since the university cannot provide for it, it is necessary. As more of the active collection will need to be moved there, it is vital that the area be convenient to users searching the collection, with at least a few adequately lighted study areas.
- Complete the evaluation of the pre-1985 journals in the ground floor to remove those available through the JStor journals database or other electronic means to make room for more recent journals to be moved from the main floor.
- Complete the study of options to provide the necessary space to move the remaining collections from the Jenkins Music Library to the main library to unite the collection, provide more hours of accessibility and to cut staffing costs.
- Continue to study options and seek funding for a complete upgrade of the public interface to the Sirsi Catalog in 2011, after Sirsi has ceased to support the current interface, WebCat.

D. Seek Sustained Funding to Support the Library

- University Funding:
 - Present to the new President and new Provost the data to support a quick return to at least the funding of eight years ago and to help them plan to work toward university allocations to meet inflation. Until this is done, it will be necessary to continue to use donors' funds for current needs rather than for enhancing our resources and collections for the students and faculty.
- Donor Funding:
 - Continue to solicit funds through the *Library Newsletter*, contacts with alumni and others, and through marketing our Archives and Special Collections.
 - Complete concept papers for major subject areas to be used in seeking endowments for electronic resources.
 - Expand the concept paper for a 30,000 square foot addition to the facility into a finished document and present it to the Development Office for discussion.
- Marketing the library:
 - Continue our outreach to students through the First-Year Students Project and special events for them during exams.
 - Continue with publication of the *Library Newsletter*, mailed to donors and potential donors with personal letters twice each year. Publish the annual *Faculty Review*.

- Co-sponsor events with other campus units and provide necessary resources for the Marketing and Public Relations Department.

E. Assessment:

- Continue the annual benchmarking studies above.
- Study the results of the HEDS Research Practices Survey and look for implications for our services and resources.
- Continue to track and study statistics on gate count, reference questions, circulation, database use, e-books use, print journal reshelving, etc.
- Prepare for SACS.

SELECTED STATISTICS, 2008/09

More extensive information and detailed statistics are available in the library's departmental Annual Reports:

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

Print book volumes held:	274,873
Electronic books:	45,498
Bound periodicals volumes held:	65,774
Electronic full-text journals (unique titles):	36,104
Federal Documents volumes held (paper):	240,316
Recordings in Jenkins Music Library:	14,076
Scores in Jenkins Music Library:	16,574
Videocassettes and DVDs (circulating collection):	4,433
Library materials expenditures (incl. gift funds):	\$ 666,928
Gate count (duPont-Ball only):	203,589
Reference assistance transactions (duPont-Ball only):	7,282
Research instruction classes held (incl. 3 in Music):	75
Students taught in instruction classes (incl. 81 in Music):	1,203
Items circulated duPont-Ball Library:	26,287
Items circulated Jenkins Music Library:	7,155
Items borrowed from other libraries for Stetson users:	1,975
Items lent to other libraries:	2,674
Logins to WebCat (http://cat.stetson.edu):	35,043
Logins to Library's web pages 6/1/08-5/31/09:	549,117