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Faculty Senate Libraries Committee Meetings Essence Notes

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FACULTY SENATE LIBRARY COMMITTEE MINUTES

Faculty Senate Library Committee Meeting Date – September 17th, 2018

Present: Stephanie Jones; College of Education; Kristi Smith, Lane Library; Christian Hanna, Waters College of Health Professionals; Donna Mullenax, College of Science & Mathematics; Allissa Lee, College of Business; Natalie James, College of Arts & Humanities; Meghan Dove, College of Behavioral & Social Sciences; W. Bede Mitchell, Dean of the GS Libraries; Quentin Fang, College of Science & Mathematics; Ruth Whitworth, Jiann-Ping Hsu College of Public Health; John R. O'Malley, College of Engineering & Computing; Ruth Whitworth, Jiann-Ping Hsu College of Public Health

Guests: Douglas Frazier, Director of Lane Library & Associate Dean of the GS Libraries; Ann Fuller, Head of Circulation & ILL Lane Library; Debra Skinner; Head of Collection & Resources Services Henderson Library; David Lowder; Head of Library Systems and Technologies Henderson Library; Leslie Hass; Head of Research Services Henderson Library; Jeff Mortimore; Discovery Services Librarian Henderson Library; Jessica Minihan; Continuing Resources Librarian Henderson Library; Megan Bouchillon, Marketing Specialist Marketing & Communications Department of GS; Rebecca Hunnicutt, Temporary Catalog Metadata Librarian Henderson Library.

Absent: All members were present.

I. CALL TO ORDER

Dr. Stephanie Jones called the meeting to order on Monday, September 17th at 2:00PM.

II. APPROVAL OF AGENDA

Dr. Stephanie Jones made a motion to approve the agenda as written. All were in favor and the motion to approve the agenda passed.

III. NEW BUSINESS

A. *GS Libraries Marketing Plan Presentation*

Dr. Mitchell recognized the Library Faculty Senate Committee members' desire to help with promoting the libraries to faculty colleagues, students and others with information about library services, library resources, and new policy changes. Dr. Mitchell wanted to share with the committee the ongoing efforts the library makes in these areas. Dr. Mitchell shared with the committee members a handout on the rollout process for new, updated, and cancelled resources created by Jeff Mortimore.

Dr. Mitchell then introduced Megan Bouchillon from the Marketing & Communications Department. Megan presented a first draft marketing plan of strategies to bring to the attention of students and faculty general awareness of the two GS Libraries to all three campuses.

- a. First Theme; "I am the Creative Force of My Success"; the idea is to let the student know that they have what it takes to succeed and the libraries are here to help with resources.
- b. Second theme; "Did You know..."; pop-up themes that will "pop-up" around campus throughout the semester, highlighting resources at the libraries that students and faculty might have not known were available, with related art work.
- c. Third Theme; "The Time is Now..."; indicate what things the libraries can help them with right now such as "the time is now to write you best paper", etc.
- d. Fourth Theme "I ♥ the Library"; have student create hashtags with why they love the libraries, have promotional "I ♥ the Library" t-shirts, and ads with students stating why they love the libraries.

Megan then opened the floor for questions, suggestions and comments. Dr. Stephanie Jones asked how the messages were going to be disseminated. Megan stated that she has put together a campaign plan. The distribution will depend on the theme chosen and the target audience. The campaign could include online marketing, sharing on the Georgia Southern social media platforms, (for example if the Libraries' have a Facebook page, they would share from the Georgia Southern page to drive traffic to the Libraries' page), and creating an extension Facebook page for Faculty highlighting what resources are available for faculty. The campaign could also include paid advertising, website improvements,

advertising on and off campuses with student organizations, themed videos, and themed email ads, putting out a cohesive and recognizable theme to all the students. There is a long list of possible options open to the libraries and it can be worked out to fit with their needs and budget.

Natalie James noted that the first theme was eye catching but the samples presented did not make it immediately clear that this was related to the GS Libraries. She liked the second the theme because it indicated clearly that is was about the GS Libraries. She feels it is important to make sure the themes' relation to the Libraries is clear. She would also like to see an emphasis on the newness of both the consolidation of the libraries and the resources that are continually updated and obtained. A few other members also preferred the second theme and felt it would relate well to both students and staff. Some members liked the first theme for incoming freshmen.

The question was asked who would be in charge of coming up with the "Do You Know" topics. Dr. Mitchell stated that there is a bottomless well of possibilities for this theme. He asked how quickly each "Did You Know" could be developed and what would the rate of turnover be. He would also like to develop enough of them to put in rotation, since every few months we have new students and faculty come onto the campuses. Megan stated that a good place to start would be to develop a list of what the GS Libraries presently have that they would like to highlight right now, including what they believed most people did not know and new resources that the Libraries have. She also stated that they could work in phases, coming back to review every six months and see what is working and what is not. She also suggested that within these phases items of the campaign should change, for example the color scheme, so that the target audience's attention is kept. She would also like everyone to consider how the effectiveness of the campaign is to be evaluated.

Dr. John O'Malley suggested advertising, within the library itself, some of the resources that are available. Something pointing out these resources to visiting students, faculty and patrons. Dr. Mitchell stated that this is done on limited basis on video monitors located throughout the Henderson Library. It was mentioned that library resources should strategically advertised at different times according to when in the semester students could best use those resources.

Dr. Christian Hanna pointed out that theme one and theme three were not clear in promoting the Libraries. He suggested that before going any further in choosing themes examples should be designed with a clear reference to the GS Libraries. Dr. Mitchell stated that Megan and her associates have created a set of official GS Libraries nameplates; a general GS Libraries nameplate, and two specific to Henderson and Lane. Megan acknowledged that all of the advertising would be addressed in a way to identify the libraries and include these nameplates as well somewhere in the advertisement. The themes presented are simply rough drafts.

Dr. Mitchell suggested that a next step would be for the libraries' faculty to provide Megan a list of things to promote under the "Do You Know" theme. Then the marketing teams can draft up some examples of what the advisements would look like using those items. Megan agreed.

B. Suggestions for Outreach to Faculty

Presently the libraries have a program assigning each librarian liaison responsibilities with particular academics units. The library liaisons reach out to the faculty of those units, introduce themselves, and find out what the faculty needs are and how the libraries can assist them. However, the libraries are having issues getting the word out to faculty on new resources. The main means of sending out announcements is through email on GSFAC. There are faculty who do not read emails from GSFAC. Sometimes Dr. Mitchell will distribute important information to the deans and have them send it through the college specific listservs. Dr. Mitchell asked for suggestions on getting the word out to faculty about the Library resources.

Some of the members like the idea of sending the information through the deans. Another good option mentioned was to have the library liaisons send out the information from their email address, since the liaisons have a rapport with the individual college faculties. The importance of having the liaisons attend one or two faculty meetings of the colleges was also suggested so that faculty could put a face with the name. Another alternative to GSFAC was for email announcements to be college specific. For example an email with a title of "New Library resources for the College of Art and Humanities".

Other suggestions were:

1. Providing options for the faculty to have their students do work at the library utilizing the resources that they did not have available at the colleges.
2. Have the liaisons attend the semester's first faculty meetings and make a small presentation about the resources available. Dean Mitchell noted that they do try but sometimes the agendas are too full and they are denied. The librarians do participate in the new faculty orientations and have them meet their liaisons.

C. *New, Updated, and Cancelled Resources Handout*

Dr. Mitchell asked for suggestions regarding the new, updated, and cancelled resources roll out procedures provided by Jeff Mortimore in the handout. A clarification of the abbreviation C&RS (Collection & Resources Services) was given. Another member noted that she did not know there was a blog. Dr. Mitchell stated that most people do not go to the library webpage unless they need to look up something.

Jeff Mortimore outlined the goals of the roll out process:

1. As C&RS becomes aware of changes, updates and cancellations of databases and other resources that liaisons are promptly notified so that they can then reach out to their liaisons areas and communicate that information.
2. The blog posts and the GSFAC listserv are important to provide a communication of record. GSFAC insures that every faculty member has had at least one email informing them of changes while the blogpost records a public communication record.

Dr. Fang noted that even if students and faculty do not physically come to the library they are utilizing the online resources that are provided by the GS libraries. This is especially true of graduate students. He feels this is a major important resource provided by the GS libraries.

D. *GS Libraries Budget*

Dr. Mitchell shared with the members a handout which was primarily based on Henderson Library's allocations and expenditures from FY18. He wanted them to get a basic idea of how the libraries' budget tends to be divided up. There are some important and significant changes to the FY19 budget. Henderson and Lane Libraries budgets are now consolidated. The total budgetary allocation for FY19 (not including foundation account dollars) is almost 6.8 million dollars. Of that amount 4.5 million dollars is for salaries, benefits and student wages. 10% is for general operation expenses. 23% of the budget is for library collections (purchases and subscriptions). That is about 1.6 million dollars. However, last year we spent more than 3.4 million dollars on information resources. This is closer to the actual cost of the subscription and purchase commitments that the libraries presently have. In order to meet those commitments we were given approximately 1.5 million dollars in year-end funding. Two thirds to three fourths of the libraries overall expenditures goes to subscriptions of various types (periodicals, electronic databases, and full text resources). The prices of these resources increase at a minimum rate of about 6% annually.

In order to try meet the doctoral research needs of a university such as Georgia Southern University the GS Libraries have had to spend more money than allocated. At the end of the fiscal year Georgia Southern University makes up the difference with end of year funding. Many universities and their libraries operate this way because of the way subscription prices continue to rise. This model however is not sustainable over a long period of time. A point will be reached where the amount of year-end funding available will not be sufficient to cover costs. When that happens the GS Libraries will have to reduce some of its commitments. This is difficult to do. Many of the subscriptions are parts of packages. There are instances where the majority of the use can be attributed to two or three titles in the package. Canceling the database and subscribing to just the titles in use more often than not costs more. In preparation for the time when subscription cuts are unavoidable, we continually review overall usage of our databases and calculate the cost per transaction. If such costs for a particular database or electronic journal title exceed \$30 per transaction, which is the processing and staff cost of obtaining a desired article through interlibrary loan, then the database or electronic journal subscription will undergo careful scrutiny for possible elimination.

It is very difficult to predict how much year-end funding will be available from year to year. This then makes it difficult to be strategic in spending. This causes frustrations when new faculty are hired and are needing new resources for new courses. The GS Libraries do not receive new funding when new courses are added. Usually the only way to purchase new resources is to cut resources elsewhere. But

what the requesting department thinks could be cut may be an essential resource for another department. When the time comes to reduce expenses, the Faculty Senate Library Committee members' advisement will be important.

Dr. Stephanie Jones asked about the line in the budget report reflecting online funds. She asked if this amount of money allocated was increasing as more students are taking online classes. Dr. Mitchell explained that while those lines appear in the budget for FY18, these lines are actually not available in FY19. The lines labeled graduate online and the undergraduate online tuition lines have been eliminated in the FY19 budget. This is the result of the student fee review required by the Board of Regents. The Board of Regents did an audit on the fees being charged to online students. Many years ago when these fees were approved for online classes, the provost at the time allocated a certain amount for the library's online resources since they are critically important to online students. For FY19 these funds have been taken away. As a result the libraries' combined budget for FY19 is less than it would have been had the libraries' budget of Lane Library and Henderson Library been combined at the amounts allocated to each library in FY18.

Dr. Mitchell asked if there any other questions, comments, or other business. There was none.

IV. ANNOUNCEMENTS

A. The next Faculty Senate Library Committee Meeting was set tentatively for Monday, October 8th, 2018 at 2:00PM.

V. ADJOURNMENT

There being no further business, the meeting was adjourned on Monday, September 17th, 2018 at 2:53PM.

Respectfully submitted,

Lizette Cruz, Recording **Coordinator**