

STETSON UNIVERSITY

duPont-Ball Library

Annual Report 2017-2018

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duPont-Ball Library

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PART I – Goals and Accomplishments

The Library's Strategic Plan (<https://www2.stetson.edu/library/green/wp-content/uploads/2016/08/Strategic-Plan-MASTER-FINAL.pdf>) drives our major goals that fall into the three broad categories of *Teaching and Learning, Collaboration, and Innovation* (see below in green). We believe that almost everything we do in the library also supports various elements of the University's Strategic Map, but especially: *Enhance Excellence and Innovation in Learning (B); Empower Lifelong Success and Significance (C); Increase Organizational Resilience and Adaptability (E); and Expand and Strengthen Strategic Partnerships (bottom)*. Our goals also touch on: *Strive for Vision-Driven Distinctiveness (A1); Enhance Faculty and Staff Development (D5); and Optimize Use of and Return on Real Estate, Infrastructure, and Capital Assets (D6)*.

As we near the end of our five-year strategic plan, librarians and library staff have already had initial meetings to brainstorm the outline of our next plan that will cover 2019-2023. As we did last time, we will consider the University's strategic direction as we formulate the library's goals and objectives over the next year or so.

In last year's annual report, we stated that libraries must develop two areas that offer the possibility of distinctiveness: *Innovation Opportunities* and *Special Collections*. We formalized these areas, along with a third area, *Campus Partnerships*, as "distinctives" of the library, and these three distinctives were widely discussed at various campus and Board of Trustee meetings over the past academic year.

What were the library's major goals for the past year and how were those accomplished?

SERVICES:

GOAL 2017-18: Continue user experience research to better understand how students use the library building. As always, we compiled data on the number of users in the building, and the use of our materials. Throughout the 2017-18 academic year, librarians gathered observational data about library furniture use (and the areas in which students and others are using particular types of furniture) and began analyzing it. The work informed our decision on how to furnish the ground floor Quiet Study Area, and also gave us the basis for creating a successful major Development "ask" to begin to transition the furniture on the main floor. We designed a survey for students and faculty on library services,

collections, and facilities, but we are still refining the survey instruments to better capture information that will provide meaningful data to help us design our next strategic plan. *Library Strategic Map: Utilize space to best fit the existing facilities to the library's mission; Collaborate with other University staff to advance student success.*

GOAL 2017-18: Work with Student Success to identify groups of students (High-Achieving, At-Risk) who might benefit from targeted marketing of library services. A study by the Academic College & Research Libraries group (*Academic Library Impact on Student Learning and Success: Finding Assessment in Action Team Projects*) offers evidence that academic libraries can make significant contributions to student learning and success. (<http://guides.stetson.edu/LibraryImpact>). We have begun to think carefully about how we can leverage what we have learned about assessment and campus partnerships to contribute more directly to student learning, success, and retention/persistence. Librarian participation in the Core Learning group, as well as librarian work on general education outcomes and assessment, have helped move these issues forward to a certain extent. Although we have talked about these issues with Student Success staff, we have not yet implemented a plan for specific student groups to receive targeted library marketing. *Library Strategic Map: Develop and implement an ongoing plan to increase student literacy skills; Collaborate with faculty/students on supporting their teaching/learning and research needs; Develop, enhance, and expand strategic partnerships across campus.*

GOAL 2017-18: Train Circulation Staff and student workers to record the basic reference questions they answer when working at the Circulation Desk. This training was done, with all front desk staff and student assistants trained to answer and record basic questions. *Library Strategic Map: Acquire collections in all formats that support the current curriculum; Collaborate with faculty/students on supporting their teaching/learning and research needs.*

GOAL 2017-18: Implement and assess the marketing plan from the NEFLIN Marketing Grant. We printed posters and business cards and distributed them to residence halls. Based on what we learned, we would decrease the number of poster designs and distribute them once a semester rather than twice, and we would also place them in academic buildings. We emailed FSEM faculty and New Faculty with information about library services for faculty and for students, including a suggested blurb about the library to include on syllabi. We will email faculty again in the fall. Although difficult to assess the effectiveness of increased marketing on library use, we saw an increase of visitors to the building, but we did not see an increase in the number of questions asked of librarians. *Library Strategic Map: Develop and implement an ongoing plan to increase student literacy skills; Collaborate with faculty/students on supporting their teaching/learning and research needs.*

GOAL 2017-18: Redesign mechanism for sharing book reviews with faculty in collaborative collection development. Changes in how our vendors provide book reviews meant the development of a new means of communication with faculty on what new books are available in their fields. From experience, we know that we have better interaction with faculty by pushing the book review information to them via email than other methods of communication. Catalog librarian Laura Kirkland worked with staff member Jennifer Kinsey to develop a way to manipulate the software interface to continue our monthly emails to faculty with book reviews in their subject areas. *Library Strategic Map: Acquire collections in all formats that support the current curriculum; Collaborate with faculty on supporting their teaching and research needs.*

FACILITIES:

GOAL 2017-18: Open the new Quiet Study Area on the ground floor and secure funding for additional furniture for the space. We converted a large ground floor space this summer that is very popular with students. We removed stacks, installed carpet, painted, and partially furnished the space over the summer of 2017. Additional funding was secured, and with significant input from a student survey and SGA, we chose more furniture in early 2018 - garnering universal appreciation from the students. In addition, the library dean secured funding to upgrade the electrical infrastructure in the Study Area to allow students to power mobile devices. *Library Strategic Map: Utilize space to best fit the existing facilities to the library's mission.*

GOAL 2017-18: Open a new large group study room on the basement level of the library near rooms 25L and 26L. Students have requested more group study space, and we successfully created a new study room (Room 8 - painting and adding new furniture) in a part of the building that previously had none. *Library Strategic Map: Utilize space to best fit the existing facilities to the library's mission.*

GOAL 2017-18: Secure funding to upgrade electrical infrastructure and replace inadequate lighting in the Library's Nemec Courtyard. The Nemec Courtyard is a popular place for students to study at night, as well as a venue used for University receptions. Working with Development, the library dean secured funding to upgrade the electrical infrastructure and add new lighting fixtures that have made the space much more useful and inviting. *Library Strategic Map: Utilize space to best fit the existing facilities to the library's mission.*

COLLABORATIONS:

GOAL 2017-18: Maintain existing strategic partnerships with other support services and academic departments and develop new partnerships in the coming year. The library has successfully maintained partnerships with the college and schools, the Law Library, IT, Development, the Writing Center and Student Success. Over the past academic year, we partnered much more deliberately with Residential Life (presenting on library services to their staff, as well as placing information on library services in the dorms); Admissions (collaborating on how better to highlight the library on tours, as well as the library's participation in some admissions' events); the Student Government Association (interacting directly with SGA members on library plans); and the SoBA's Entrepreneurship Program (intentional collaborations, information sharing, and class visits by Innovation Lab staff - efforts that culminated in our Lab manager receiving a SoBA award for his work promoting entrepreneurship). *Library Strategic Map: Develop, enhance, and expand strategic partnerships across campus.*

GOAL 2017-18: Work with Development on library fundraising, identifying new donors, and moving the Innovation Center project forward. The library dean worked with Development staff to identify some potential new individual and corporate donors and successfully solicited funding for a number of projects, including the Quiet Study Area and Courtyard projects mentioned above. Our greatest success was a \$150,000 trustee gift that will enable us to replace worn carpet on the main floor this summer, and to begin our long-term furniture replacement plan. A project that was unplanned when we wrote our annual report a year ago - renovation of the East Room instruction area - was also completed with gift funds. The East Room will now allow for a more "flipped" learning environment and is outfitted with up-to-date technology. Although we were unable to secure a major donor for the Innovation Center concept (the concept was pitched to the Browns, who chose a different project to support), we did

move the Lab forward with existing endowment funds by making a number of upgrades and additions to the space and equipment. *Library Strategic Map: Collaborate with Development and other campus units to ensure adequate funding to support the library's mission.*

Provide one to three noteworthy examples of effective and/or innovative services and/or accomplishments to highlight.

Leveraging the Archives and Special Collections: One of our areas of distinction, the library's Archives, earned some high-profile credit for our contributions to Ken Burns' Vietnam documentary. The Archives provided a significant amount of information and material to Robert England, who has written *Stetson: An American Icon*, the first biography of John B. Stetson (to be published in 2019). Archives material was also used in the book *Grand Hotels of West Volusia County*, part of an Arcadia Publishing series. Photographs and materials from the Archives are currently being used by sculptor Erik Blome, commissioned by the University for a John B. Stetson bronze sculpture to be placed near the Welcome Center.

Fostering Innovation: A second area of distinction, the library's Innovation Lab, has grown in popularity, with more deliberate cooperation between the library and the School of Business Administration. Entrepreneurial students make good use of the Lab, resulting in some significant successes – most notably, a SoBA student winning a \$10,000 entrepreneurial competition first prize with his idea that was prototyped in the library's Lab.

Strategic Partnerships: While the library explored a number of new partnerships (our third area of distinction) as outlined above, one of our most effective partnerships this year was the SGA collaboration that resulted in the library's creation of the student-centered 3,500 sq. ft. Quiet Study Area.

Provide one to three outstanding examples of faculty scholarship.

Grace Kaletski, Learning & Information Literacy Librarian and Assistant Professor, published "Faculty Perceptions of the Framework for Information Literacy for Higher Education" in *EndNotes*, a peer-reviewed library publication. This work builds on Grace's numerous state and national presentations on incorporating information literacy into a college curriculum, including presentations with **Jennifer Corbin**, Director of Public Services and Assistant Professor, and **Megan O'Neill**, Associate Professor of English.

As a result of participating in the library's *Writing for Scholarship* group, **Laura Kirkland**, Catalog Librarian and Associate Professor, and **Jean Wald**, Music Librarian and Assistant Professor, published "Assessing the Benefits of Contents Notes Enhancements for Digital Audio Resources" in the peer-reviewed *Cataloging & Classification Quarterly*.

Debbi Dinkins, Library Associate Dean and Professor, completed a master's degree in Arts Administration from the University of Kentucky in August 2017.

What challenges or impediments have you encountered in achieving the goals of your department this year?

Staffing Turnover: During 2016-17, the library filled two open librarian positions and four staff positions in Public Services. While we thought we had largely stabilized staffing, we had one faculty member and three additional staff members retire/resign in 2017-18 which has led to continued turnover. Forty-three percent of our librarians are currently untenured, and 58% of our staff members are relatively new. In fact, only two staff members (one full-time and one weekend part-time) have been at the library for more than three years.

While we welcome new energy and new ideas, the constant vacancies and ongoing searches have taken a toll on the remaining faculty and staff. The majority of the turnover has been due to retirements of long-term employees. We cross our fingers, therefore, that when we fill the current three vacancies we will begin to settle into a more routine staffing situation that will allow us to move our agenda forward more easily. We currently have, however, three staff members who are nearing completion of their graduate information science degree, one who is considering pursuing an information science degree, and a fifth who is contemplating attending graduate school full-time - so we may see more turnover in the coming year or two.

Lack of Systems/Website Librarian: Although the Library Dean gave a proposal to the Provost to add such a position to the library faculty two years ago, the position has not yet been approved. The proposal details why the position is important. In summary, however, our ability to troubleshoot and improve both our integrated system (that essentially runs every aspect of the library) and our website (that is the portal to all of our electronic collections), is hampered by lack of time and expertise of existing staff.

What are the Library's major goals for the 2018-19 academic year?

All of our goals should contribute to *creating a showcase library that exemplifies excellence.*

SERVICES:

GOAL 2018-19: Design surveys (faculty/students) to obtain data that will inform the library's next Strategic Plan (2019-2024). In-library discussions have already begun on the library's next strategic plan – which will be informed not only by constituent input, but by the University strategic direction, and by the work being done by Academic Affairs (in particular the progress on defining “distinctives”).

GOAL 2018-19: Continue user experience research to better understand how students use the library building and expand into better developing the library's social media presence. Although we made

progress on our User Experience initiatives, the resignation of our User Experience Librarian in her second year did not allow us to progress as far as we had planned. We will work with the new librarian that we anticipate hiring to move these efforts forward. *Library Strategic Map: Utilize space to best fit the existing facilities to the library's mission; Collaborate with other University staff to advance student success.*

GOAL 2018-19: Market existing and new Innovation Lab workshops to the campus community. While we have done basic marketing for our workshops, we want to design an in-depth tour of the Lab to better introduce the technology, with individual follow-up consultations available to complement the tours. *Library Strategic Map: Offer access to emerging technologies that support teaching and learning; Utilize the innovation endowment to promote innovative library services.*

FACILITIES:

GOAL 2018-19: Conduct a feasibility study and, if merited, plan to create a "Green Screen" room in the library. With more faculty creating online content for instruction, and little available green screen space on campus, the library will explore the feasibility, space needs/availability, and costs associated with providing such a room. *Library Strategic Map: Support innovative pedagogical methods and models with current and emerging learning technologies; Utilize space to best fit the existing facilities to the library's mission.*

GOAL 2018-19: Begin implementation of the library's furniture replacement plan. The Trustee gift mentioned above will allow us to work with students to choose and purchase new tech-friendly furnishings for the main floor. *Library Strategic Map: Utilize space to best fit the existing facilities to the library's mission.*

COLLABORATIONS:

GOAL 2018-19: Expand collaborative relationships with teaching faculty. A framework for building collaborative relationships with teaching faculty on our campus was developed by Associate Dean Debbi Dinkins in partnership with Director of Public Services Jennifer Corbin. A pilot project will target two departments in the fall of 2018 and will market library services and resources to departmental faculty. Desired outcomes of the project include: inclusion of library services in course syllabi - including research consultation services, information literacy information, and links to research guides for the course or discipline. Collaborations with departments will include the option of one-on-one interaction with individual faculty, presentations at departmental meetings, or online research guides for teaching faculty in the discipline. *Library Strategic Map: Collaborate with other University staff to advance student success.*

GOAL 2018-19: Work with Development on library fundraising, identifying new donors, and moving the Innovation Center project forward. While fundraising is an ongoing goal, we will continue to push strongly for initiatives that support library distinctives, as well as ongoing material and capital needs. *Library Strategic Map: Collaborate with Development and other campus units to ensure adequate funding to support the library's mission.*

PART II – Statistical Analysis

The library updates some basic assessment to our website monthly (cumulating throughout the academic year). These data (<https://www2.stetson.edu/library/library-assessment/>) allow anyone to see at a glance basic library statistics and serve as an on-the-fly assessment tool for librarians. We also keep detailed records on library use, collections, services, and finances that we use in both required and optional annual national reporting venues.

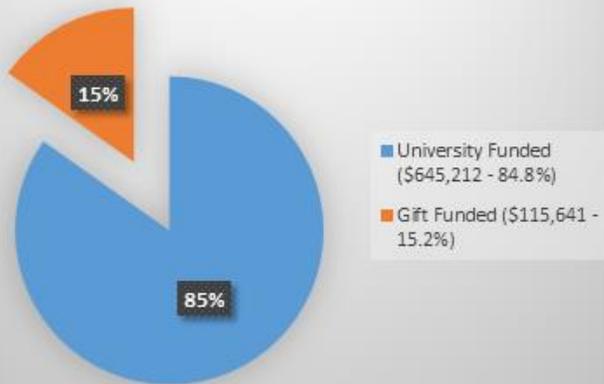
Library Visits: We recorded an annual **gate count of 254,874**. After six straight years of increase in library use, this year marks the first **decrease (5%)** over the previous year. (This year's count, however is still a **38% increase over 2010-11** when we began to grow the student body.) We expected use to level off at some point as the student numbers stabilized, so it will be interesting to see if use increases again if we meet our planned growth targets. The large number of library users encourages us to leverage the library in ways that move our strategic goals forward (as well as those of the University). Given the budget savings from our integrated systems migration, we were pleased to have a more robust budget in F17-18. While the number of library faculty has not grown to meet the increased demands on services and systems, we were pleased to have approved an additional 20 hours of staff time for evening coverage beginning fall 2018.

Information Literacy Instruction: Librarians held **103 course-related instruction sessions** this year (**up 14%** over last year) and **reached 1,594 students** in these sessions (**up 5%** over last year). These data have remained fairly steady in recent years as we have reached critical mass on how many classes our librarians can reasonably visit. To counter our lack of human resources, we have spent quite a bit of time this year improving our website, creating and revising online research/course guides, and better articulating our services to students in the residence halls. Our librarians' collaboration with other faculty to improve the information literacy general learning outcomes is also aimed at having each faculty member integrate research skills into her/his classroom so that students are exposed to research methods and practices throughout their Stetson education.

Circulation: Our circulation of material totaled **11,777 items, about 17% lower than last year's circulation**. Circulation of physical material (books, government documents, DVDs, music CDs, etc.) has generally trended downward over time - which we expect as we withdraw physical items and replace them with online access. Our database use, while difficult to track exactly from year-to-year given the way our federated search engine works, has consistently trended upwards.

Funding: More than 15% of our materials budget, and more than 45% of our operational budget, comes from donor funding. This is up from 12% (materials) and 32% (operations) last year. As mentioned above, however, the savings from the integrated system migration gave us a more robust University-funded budget that helped us meet library materials inflation (more than twice general CPI inflation rates), and allowed us to cut fewer resources than we have in past years.

2017/2018 Materials Funding University vs. Gift



2017/2018 General Operating Funding University vs. Gift

