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**COLLEGE ANNUAL REPORT
FY 2012-2013**

ZACH S. HENDERSON LIBRARY

DUE DATE: August 30, 2013

I. Mission and Vision Statements

Provide a brief assessment of where the College stands with respect to achieving the *Mission* and *Vision* articulated last year.

The primary roles of the Henderson Library fall within three categories:

1. Affect of Service: Employees of the Zach S. Henderson Library are committed to excellence in assisting library users.
2. Information Control: The Zach S. Henderson Library enables users to locate print and electronic information resources using the library website and other information finding tools.
3. Library as Place: The Zach S Henderson Library provides a comfortable and secure learning environment, along with facilities and technologies conducive to study and research.

We are doing well in fulfilling these roles, according to our faculty and students. We conducted the LibQUAL+ survey of library effectiveness in the spring of 2013, and the responding faculty and students indicated we were meeting expectations in 54 out of 66 aspects of the above three categories. Areas of concern continue to be primarily in the area of Information Control in the eyes of faculty and graduate student respondents, who would like more information resources available. There were also some concerns about the navigability of our web site, which we updated effective Fall Semester 2013. We will be conducting usability studies in the spring to see if the areas of concern still exist. Overall however, FY13 usage statistics demonstrate the Library is reaching many patrons:

- 859 members of the local community registered for computer use and/or borrowing privileges.
- 782,898 people entered the Library during FY13, the third highest total in history.
- There were 197,240 views of Library web pages, with an additional 4,643 page views of the mobile web page.
- There were 63,755 visits to the Library's online catalog.
- There were more than 2.3 million searches of the library's online databases.

Over the past several years, our strategic objectives have been to:

A. Determine and maintain the balance between print to electronic collections that best supports Georgia Southern University's learning needs. Migrate from print to electronic where appropriate and capture the efficiencies made possible by this change.

B. Facilitate browsing and convenient collection access by maintaining as much of the recent and high-use print collections in open stacks as is consistent with ensuring adequate public study space. Ensure print materials removed from open stacks are accessible quickly and efficiently.

C. Promote the library as the primary informal learning space on the campus. Develop necessary partnerships with other campus units that support research, teaching, and learning.

D. Integrate library and information tools, resources, and expertise into the teaching, learning, and research enterprises. Develop and implement computer-mediated systems where possible to reduce long-term workloads and make services available 24x7.

E. Prepare for and develop local information collections to be curated, e.g., a campus information repository, digitized sets selected from Special Collections, etc.

F. Support Georgia Southern University's Strategic Themes:

1. Academic Distinction
2. Student Success
3. Increasing Research, Scholarship & Creativity
4. Fiscal Sustainability & Risk Management

While many of these strategic objectives will continue to guide our planning, some of them (particularly A, B, and E) have largely been addressed. Therefore we have adopted the following as guiding principles for future strategic planning:

The Zach S. Henderson Library is committed to providing:

- a physical environment that is comfortable, safe, and conducive to learning
- staff who are recognized by users as being well-trained and committed to facilitating patron success
- a wide and deep range of information resources selected to match the needs of the institution's faculty and students
- efficient and effective avenues for obtaining information resources needed by the library's patrons but not held in the local physical or electronic collections
- service and content support systems that are easily located and navigated (e.g., web pages, database interfaces, online research assistance that is posted or interactive synchronously or asynchronously, etc.)
- empirically demonstrated positive impact on student learning, faculty research, and pedagogical activities
- services for collecting, preserving, and managing the "born-digital" output of the institution's faculty and students
- creative experimentation with applying information technologies to library services
- continuing education and professional development opportunities for library personnel

In sum, the Library aims to be recognized by faculty and students as an effective and essential contributor to the institution's central mission of teaching and learning.

II. Major Objective and Accomplishments for 2012-2013

Provide a listing of the college's 2012-2013 Major Objectives and how they relate to the Institution's Strategic themes and budget requests.

2012-2013 Major Objectives Report				
Institutional Strategic Theme	Major Objective	Strategy Development and Implementation	Results/Finding s & Analysis	Action Plan to Maximize Future Efforts
Promote Academic Excellence	Improve curation and dissemination of resources electronically.	Digital Commons and Contentdm platforms were selected to manage our institutional repository (scholarly output of Georgia Southern faculty and students in digital format) and materials in Special Collections, respectively.	The workflows in Special Collections and in supporting the institutional repository have been streamlined and simplified, ensuring content is adequately described and efficiently disseminated with less effort and time expended.	Library liaisons will be soliciting content from members of their liaison departments and providing assistance in processing the submissions.
Enhance Student Success	1. Migrate to new web page design.	1. Library personnel analyzed user feedback and redesigned the web site to make it easier for patrons to use.	1. The University's new template contributes to a simpler, clearer portal to resources and services. Applying the patron feedback to the template led to a design that met with positive feedback from a sampling of patrons.	1. The new web page design was made available to the public at the beginning of Fall Semester 2013. In addition to gathering feedback from Library personnel as we assist patrons, we will also conduct formal usability tests with student volunteers in Spring 2014 to see how well the new design is working.

	<p>2. Make it possible for faculty and students to remotely access protected online resources by logging into MyGeorgiaSouthern instead of having to obtain a new GALILEO password every semester.</p>	<p>2. This was achieved in collaboration with IT Services personnel, and implemented in time for summer school of 2013.</p>	<p>2. The system is working well, and it eliminates the abuse of patrons sharing password access to people who are not eligible for remote access to our resources.</p>	<p>2. A reminder of how to access online resources remotely will be sent to the campus community at the beginning of every new semester.</p>
	<p>3. Expand student access to computer resources.</p>	<p>3. Additional public computers have been installed, bringing our total to 410, in addition to the wireless network option for those who bring their laptop or mobile devices.</p>	<p>3. More than 80% of the public computers are in use from approximately 9 am until 11pm during the week.</p>	<p>3. Computer use will be recorded by Library personnel on a regularly scheduled basis to determine if demand or use exceed 90% during most business hours, which will be a threshold for adding more public computers.</p>
	<p>4. Increase graduate student access to group study rooms.</p>	<p>4. After monitoring graduate student demand and queued requests to reserve group study rooms, we assigned two additional group study rooms to be available only to graduate students who reserve them.</p>	<p>4. All six graduate study rooms are being used heavily.</p>	<p>4. We will continue to monitor demand and use to see if there is a need to assign more group study rooms to graduate student-only status.</p>

	5. Increase seating to accommodate increasing enrollments.	5. We continued to move from open shelving to the automated retrieval system (ARS) those book titles that have not circulated in 10+ years. Government Documents transferred more than 5,000 low-demand volumes to the ARS.	5. Enough space was freed to add 48 additional study seats.	5. Space utilization will continue to be monitored to see if or how frequently seating capacity is reached.
Increase Research and Creative Activity	Facilitate easy access to scholarly research.	Through our membership with the Center for Research Libraries, we can now order journal articles directly from the Linda Hall Library, which has among the richest holdings in science and technology.	Scholarly resources ordered through CRL increased from 44 last year to 200 this year, 155 of which were from Linda Hall Library. The work we have done over the past several years to streamline interlibrary borrowing for our patrons has led to our qualifying for a “Rethinking Resource Sharing STAR” award from the American Library Association Reference and User Services’ Sharing and Transforming Access to Resource Sharing Section (STARS).	We will be highlighting the availability of Linda Hall resources when serving faculty and graduate students.

Ensure Fiscal Sustainability	Continue raising private funds in support of Library services and collections.	Our primary activities in this area were our annual Farm-to-Table fundraising dinner and finding new Friends of the Library members.	\$5,000 was raised for the Library collections endowment.	
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2012-2013 Budget Allocation Report

Institutional Strategic Theme	College Major Objective	Budget Funding Requested	Budget Funding Received
Promote Academic Excellence	(Only listing funded requests) 1) Travel Expenses (2 Faculty Recruitments & Travel Cost) 2) Books & Periodicals (One-time funding/O-TF) 3) Special Collections Scanner for Digitizing Documents (O-TF)	\$ 6,000 \$ Undetermined \$ 35,000	\$ 6,000 \$ 100,000 \$ 35,000
Enhance Student Success	1) Programmer/Analyst 2) Dukane Leaderboard (O-TF) 3) Student Laptops for Circulation (O-TF) 4) Staff Desktop Computers(O-TF)	\$ 49,589 \$ 3,300 \$ 5,472 \$ 9,226	\$ 50,351 \$ 3,300 \$ 5,472 \$ 9,226
Increase Research and Creative Activity	N/A		
Ensure Fiscal Sustainability	N/A		
Other	1) Restroom Upgrade	\$ 40,778	\$ 40,778

III. Accomplishments and Productivity for 2012-2013

A. Teaching – Narrative of Accomplishments

- Provide a bulleted list of significant or major accomplishments
- Supporting Data (Data to be provided by Office of Strategic Research and analysis)

N/A

Number of Undergraduate/Graduate Majors Enrolled			
	Fall 2012	Fall 2013	Source/Notes
Undergraduate	N/A	N/A	N/A
Certificate	N/A	N/A	N/A
Masters	N/A	N/A	N/A
Doctoral	N/A	N/A	N/A

Number of Undergraduate/Graduate Degrees Awarded				
Academic Year	Number of UG Degrees	Number of GR Degrees	Percent of University	Source/Notes
2011-2012	N/A	N/A	N/A	N/A
2012-2013	N/A	N/A	N/A	N/A

B. Research and Creative Activity – Narrative of Accomplishments

- Provide a bulleted list of significant or major accomplishments. (Colleges are encouraged to provide research and creativity data that most appropriately reflects the College's achievements.)

Two library faculty members presented at international venues:

- Fernekes, Robert. "Management in Academic Libraries in the Age of New Technology," International Conference on Leadership and Innovative Management in Academic Libraries in the Age of New Technology, Tongji University, Shanghai, China, April 25-27.
- Li, Lili. "Innovative Library Discovery Services in the Age of Cloud Computing," International Conference on Leadership and Innovative Management in Academic Libraries in the Age of New Technology, Tongji University, Shanghai, China, April 25-27.
- Li, Lili. "Building Library Consortia Services in the Digital Age," The 3rd International Conference on Library Cooperation and Resource Sharing, Beijing, China, October 31 – November 2.

- **Supporting Data**

Research and Creativity Data (Data Should Be Provided by College)			
Books	Journal Articles and Book Chapters	Creative-works	Conference Papers
2012-2013	2012-2013	2012-2013	2012-2013
0	5	3	14

Sponsored Funding (Data Will be Provided By ORSSP)			
	2011-2012	2012-2013	Change 2011 – 2012 to 2012-2013
Submissions	1	3	
Awards	0	6	
Award Funding	0	\$5,000	
Range of Awards			

C. Service – Narrative of Significant Service Activities and Accomplishments

- Provide a bulleted list of significant or major activities and accomplishments

- W. Bede Mitchell served on three American Library Association committees: the Research and Statistics Committee, the Allied Professional Association Certification Program Committee, and the Library Leadership and Management Association Mentoring Committee.
- Ann Hamilton served as Georgia's Chapter Councilor on the American Library Association Council, and as co-chair of the ACRL/LLAMA Interdivisional Committee on Building Resources.
- Jessica Minihan served as a member of the North American Serials Interest Group's Databases and Directories task force.
- Sonya Shepherd founded and chaired the Georgia Library Association's Assessment Interest Group.
- Jocelyn Poole served as a member of the planning committee for the Eighth National Conference of African-American Librarians, August 8-12, 2013.

IV. Student Success and Achievement

Provide data as available for each area of student success and achievement per Program of Study/Major

Note: Data for Retention Rates, Graduation Rates, and Course Completion Rates will be provided by ORSSP.
College/Departments should provide Job Placement Rates and State Licensure Rates (as information is available)

Student Success Measures					
Program of Study	Retention Rate	Graduation Rate	Course Completion Rate*	Job Placement Rate	State Licensure Exam Rate
Major A	N/A	N/A	N/A	N/A	N/A
Major B	N/A	N/A	N/A	N/A	N/A
Major C, etc.	N/A	N/A	N/A	N/A	N/A

*Note: Completion Rates = The percent of completed courses (i.e., earned credit) out of the total number of attempted courses. Measure all courses attempted between July 1 and June 30 of the year, and consider the course "completed" if a student earned credits for the course. Earning credits requires that a student complete the course with a passing grade. For example, if 1000 students took courses in the major and 900 students completed those courses with a passing grade, the completion rate would be 90%.

V. Annual Progress in Assessing Effectiveness

In Narrative Format, Describe the Current State of Each of the Following (please also attach Your programs' assessment report as a reference to student learning outcome assessment):

- * Discussion of Major Findings and Action Plans from Annual Program Assessment Reports and Professional Accreditation Reports or Responses to Major Findings conducted during 2012-2013. Located in Annual Program Assessment Reports and Professional Accreditation Documentation.
- * Discussion of Major Improvements Emanating from comprehensive Program Review conducted during 2012-2013. Located in Comprehensive Program Review Documentation.

Promote Academic Excellence

OBJECTIVE: Review and revise mission and priorities of Special Collections unit.

The new head of Special Collections assessed the department's work flows, procedures, and policies. She submitted a reorganization plan with four objectives:

- Examine existing policies and procedures and bring all up to best practices standards
- Propose and test digital collections software
- Select an appropriate metadata scheme for use with digital collection software, and ensure guidelines for use are created
- Begin appropriate outreach measures

The reorganization plan was approved, and the second and third objectives have been completed. The first and fourth objectives are ongoing and will be part of Special Collections' continuous improvement process.

Enhance Student Success

OBJECTIVE: Successfully meet the expectations of our three key performance categories: Affect of Service, Information Control, and Library as Place.

Our 2013 LibQUAL+ survey target was to have fewer performance categories in which we failed to meet minimum expectations than we did in 2010. We ended up with the same number, 12. We hope several of the failures will be remedied by the newly implemented Library web site, and the other failures by improved training procedures.

OBJECTIVE: Achieve at least a 90% satisfaction rating from patrons for service quality and overall experience in the Library, based on a scale of 1-5 as recorded on user feedback forms.

This objective was met successfully, with the vast majority of user feedback forms indicating at 4 or 5 level of satisfaction.

OBJECTIVE: At least 90% of students in our library research workshops will correctly answer each question addressing specified learning outcomes.

Results:

1. DISCOVER@Georgia Southern is helpful to scholars because it does which of the following? 77% got this correct
2. How would you narrow your search results when using DISCOVER@Georgia Southern or any of the GALILEO Databases? 48% got this correct
3. How can you tell if an article is from a scholarly source or a popular magazine? 83% got this correct
4. How do you know if a Web site is suitable for academic work? 92% got this correct

Our instruction librarians have revamped their lessons to attempt to more clearly convey the requisite content, but there were also concerns that the questions and possible responses on these multiple choice questions were not unambiguous. The quizzes are therefore also being clarified.

OBJECTIVE: At least a 90% satisfaction rating would be given by the students taking our instruction workshops, based on a scale of 1-9. (Score will be 8 or 9)

Results:

1. The library helps me stay abreast of developments in my field(s) of interest. 7.29
2. The library aids my advancement in my academic discipline or work. 7.56
3. The library enables me to be more efficient in my academic pursuits or work. 7.71
4. The library helps me distinguish between untrustworthy and trustworthy information. 7.64
5. The library provides me with the information skills I need in my work or study. 7.76

While these means scores are fairly good, we are redoubling our efforts to reach 8.

OBJECTIVE: Develop and implement library marketing plan to raise public awareness of library resources and services.

All new faculty were contacted by librarians for an orientation of services and resources. Promotional banners were mounted around campus, featuring college deans and vice presidents, promoting the new Discover search service. Similar promotions were pushed to our web page news box, campus listservs, and the Library's Facebook site.

OBJECTIVE: All faculty using Folio are solicited to add library information and links within their course modules.

This target was achieved but the step will be repeated this fall, given the move to the D2L platform, which some faculty are still mastering.

OBJECTIVE: Conduct a survey of distance learning students regarding their satisfaction levels with online library resources and services.

The survey was conducted during Spring Semester 2013. Overall satisfaction levels were strong, but there were reservations expressed about finding and retrieving full text articles. Some of the problems should be addressed by improvements in our web page design and switching to remote GALILEO access through MyGeorgiaSouthern instead of via a GALILEO password. However, analysis of the survey responses showed

the students with the fewest problems using our online services were those who had participated in workshops organized by the College of Education or the School of Nursing, in which the Library participated. Therefore we are working with the other major purveyor on distance learning instruction, the College of Business Administration, to offer online workshops to their students as well.

OBJECTIVE: Increase space allocated to student computing, group study, instruction, and other public uses.

Forty-eight additional public seats have been added as a result of relocating low demand and redundant materials from the Reference Collection, and moving to the automated retrieval system all bound periodicals published before 2010.

OBJECTIVE: Implement improved web page design as part of new University web template. We tested our new web page design with Information Technology Services during Spring and Summer 2013. Full implementation will take place by the start of Fall 2013 classes.

OBJECTIVE: Investigate the need for new and/or revised signage throughout the library.

New floor maps were developed and have been deployed throughout the building. We expect students will find it much easier to navigate the building, as documented in fall and spring surveys.

OBJECTIVE: Investigate the establishment of a student employee club that would help raise awareness of library services and resources, and serve as a source of user feedback.

After consulting with student representatives, it was decided a better approach would be to create a Student Government Association Library Advisory Committee. The SGA president will appoint such a committee in Fall Semester 2013. The committee will function as an advisory group, similar to the Faculty Senate's Library Committee.

Ensure Fiscal Sustainability

OBJECTIVE: Develop and implement fundraising partnerships and activities.

In preparation for the upcoming university capital campaign, content describing giving opportunities was provided to the deans for possible inclusion in the colleges' capital campaign case statements.

The Friends of Henderson Library held its annual Farm-to-Table dinner, raising more than \$2,000.

VI. New Major Goals and Objectives for 2013-2014.

Provide a list of the College's Major Objectives for 2013-2014 as they relate to the Institution's Strategic Themes and FY 14 budget requests.

2013-2014 New Major Objectives Justification Report

Promote Academic Excellence:

* Library liaisons will promote Digital Commons@Georgia Southern directly to their liaison departments in at least three ways, no later than March 2014.

Promote Academic Excellence/Enhance Student Success:

* The Publications and Public Relations Committee will work with the Public Services Work Team to develop a program for promoting our research services and increasing public awareness of our qualifications and service ethic. The program will be rolled out by Spring of 2014 and continued into FY15. A survey of patrons in FY2015 based on relevant LibQUAL+ questions results in superior ratings by respondents than we received for those questions in the 2013 LibQUAL+ survey.

Enhance Student Success:

* Design and implement a formal mission, policies and procedures orientation for all new Library personnel, to be conducted quarterly. Dean is responsible for completion by October 1, 2013.

* Modifications in teaching methods will increase student mastery of specified library workshop learning outcomes to the 90%-correct level. Responsibility: ISD librarians, Fall 2013 and Spring 2014.

* A repeat of the Distance Education/Online Student survey in Spring 2014 will result in more than 80% of respondents expressing satisfaction with their ability to access and use online resources and services. Responsibility: Distance Learning Work Team.

* Web usability testing conducted in Spring 2014 will find that participants will average at least an 80% success rate in answering usability test questions. Responsibility: Library Assessment Officer with assistance of volunteers.

* ISD librarians will complete the transfer of EagleSource content to LibGuides by the end of Fall 2013.

* A space utilization study will be designed and conducted between October 2013 and May 2014. Study results will document timing, frequency and type of use of library facilities, equipment, spaces. Responsibility: Library Department Heads group.

* By June of 2014, design a study to determine how student use of library resources may have an impact on their overall GPA, academic progression, and/or graduation rates. Responsibility: Library Assessment Officer, Vice President for Information Technology, Associate Director of Strategic Research & Analysis, Library Department Heads group.

2013-2014 New Budget Requested Report

Institutional Strategic Theme	New College Major Objective	New Budget Request	Budget Received
<i>Promote Academic Excellence</i>	1) Assessment Graduate Assistant 2) Travel-Increase 3) Staff Equity Raises	1) \$ 10,800 2) \$ 10,000 3) \$ 119,060	1) -0- 2) -0- 3) -0-
<i>Enhance Student Success</i>	1) Database Series: PsycTests & PsycExtra 2) Increase in Learning Technology Budget 3) Book Scanner 4) Library Assistant III 5) Student Assistants 6) Two Library Assistant III Positions 7) GALILEO & GALILEO Cost Increase 8) Funds to cover projected 6% Inflationary increase to books and subscriptions	1) \$10,000 2) \$ 10,000 3) \$ 35,000 4) \$ 39,902 5) \$ 20,000 6) \$ 68,706 7) \$ 4,445 8) \$ 69,515	1) -0- 2) -0- 3) -0- 4) -0- 5) -0- 6) -0- 7) -0- 8) -0-
<i>Increase Research and Creative Activity</i>			
<i>Ensure Fiscal Sustainability</i>			