

July 2012

**duPont-Ball Library Annual Report to the Provost
2011-2012**

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duPont-Ball Library Mission: The mission of the duPont-Ball Library and library faculty and staff is to support the educational programs of the University and to collaborate with classroom faculty in the development and support of the curriculum through gathering and organizing information both physical and virtual, teaching library users how to access and evaluate information, and providing an environment conducive to research and study.

Overview of FY 2011-12 Library Activities

Personnel

- Following an unsuccessful national search for a Library Dean, the Provost appointed Susan Ryan, Interim Library Director, to the position of Dean of the duPont-Ball Library and Digital Learning Resources effective April 2012.
- Debbi Dinkins, Head of Technical Services, was named Library Associate Dean effective April 2012.
- Angela Story, Government Documents Specialist, was transitioned to the position of Archives Specialist.
- Ann Molohon, Continuations Specialist, took on the additional duties of Circulation Assistant.
- A search was conducted for the Head of Public Services position and Dr. Jason Martin accepted the position to begin in July 2012.

Provide Resources for Academic Quality

- Continued patron-driven e-book acquisitions where possible, paying only for e-books which are used instead of buying them outright.
- Provided access to an increased total of 8,702 ebook titles.
- Added seven additional databases to support curricular needs. (Two of these paid for by the College of Law Library as part of our ongoing efforts of cooperative purchasing.)
- Implemented Ebsco's Discovery software to provide for single searching across most of the library's databases in the summer of 2011.
- In collaboration with Junior Seminar faculty, created a collection in support of Junior Seminars. (Most are in ebook format and all are searchable as the Jessie Ball duPont Fund Junior Seminar Collection in the library catalog.)
- Added 10,439 items (12,947 images) to the Digital Archives to bring the total number of digitized items to 27,630. The largest additions were to the Photograph, Memorabilia, University Documents, and Senior Research Collections.

Provide Services for Academic Quality

- On-call research librarians responded to 2,377 research questions and requests for assistance with projects.
- Librarians conducted 81 classroom instruction sessions, reaching 1,189 students in 21 different programs.
- Part-time on-call research librarians indexed 448 new files (26,943 sheets) from the E. Clay Shaw Collection as part of an ongoing effort to create an online finding aid for researchers in this primary resource for which the embargo was lifted this year. Extensive use of this index was made by a Ph.D. candidate from Texas.
- Implemented a mobile application for the library resources as part of a University-wide plan and created a web page instructing users on the various mobile apps available.

Provide Library Facilities to Encourage and Enhance Study and to Support the Collections

- Using gift funds, replaced all public workstations, starting in the summer of 2011, with Vostro 360s. This is the first time that all library public computers are the same model – making library computer use more seamless for students and making them easier to maintain for staff.
- Replaced two network printers, two laptop printers, and two scanners with up-to-date models.
- Using gift funds supplemented by funds from Academic Affairs, installed shades in the East Room to make it a more effective room for online instruction.

- Prioritized initiatives to limit growth of the physical collection to space available in the current building and concurrently provide wider access to resources through conversion to electronic collections:
 - 76 percent of the funds spent on library materials used for electronic resources – e-journals, e-books, databases, streaming video and audio – up from 69 percent in 2010-2011.
 - 2,356 print volumes were withdrawn, meeting the ongoing goal of negative growth in the print collection to open up future options for space utilization.
 - Maintained zero growth in the physical format government documents collection by increasing electronic holdings.
- Collaborated with the Writing Center to provide space for tutoring during evening and weekend hours.

Seek Sustained Funding and Market the Library

- University Funding:
 - The library's budget requests for 2012/13 were met, with the first increase in the materials line in more than a decade.
 - A streamlined budget tracking model was implemented by the Associate Dean of the Library with regular budget reports provided to the Dean of the duPont-Ball Library & Digital Learning Resources.
- Donor Funding:
 - Received \$87,121 cash gifts from donors.
 - Received an estimated \$140,004 in Gifts-in-Kind, including a rare set of Audubon volumes and significant additions to the Max Cleland Collection.
 - Nine percent of the total library resources expenditures (\$679,273) came from gift funds and endowments.
- Marketing:
 - Grew the library's Facebook presence.
 - Wrote and published two issues of the *Library Newsletter*, distributed on campus and mailed to friends and possible friends of the library.
 - Updated and mailed the library student handbook to incoming students with personalized letters from "their" librarians.
 - Supported a number of University events with materials from the University Archives, a successful marketing outreach for the library.
 - Provided photos and videos from the Cleland Collection for Ken Burns' production company, The History Channel, and other outside groups.

Assessment

- Participated in benchmarking surveys with the Affinity Group of Libraries and the Association of College & Research Libraries.
- Standard annual statistical measures showed:
 - Increase in questions answered by on-call librarians (2,377, up 6%), with thousands more basic and directional questions handled by Information Desk staff.
 - Increase in gate count (203,074 - up 10% over last year)
 - Increase in circulation of all media (25,866, up 11%)
 - Decrease in circulation of print books (10,919, down 13%)
 - Steady use of Reserves, excluding AV equipment (1,148)
 - Increase in items borrowed from other libraries (1,973, up 9%)
 - Decrease in items supplied to other libraries (2,017, down 14%)

- Steady number of instruction sessions (81)

Additional information, details, and statistics will be available at http://stetson.edu/library/publications_annualreports.php by the end of July 2012.

2012-13 Goals, Objectives, and Methods of Measurement

GOAL (Administration, Development & Marketing): Ensure adequate funding for a quality academic library that supports the curriculum through University budget allocations and development efforts.

SUPPORTS UNIVERSITY STRATEGIC MAP: A4, B3, C1, C3, D1, E3

OBJECTIVE: Analyze the current FY budget to maximize efficiencies in operational lines and identify potential new budget needs.

OBJECTIVE: Maintain regular contact with existing Associates and, in collaboration with the Office of Development, identify new Associates with specific areas of interest that can be explored.

METHODS OF MEASUREMENT: Annual budget reviews with the Provost. Track fundraising efforts from existing and new sources.

GOAL (Administration, Development & Marketing): Increase collaboration with other academic support units on the DeLand and other campuses.

SUPPORTS UNIVERSITY STRATEGIC MAP: A2, B2, B3, B4, C1, C3, D3

OBJECTIVE: Establish regular contact with Student Success, International Learning, the Writing Center, and Celebration to explore collaborative efforts for student support.

OBJECTIVE: Incorporate library/librarian presence into orientation efforts by other campus support units.

OBJECTIVE: Expand the Writing Center presence in the library.

OBJECTIVE: Collaborate with the College of Law Library on cooperative purchasing and continuing education.

METHODS OF MEASUREMENT: Track student contact opportunities in collaboration with other support units. Track collaborative purchasing and training activities with the College of Law librarians.

GOAL (Administration, Development & Marketing): Market library services to new students.

SUPPORTS UNIVERSITY STRATEGIC MAP: A1, A4, A5, B4, D1, D3

OBJECTIVE: Compile and distribute "Personal Librarian" mailing to all new students annually in July, including a revised Library Student Handbook.

OBJECTIVE: In coordination with the Center for International Learning, market library services to new international students.

METHODS OF MEASUREMENT: Track requests for meetings/instruction from personal librarians.

GOAL (Administration, Development & Marketing): Compile and edit the Stetson University Faculty Review: A Selective Listing of Publications and Creative Activity.

SUPPORTS UNIVERSITY STRATEGIC MAP: C4, F1

OBJECTIVE: Collect faculty scholarship contributions from the Deans' offices.

OBJECTIVE: Compile the information and edit for accuracy.

OBJECTIVE: Publish to the library's website and promote.

METHODS OF MEASUREMENT: Track web usage of Faculty Review and gather feedback from faculty.

GOAL (Administration, Development & Marketing): Increase visibility for the Stetson Library and its print and digital collections to external constituencies.

SUPPORTS UNIVERSITY STRATEGIC MAP: A4, C4, C5, E5, F1, F3, F5

OBJECTIVE: Meet with area and ICUF academic library deans/directors to explore collaborative projects (collaborative purchasing, programming, professional development opportunities).

OBJECTIVE: Encourage and monetarily support librarians and staff to take leadership roles in local, state, and national library organizations.

METHODS OF MEASUREMENT: Annually report meetings with external constituencies. Annually report librarian/staff professional participation.

GOAL (Archives & Special Collections): Support the University Archives & Special Collections in digital and physical formats.

SUPPORTS UNIVERSITY STRATEGIC MAP: A1, A2, A3, A4, C1, D1, E5, H

OBJECTIVE: Seek outside funding to digitize the remaining major University publications (Cupola/Stetson Magazine).

OBJECTIVE: Solicit donations/collections that support the preservation of Stetson history and other Special Collection areas of the University Archives.

METHODS OF MEASUREMENT: Report acquisitions of both digital and physical material.

GOAL (Cataloging): Increase access to the library's resources and unique materials.

SUPPORTS UNIVERSITY STRATEGIC MAP: A4, C3

OBJECTIVE: Create metadata for resources using OCLC WorldCat.

OBJECTIVE: Ensure completeness and correctness of metadata.

OBJECTIVE: Add contents notes to catalog records, giving library users more detailed information about the contents of the material.

OBJECTIVE: Add records for ebooks and websites to the catalog, giving library users wider access to content and information outside the physical collection.

OBJECTIVE: Check the URLs of cataloged electronic resources to ensure that information is readily available.

METHODS OF MEASUREMENT: Track statistics on original cataloging, the number of records enhanced with content notes, the number of ebook and websites cataloged, and the number of URLs checked and corrected.

GOAL (Collection Development, Management & Promotion): Transition from physical to digital format as the primary format offered by the library.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, E5

OBJECTIVE: Implement additional patron driven acquisition programs for digital formats, such as ebooks, streaming video, and streaming audio.

OBJECTIVE: Support and promote downloading of library's ebooks to handheld devices, such as iPad, Kindle, Nook, etc.

OBJECTIVE: Support and promote mobile applications for library's digital offerings.

OBJECTIVE: Replace print periodical/journal holdings and subscriptions with digital access.

OBJECTIVE: Collaborate with Stetson Law Library by sharing database content and funding.

METHODS OF MEASUREMENT: Monitor usage statistics for digital library collections. Evaluate usage statistics as "pay per use" for subscription purchases. Monitor usage statistics in terms of device used to access content (accessed via mobile phone, workstation, etc.)

GOAL (Collection Development, Management & Promotion): Continue to withdraw physical items from library collections.

SUPPORTS UNIVERSITY STRATEGIC MAP: C2, C3, E5, G

OBJECTIVE: Evaluate and withdraw unused or obsolete titles and volumes from circulating and reference book collection.

OBJECTIVE: Evaluate and withdraw unused or obsolete titles from video collections.

OBJECTIVE: Evaluate and withdraw unused or obsolete periodical volumes.

OBJECTIVE: Maintain zero growth in print book collection.

METHODS OF MEASUREMENT: Monitor circulation usage of print book collection. Monitor circulation usage of video collection. Monitor usage of print periodical collection.

GOAL (Collection Development, Management & Promotion): Make colleagues aware of the archive of Stetson School of Music performances being created in duPont-Ball Library.

SUPPORTS UNIVERSITY STRATEGIC MAP: A4, C1

OBJECTIVE: Finish digitizing the recitals from the School of Music recorded on cassette tapes from pre-2000 performances (at which time the School of Music switched to CDs).

OBJECTIVE: Catalog retrospective recitals as well as current recitals into the library's online catalog for in-house use by the Stetson community.

OBJECTIVE: Collaborate with the School of Music and IT to fund and store the digital recital files for public access.

METHODS OF MEASUREMENT: Track and report number of items digitized and cataloged. Report on progress on providing access to digital School of Music files.

GOAL (Facilities): Define the library's "sense of place" with the gradual transition of the library building from a physical repository of print material to a gathering space for research and reflective study.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, D1, D2, D3

OBJECTIVE: Provide welcoming, comfortable space in which students may gather information through many delivery systems (digital, video, audio, print, etc.).

OBJECTIVE: Provide group study areas for collaborative learning.

OBJECTIVE: Provide tools needed to learn collaboratively (whiteboards, network drops, large tables, etc.).

OBJECTIVE: Provide quiet, reflective space for concentration and individual study.

OBJECTIVE: Taking advantage of the 7 day a week open hours, collaborate with other campus student service groups (i.e., Writing Center, IT Help Desk, Student Success) to provide services to support students within the library building.

METHODS OF MEASUREMENT: Monitor gate count of persons entering and leaving library building. Monitor usage of library space (i.e., random walk-throughs and observation). Monitor usage of outside services within the library space.

GOAL (Faculty & Staff Development): Implement Core Competencies training program for library staff and faculty.

SUPPORTS UNIVERSITY STRATEGIC MAP: A3, D1, D2, F5, H

OBJECTIVE: Implement a schedule of training sessions to teach library staff and faculty the skills needed to operate an academic library in the 21st century.

OBJECTIVE: Provide training in the following areas: professional communication, customer service, ethics & values, personal growth, library collections, core technology skills, reference, circulation and access services, acquisitions, cataloging, Stetson curriculum, Stetson core values.

METHODS OF MEASUREMENT: Require and track a certain number of training sessions per year for each library employee. Require assessment of each training session by written or oral evaluation of skills learned and how those skills will be implemented in support of job responsibilities.

GOAL (Government Information): Increase the use by students and faculty of the underutilized tangible and digital government documents collection. Much of the statistical and “current issues” research done by students could be facilitated by using government information.

SUPPORTS UNIVERSITY STRATEGIC MAP: C1, C2

OBJECTIVE: Improve the visibility of the government documents collection by creating subject-based resource pages on the Library’s Web site, through library instruction sessions, and by continuing to add electronic government publications to the Library’s online catalog.

METHODS OF MEASUREMENT: Track page hits, circulation, research consultations. Re-evaluate the GPO Automated PURL Referral System as an assessment tool.

GOAL (Government Information): Increase accessibility to government information by continuing the transition from a tangible documents collection to a digital documents collection.

SUPPORTS UNIVERSITY STRATEGIC MAP: C1, C3

OBJECTIVE: Identify serial titles currently received in tangible format that may instead be received electronically.

METHODS OF MEASUREMENT: Ongoing analysis of the duPont-Ball Library’s Item Selection Profile.

GOAL (Government Information): Increase visibility of government documents collection to outside constituencies and public users.

SUPPORTS UNIVERSITY STRATEGIC MAP: A4, F3

OBJECTIVE: Increase outreach to local community groups.

OBJECTIVE: Foster closer working relationships with public libraries in west Volusia County.

METHODS OF MEASUREMENT: Document number of presentations to community groups and collaborative efforts with local public libraries.

GOAL (Instruction & Learning Technologies): Expand the instruction program by reaching as many traditional first-year students as possible through a face-to-face classroom experience.

SUPPORTS UNIVERSITY STRATEGIC MAP: C1, C2, C3

OBJECTIVE: Contact all instructors offering an FSEM or ENGL 101 class in the fall term and offer a class presentation.

OBJECTIVE: Work with the heads of both the FSEM and Writing programs in the hope that they will encourage individual faculty members to include information literacy in their first-year courses.

OBJECTIVE: Work through the Dean of the Library to encourage all academic deans to support requiring such a librarian-led class in FSEM or EH 101 classes.

METHODS OF MEASUREMENT: Assess student learning in first-year courses through any of a number of ways outlined in the Information Literacy Program at Stetson University. At the end of the 2014-2015 AY, assess the success of introducing some information literacy instruction to all first-year students by tracking the success of getting into all FSEMs or all EH 101 classes.

GOAL (Instruction & Learning Technologies): Expand the instruction program by offering library instruction to new departments/programs.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3, E5

OBJECTIVE: Identify and contact the chairs of one or two departments/programs for which we have never been asked to provide instruction and offer our services. Departments/programs that might first be contacted: Modern Languages, Philosophy, and Art History.

METHODS OF MEASUREMENT: At the end of the 2012-2013 AY, document any new discipline/programs in which a librarian was asked to make a presentation.

GOAL (Instruction & Learning Technologies): Expand the instruction program by including instruction to all transfer students, international students, students whose disabilities may necessitate extra help in utilizing library resources, and any other special population group that may require extra effort to reach them.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3, C5, E5

OBJECTIVE: Work with the Office of Admissions and the Office of Student Success to identify transfer students, international students, students with disabilities, and any other special population group, and coordinate with them about setting aside time in the schedule before classes officially begin to offer research help to those populations.

METHODS OF MEASUREMENT: Assess student learning through methods identified in the Information Literacy Program at Stetson University. At the end of the 2014-2015 AY, assess the library's success in reaching these special populations by comparing names supplied by Admissions or Student Success to those we made presentations to or helped individually.

GOAL (Instruction & Learning Technologies): Strengthen the instruction program by providing an introduction to students' majors through discipline-specific research resources at the point of their "introduction to the discipline" class (rather than waiting until senior research). The "introduction to the discipline" class is traditionally a 200- or 300-level course.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3, E5

OBJECTIVE: Identify and contact the chairs of two or three departments/programs and/or those professors teaching an "introduction to the discipline" course and approach them about offering

library instruction in the 200- or 300-level “introduction to the discipline” course. Programs that might first be targeted for contact (because librarians currently do senior research instruction in these programs but librarians are not meeting with those students earlier in their majors) are English, Sociology, and Teacher Education.

METHODS OF MEASUREMENT: At the end of the 2012-2013 AY, record how many “introduction to the discipline” classes to which librarians were invited.

GOAL (Instruction & Learning Technologies): Strengthen the instruction program by establishing basic information literacy competencies that apply to almost all disciplines/program and establishing information literacy competencies for every individual discipline/program.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3, E5

OBJECTIVE: By the end of AY 2012-2013, identify and contact the chairs of two or three departments/programs with the aim of developing a list of information literacy competencies for that discipline/program. Disciplines/programs that are possible candidates for this first approach are English, History, Political Science, Psychology, Sociology, Biology, and First-Year Seminars.

OBJECTIVE: By the end of AY 2013-2014, add additional departments/programs to the list of those who have identified and adopted discipline-specific information literacy competencies. Add additional disciplines/programs each year until all have established information literacy competencies.

METHODS OF MEASUREMENT: At the end of the 2012-2013 AY, document how many departments/programs have identified information literacy competencies for their discipline/program.

GOAL (Instruction & Learning Technologies): Begin a program of library-led information literacy assessment at several student class levels (first-year through seniors).

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3

OBJECTIVE: Obtain student papers written late in the fall term in one or two first-year courses (either EH 101 or FSEMs), then assess those papers using a rubric (in a manner similar to the Association of American Colleges and Universities’ VALUE rubric for information literacy).

OBJECTIVE: Obtain papers in at least one “introduction to the discipline class” and similarly assess them.

METHODS OF MEASUREMENT: Tabulate the results and draw conclusions from the assessment.

GOAL (Instruction & Learning Technologies): Offer library instruction for School of Music students, including transfer students as well as freshmen and upperclassmen.

SUPPORTS UNIVERSITY STRATEGIC MAP: C1, C2, C3

OBJECTIVE: Coordinate with the Dean of the School of Music to offer library instruction to transfer students as well as freshmen.

OBJECTIVE: Contact music faculty to offer library instruction for the introductory freshman music courses (including but not limited to EDUC 265).

OBJECTIVE: Contact music faculty to offer library instruction for upper-division courses such as Music History as well as literature courses (opera, song, piano) and performance classes.

METHODS OF MEASUREMENT: Track number of classes to which a librarian was invited. Participate in assessments as outlined in the library's instruction plan.

GOAL (Instruction & Learning Technologies): Expand the Embedded Librarian concept in online courses.

SUPPORTS UNIVERSITY STRATEGIC MAP: B2, B3, B4, C3

OBJECTIVE: Work with the Associate Vice President for Boundless Learning on identifying the best ways to use librarians and library resources in online learning.

OBJECTIVE: Promote the availability of librarians and library resources to individual faculty members offering online courses.

METHODS OF MEASUREMENT: Track the number of online classes in which librarians participated. Assess the utility and effectiveness of the Embedded Librarian concept based on evaluations by students and faculty members, and the office of Boundless Learning.

GOAL (Instruction & Learning Technologies): Use online tutorials and other technologies to model the "flipping the classroom" concept whenever feasible and relevant in library instruction presentations.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3, E5

OBJECTIVE: Request students complete online tutorials explaining basic research concepts or "how to" procedures *before* coming to librarian-led classes so that more of the class time can be spent in hands-on, interactive exercises, rather than lecture-type, background explanations.

METHODS OF MEASUREMENT: Student learning outcomes should be evident through assessing student papers at various class levels, as outlined above.

GOAL: (Instruction & Learning Technologies): Convert much of the static text-based basic research information now found in the *Research Process Guide* to more Millennial-friendly presentations through the use of such things as video, audio, and more sophisticated graphics. (This movement would be in direct support of the immediately previous goal of moving coverage of some of these basic research concepts out of the librarian-led classes and into a Millennial-friendly online environment.)

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C1, C2, C3, E5

OBJECTIVE: For AY 2012-2013, edit at least one-quarter of the current text in *The Research Process Guide* to move it toward shorter, more audio/visual content and presentation. Work to convert more of the content each year.

METHODS OF MEASUREMENT: Student learning outcomes should be evident through assessing student papers at various class levels, as outlined above.

GOAL (Technology): Collaborate with IT to ensure library content is delivered seamlessly and without service interruption, both on and off campus.

SUPPORTS UNIVERSITY STRATEGIC MAP: B3, C3, D2, E4, E5

OBJECTIVE: Partner with IT to ensure that all library web pages, servers, workstations, and databases are compliant with IT standards and delivery mechanisms.

OBJECTIVE: Routinely meet with IT personnel to discuss new initiatives and chronic concerns in content delivery.

OBJECTIVE: Maintain current computer hardware and network infrastructure in the library building.

OBJECTIVE: Work with IT to develop a comprehensive plan for regular replacement and updating of library hardware, including workstations, network printers, and scanners.

METHODS OF MEASUREMENT: Monitor and track technology problems and requests for assistance from library users based on data from IT. Poll library users on their perceptions of the state of technology in the library. Monitor and track workstation use in the library building. Monitor hardware replacement schedule.