

PUBLIC SERVICES ANNUAL REPORT

FY 2010-2011

**duPont-Ball Library
Stetson University
DeLand, Florida**

Submitted July 2011 by:

Susan Ryan, Associate Director

Includes information provided by:

Jane Bradford, Instruction Coordinator

Barbara Costello, Government Documents Librarian

Angela Story, Government Documents Specialist

Sims Kline, Research Librarian

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STATISTICAL DATA

Reference Desk Transactions: <http://stetson.edu/library/annualreports/ARPS1011-01.xls>

Subscription Databases: <http://stetson.edu/library/annualreports/ARPS1011-03.xls>

Web Page Usage: <http://stetson.edu/library/annualreports/ARPS1011-04.xls>

Gate Count: <http://stetson.edu/library/annualreports/ARPS1011-05.xls>

Circulation: <http://stetson.edu/library/annualreports/ARPS1011-06.xls>

Reserves: <http://stetson.edu/library/annualreports/ARPS1011-07.xls>

Interlibrary Loan: <http://stetson.edu/library/annualreports/ARPS1011-08.xls>

Contentdm Digital Archives: <http://stetson.edu/library/annualreports/ARPS1011-09.xls>

Document Delivery: <http://stetson.edu/library/annualreports/ARPS1011-10.xls>

Instruction: <http://stetson.edu/library/annualreports/ARPS1011-11.xls>

Government Documents: <http://stetson.edu/library/annualreports/ARPS1011-12.xls>

SUMMARY

Three major developments defined Public Services in fiscal year 2010-11. The first was the first full year of implementation of research librarian on-call service. The new system, with Circulation staff members and student assistants handling routine directional and machine problems, and librarians available on-call to help with more in-depth information needs, has worked very well.

The second was the continued expansion of the Contentdm Digital Archives. The software was implemented in the summer of 2009 and, in the first year, it grew to include more than 11,000 items (30,000 images). This fiscal year, the Archives has again grown considerably – it now contains 17,385 items (101,130 images). In keeping with the University's move to "one University," the DeLand campus and Law School libraries agreed to house all digitized archival material in one place and the law school began to add material in early 2011. In order to accommodate this growth rate, we moved from a 50,000 image license to an unlimited Contentdm license (with the Law School sharing the cost). Previous collections included photographs, memorabilia, campus plaques, yearbooks, student newspapers, University bulletins, Stover Theatre, and special collections (Stover, E. Clay Shaw, Max Cleland, Regar, Surratt). Added this year were a significant number of new photographs and memorabilia, the remainder of the yearbooks (post-1930), the remainder of the student newspapers (post-1930), commencement programs, a Senior Research Collection, and the Law School collections.

The third was embracing different technologies to establish a social media presence for the library with Facebook and Twitter pages, as well as investigating and initiating the University's purchase of software to establish mobile applications for the library and the University in general.

PERSONNEL

- No new hires, no resignations in Public Services in 2010-2011.
- Current Public Services personnel include Susan Ryan, Associate Director; Jane Bradford, Instruction Coordinator and Research Librarian; Barbara Costello, Government Document and Research Librarian; Sims Kline, Research Librarian; Pat Nuzzaci, Part-time Research Librarian; Jane Deighan, Part-time Research Librarian; Cathy Ervin, Circulation Supervisor; Susan Connell Derryberry, Interlibrary Loan Coordinator; Marion Leisy, Evening Circulation Supervisor (part-time); Dee Buckley, Night Circulation Supervisor (part-time); Carol Anderson, Night Circulation Assistant (part-time); Tina Battistone, Weekend Circulation Supervisor (part-time); and Gail Grieb, Archives Specialist (part-time).

RESEARCH, WEB, & DATABASES SERVICES

Statistical Summary

- Reference transactions: 1,740 on-call; 495 personal; 2,235 total
- Library website visits: 236,661 (down .2%)
- Library website page views: 438, 401 (down 7.2%)
- Top five library web pages visited: the home page, the database page, the databases by subject page, the off-campus access page, and the calendar/hours page.
- Databases added in FY 2010-11: Biography Reference Bank (Wilson); Book Review Digest Plus (free with Biography Reference Bank); Dissertation Abstracts (switched from FirstSearch to ProQuest); Essay & General Literature Index (Wilson); Who's Who (Marquis); World Development Indicators (switched from paid to free subscription).
- Databases cancelled or discontinued in FY 2010-11: A&H Search (discontinued by FirstSearch); Contemporary Women's Issues (discontinued by FirstSearch); GeoBase (discontinued by FirstSearch)
- Database usage: A number of databases have changed vendors and usage statistic formats which make usage impossible to compare to last year. Most databases showed decreased usage. The following, however, showed increased usage: ABSEES; Articles 1st; Columbia Granger's Poetry; CQ Press; Ebrary; ERIC (Firstsearch); GEOBASE (now discontinued by FirstSearch); GPO Index; GreenFile; IPA Source; Jazz Music Library; JSTOR, Literature Resource Center; Mental Measurements Yearbook; MLA Directory of Periodicals; Naxos Music Library; and Science Direct.
- Facebook Followers: The library had 5 "followers" in the first week that it was launched (July 2010) and 120 followers at the end of the fiscal year.
- Facebook Daily Active Users: Average: 17; Total: 6,245
- Facebook Total "Likes" on Posts: 183
- Facebook Daily Logged-In Page Views (Total): Average: 7; Total 2,653
- Facebook Daily Logged-In Page Views (Unique Visitors): Average: 3; Total 1,138
- Facebook Daily Photo Views: Average 2; Total: 742

Accomplishments

- The use of a common cell phone for on-call research services works well and the number of hours a librarian is available on-call is actually slightly greater than that of when we had a librarian at the desk. Last year, a total of 7,282 transactions were handled by librarians. This year, with the on-call service implemented, librarians handled only 2,235 transactions. This is consistent with our expectation that most information inquiries could be handled by trained students and staff members.
- All web-based subject pages were regularly maintained, link checked, and updated monthly by the research librarians.
- With Technical Services staff, initiated and maintained a library Facebook and Twitter presence.
- Worked with Public Relations to evaluate and purchase software to provide a mobile app for the library and the University in general.
- Updated a "Diversity" website to support the campus-wide diversity day.
- Shifted the print reference collection in order to accommodate the additional material coming from the Jenkins Music Library in summer 2011.

Assessment

- Compiled annual database statistics to track use of individual databases.
- Individual librarians tracked their on-call research statistics.

Goals 2011-2012

- With Technical Services, fully implement the Discovery product.
- Significantly revamp the library website to make the best use of the Discovery product.
- With Technical Services, fully implement the Boopsie mobile application.
- Conduct a third major aggressive weeding of the print reference collection.

ACCESS, CIRCULATION & RESERVES

Statistical Summary

- Gate count: 184,812, up .9% from the previous fiscal year.
- Total circulation/renewals: 22,866, up 1.5% from the previous fiscal year.
- Total print book circulation: 12,294, down 10% from the previous fiscal year.
- Total reserves circulation: 2,237, down 31% from the previous fiscal year.

Accomplishments

- Continued emphasis on stack maintenance.
- Comprehensive shifting project in anticipation of the addition of the Jenkins Music Library material in summer 2011.
- Continued emphasis on student assistant training and, in accordance with last year's goal, initiated a mandatory formal training program for all student assistants with emphasis on serving at the Information Desk.

Assessment

- Tracked monthly gate counts to help determine use of the library.
- Compiled annual circulation statistics by item type and user type for each semester and interim period throughout the fiscal year to determine use level and use patterns of library material.
- Compiled annual reserve statistics by item type and user type for each semester throughout the fiscal year to determine use level and use patterns of reserve material.

Goals 2011-2012

- Conduct mandatory formal training for all student assistants.
- Complete the comprehensive shifting of the circulating collection.

INTERLIBRARY LOAN & DOCUMENT DELIVERY

Statistical Summary

- ILL Borrowing Requests: 1,987 (no change from previous fiscal year)
- ILL Borrowing Filled Loans: 1,355 (up 10% from previous fiscal year)
- ILL Borrowing Filled Copies: 460 (down 23% from previous fiscal year)
- ILL Borrowing Filled Total: 1,815 (up 1.5% from previous fiscal year)
- ILL Borrowing Unfilled Total: 170 (down 12% from previous fiscal year)
- ILL Borrowing Fill Rate: 91.4%
- ILL Borrowing Unfilled Rate: 8.6%

- ILL Lending Requests: 3,904 (down 7% from previous fiscal year)
- ILL Lending Filled Loans: 1,798 (down 1.3% from previous fiscal year)
- ILL Lending Filled Copies: 547 (down 18% from previous fiscal year)
- ILL Lending Filled Total: 2,345 (down 5% from previous fiscal year)
- ILL Lending Unfilled Total: 1,561 (down 11% from previous fiscal year)
- ILL Lending Fill Rate: 60%
- ILL Lending Unfilled Rate: 40%

- Total Document Delivery Cost: \$6,618.45
 - DLLI ILL courier service: \$3,000.00
 - ILL fees (IFM, non-IFM, and lost books): \$2,155.95
 - Copyright Clearance Center fees: \$0.00
 - Dissertation purchases: \$231.00
 - Dialog charges: \$324.00
 - CAS/STN charges: \$146.21

Accomplishments

- Trained new ILL student assistants.
- Trained Documents Librarian in ILL borrowing procedures (she had been doing lending) so that she can serve as a back-up to the ILL staff member.

Assessment

- Compiled annual interlibrary loan statistics for both borrowing and lending. Borrowing statistics tracked by patron type, department, and if the item was a loan or a copy.
- Tracked copyright compliance statistics; any journal titles that are requested beyond the copyright limit are reported for consideration for purchase.
- Tracked dissertation purchases to determine use level by faculty and students.
- Tracked IFM, non-IFM, and document delivery fees for budget assessment purposes.

Goals 2011-2012

- Train new ILL student assistants.
- Maintain high standards for quick turn-around time on requests.
- Maintain high fill rates on both borrowing and lending.

ARCHIVES & SPECIAL COLLECTIONS

Statistical Summary

- Added 6,033 items to the Digital Archives for a total of 17,191 items (DeLand)
- Added 194 items to the Digital Archives (Law)
- Added 70,654 images to the Digital Archives for total of 100,768 items (DeLand)
- Added 362 images to the Digital Archives (Law)
- Online visits to digital archives: 11,564 (up 49.2%)
- Page views in digital archives: 102,298 (up 34%)
- Answered more than 155 email inquiries and numerous in-person inquiries
- Clay Shaw Papers: Indexed 820 files; 39,688 sheets of paper

Accomplishments

- Significantly increased the archives digital content available on the web via ContentDM
- Continued to scan photos, photograph memorabilia, and scan items from special collections for inclusion in ContentDM
- Completed the Yearbook and Student Newspaper collections which required a very large amount of metadata to be created
- Created two new collections (Law School and Senior Research)
- Tracked contributors to the Archives with an updated Contributors page via ContentDM
- Provided a significant amount of archives material in support of various campus events
- Provided photos and video from the Max Cleland Collection to the Hollywood Literary Awards
- Provided photos from the Max Cleland Collection to Guideposts Magazine
- Provided photos and videos from the Max Cleland Collection to Ken Burns' production company

- Provided photos of John B. Stetson, Jr. for a book to be published on an American delegation's work in Spain in 1924
- Provided photos of Stetson hats to the company working on the rerelease of the DVD of the movie True Grit
- Created a number of displays of archives material both in the library and elsewhere on campus
- Provided a display of T. Wayne Bailey photographs for the naming of the Politicos Room
- Continued the indexing of the Clay Shaw papers
- Processed gifts from Max Cleland, Clay Shaw, and numerous alumni and other donors (including a large Vietnam collection from alumnus Ned Ricks)

Assessment

- Tracked all incoming items (photos, memorabilia, special collections, etc.) on spreadsheets
- Tracked statistics on items entered into the Digital Archives
- Tracked usage of the Digital Archives
- Tracked Archives inquiries

Goals 2011-2012

- Continue to upload incoming gifts and photographs to the Digital Archives
- Upload 2010-11 Reporters into the Digital Archives
- Attempt to secure funding to digitize the Stetson Magazine

INSTRUCTION

Statistical Summary

- Instruction sessions: 82, down 17.2% from the previous fiscal year.
- Number of students in instruction sessions: 1,283, down 8% from the previous fiscal year.
- Number of graduate student instruction sessions: seven with a total of 106 students participating – very close to last year's sessions.
- Number of departments receiving instruction sessions: 26, up by 4 departments.

Accomplishments

- Participated as embedded librarians in the University's online class offerings.
- Contacted via email professors teaching senior research classes alerting them to the availability of instruction librarians to assist their senior research classes.

Assessment

- Continued evaluations completed by students in all library instruction classes, including online pilot project.
- Information fluency included as one of the general education learning outcomes to be assessed routinely university-wide.

Goals 2011-2012

- Reach consensus with other instruction librarians on two or three work steps to implement new Program for Information Literacy at Stetson University.
- Work with classroom faculty in charge of first-year seminars to ensure that information literacy/fluency skills are included in the first-year seminars.

GOVERNMENT INFORMATION

Statistical Summary

- Physical items received on deposit: 3537, down 1.7% from the previous fiscal year.
- Federal Documents Holdings: 349,041 down .5% from the previous fiscal year.
- Florida Documents Holdings: 4,621 items, up 8% from the previous fiscal year.

Accomplishments

- Weeded more than 3,547 obsolete or superseded physical items from the federal documents collection.
- Initiated a systematic, ongoing review of electronic-only titles in SIRSI to delete the records for outdated or superfluous (ephemera) materials.
- Worked with the Periodicals Specialist to complete the transfer of government periodicals from the Periodicals collection back to the Documents collection.
- Evaluated the final 48 transferred periodicals titles for retention based on whether issues were available online through GPO or through one of the library's subscription databases: 262 bound volumes and 57 individual periodical issues were returned to the documents stacks.

- Updated SIRS! catalog records and Library Subject pages to reflect GPO's transition from the GPO Access online system to the new GPO digital content management system, FDsys.
- Successfully made the transition to using the ASERL online disposal database as of January 13, 2011, making the disposal process more efficient and less time consuming.
- The Government Documents Specialist received training in repair techniques and, with help from student assistants, now does repairs, tips in pages, and replaces covers for government documents as needed.
- Improved labeling and signage in the documents stacks, and for microfiche and CD cabinets.

Assessment

- Tracked annual statistics for both federal and Florida documents collections.

Goals 2011-2012

- Continue the transition to an increasingly electronic depository collection by changing receipt of the *Daily Congressional Record* and *Federal Register* from paper to electronic only.
- Continue to assess the tangible collection following the GPO's revised *Guidelines for Depository Libraries: Substituting Online for Tangible Versions of Depository Publications by Selectives* to the physical collection to see if there are additional viable candidates for migration to electronic-only access. Under consideration: individual TIAS publications and Congressional hearings currently received in microfiche.
- Create tutorials for using the U.S. Census Bureau's New American FactFinder site.
- Weed the tangible (paper and microfiche) documents collection of all serial publications that are federal agency internal newsletters or similar periodicals that are not indexed and whose contents are therefore inaccessible.