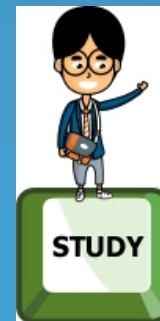
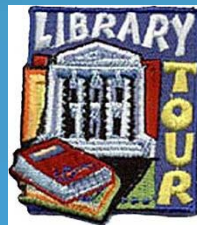


LEARNING COMMONS

University Libraries Program Review



October 2010



Mission

The University Libraries is a leader in providing access to and managing information resources and services to support teaching, learning, and research for the University of Memphis community.

Accomplishments

- * Fully spent or encumbered \$625,000 of MOE funds provided for the acquisition of library resources.
- * Implemented Encore, a discovery tool added to the integrated library system that improves the search experience by incorporating tools such as faceted search results, a *Did You Mean...? feature*, popular choices identification, and relevance ranking.
- * Implemented Electronic Reserves, which allows faculty to provide online access to library materials in support of their teaching and in compliance with copyright laws.
- * Our library established a presence on Facebook.
- * The University Libraries' web site migrated to the new Luminous platform.
23 web sites; 378 pages; 264 PDF files; 55 other format documents
- * We were able to increase the number of Graduate Assistant positions in the libraries from 3 to 6.
- * Conducted national searches to fill five faculty vacancies.
- * Worked with ITD to upgrade our largest instruction lab and convert it to a smart classroom.
- * Increasing Libraries' overall visibility on campus.
- * Conducted the LibQual user satisfaction survey.

Visits to the Library

McWherter Library Gate Count - Persons Leaving									
Month	2005/06	2006/07	% change	2007/08	% change	2008/09	% change	2009/10	%change
July	20,165	14,082	-30%	24,872	77%	27,017	9%	29,102	8%
Aug	20,784	23,071	11%	33,527	45%	36,188	8%	26,618	-26%
Sept	47,321	51,048	8%	66,649	31%	82,119	23%	79,713	-3%
Oct	47,205	50,148	6%	67,516	35%	74,902	11%	88,546	18%
Nov	45,318	52,311	15%	62,790	20%	67,824	8%	78,270	15%
Dec	26,526	29,865	13%	29,726	-0.47%	36,025	21%	47,264	31%
Jan	24,053	36,532	52%	37,725	3%	35,630	-6%	37,436	5%
Feb	37,445	51,548	38%	57,747	12%	64,738	12%	68,312	6%
March	37,977	47,029	24%	50,354	7%	61,677	22%	54,653	-11%
April	37,412	61,801	65%	69,765	13%	76,868	10%	62,680	-18%
May	12,323	17,569	43%	15,736	-10%	28,429	81%	19,655	-31%
June	10,827	25,815	138%	40,680	58%	28,457	-30%	17,847	-37%
Total	367,356	460,819	25%	557,087	21%	619,874	11%	610,096	-2%

Direct User Assistance

McWherter - RIS Desk

Month	Directional Questions	Reference Questions	Total
July	633	1174	1807
August	539	707	1246
September	853	2230	3083
October	529	1900	2429
November	338	1753	2091
December	321	930	1251
January	351	1015	1366
February	328	1568	1896
March	327	1742	2069
April	393	1477	1870
May	209	425	634
June	331	977	1308
Total	5152	15898	21050

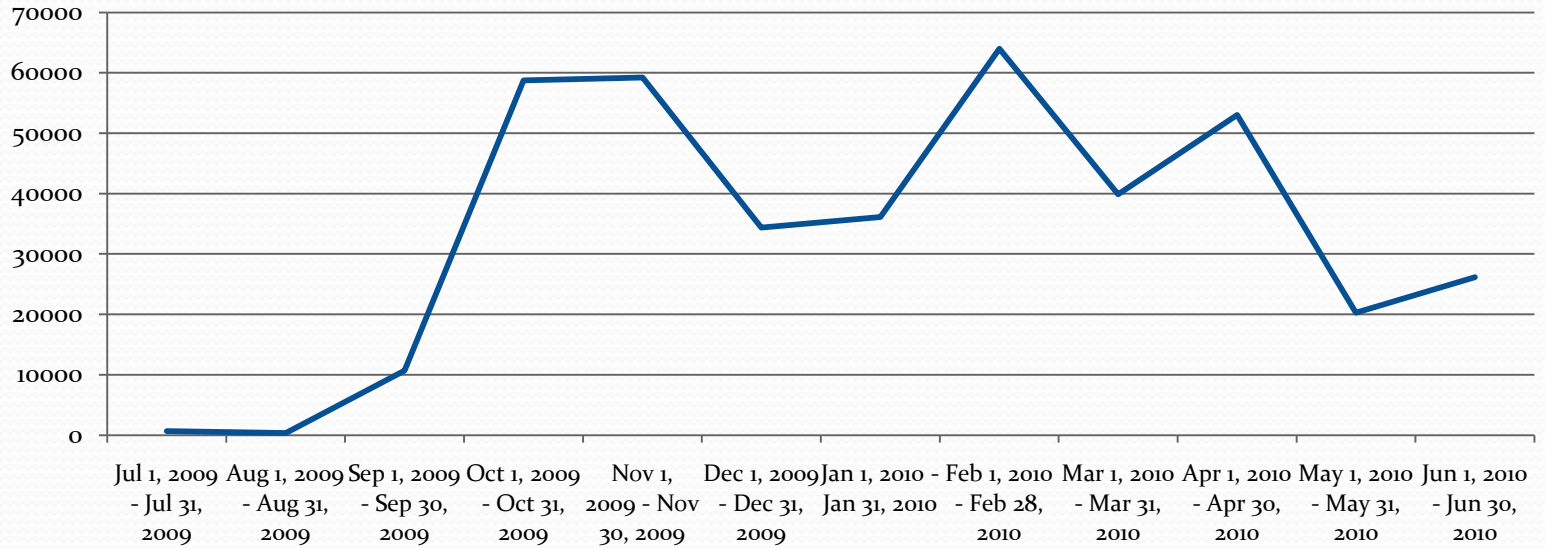
Music Library

Phone	748
In person	7246
Total	7994
Directional	5266
Reference	2273
Referrals	455
Total	7994

Access and Diversity

Virtual Visits to the Library

Library Main Page Hits By Month

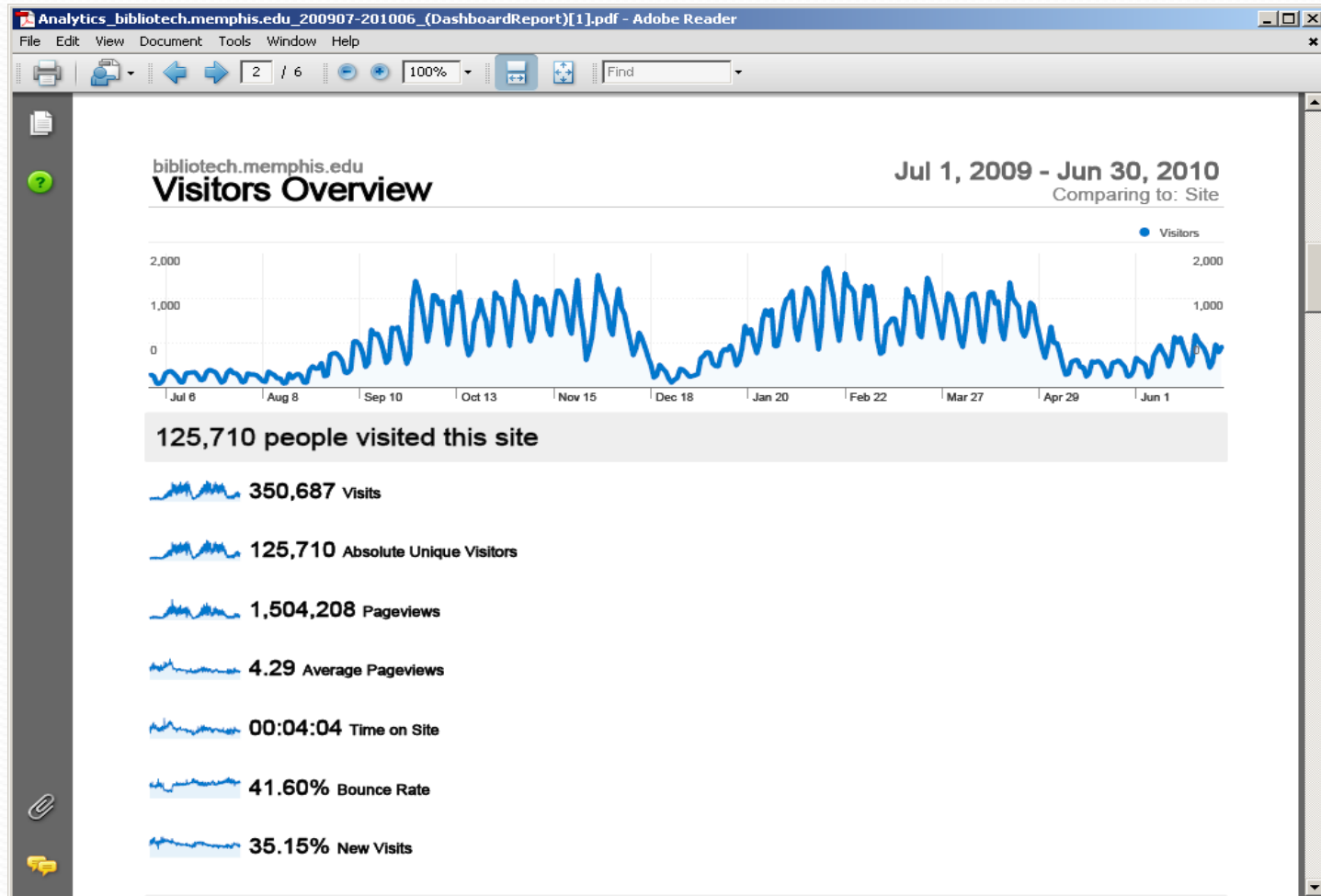


July 01 2009 – June 30 2010:

Total hits of 403,488 times. Top 7 among 18,699 viewed pages. Average: 1,105 times per day

More Virtual Visits

Online Catalog



Instruction for Library Users

Individual and group instruction

2009-2010 398 – group instruction sessions
 65 – individual instruction sessions
 6 – group tours

469 - Total Sessions

7,809 - Participants Served

3% increase over last year, in number of sessions

Increased Visibility on Campus

Participation in On-Campus Events/Activities

- Orientation for graduate students, new faculty, TAs
- Health Fair
- Tours: New students; Parents; Prospective students
- Homecoming Parade

Public Programming (a sampling)

- Banned Books Week
- Exhibit – The Rosenwald Schools
- Author Talk – Harry Samuels
Beshert: True Stories of Confessions and Crossroads: Chance or Destiny
- Panel Discussion – Tennessee Women

University Libraries offered 27 different public programs in 2009/2010

Enhanced access to Library Resources

Encore – discovery tool implemented as an enhancement to the integrated library management system, provides better feedback and search results to users as they use the online catalog

Database clean-up – project to verify and correct data related to our journal holdings. Provides more complete reliable data to library users.

Catalog enhancement- records for government publications loaded into our online catalog. Makes these documents more readily discoverable by students and faculty.

Cultivate relationships

Internal

- ITD- Learning Commons support
- Bursar's Office – call center staffing
- Graduate School – implementation of ETDs
- Confucius Institute- programming & collections

External

- ASERL - Civil War Era Digitization Project
Multi-institutional collaborative project
- National African American Photo Archive (NAAPA) Project
- University District - repository for official records

Partnerships

Library Cooperatives

- ASERL (1956)) - Regional, academic libraries
group subscriptions; ILL; joint projects; staff development
- Lyris (1973)– Multi-regional; multi-type libraries
group subscriptions; training;
- MALC (1973)– Memphis Area Library Council- Local multi-type
staff development; reciprocal borrowing
- OCLC (1973) – Multi-type Libraries Worldwide
worldcat; ILL; cataloging utility
- TBR Libraries (40+ years) – group subscriptions; resource sharing; RODP support
- TennShare (1992) – Multi-type TN libraries – group subscriptions
- WeTALC (1988)– West Tennessee Academic Library Consortium

Partnerships

Scholarly Endeavors

Sponsored Conferences/Meetings/Activities

Circulation Conference

Delta Everything Southern Symposium

Faculty Scholarship Week

Scholarly work/Publications

Evans, Aislinn. "Using Web 2.0 to Market Yourself to Future Employers." poster session presentation at the American Library Association Annual Conference. 2010.

Danley, Mark. "Provenance Evidence and the History of Readership in Early Printed Books," presentation at Tennessee Library Association Conference, Nashville, TN, April 9, 2009

Scholarly Endeavors - continued

Danley, Mark. "Tennessee NACO Funnel Reinforcement Training", presented with Mary Charles Lasater, Authorities Coordinator, Vanderbilt University Library, at Tennessee Library Association Conference, Nashville, TN, April 8, 2009

Ivey, Robert T. "Perceptions on the Future of Cataloging: Is the Sky really Falling,?" in vol. 47, no. 5, July 2009, pp.464-482.

Freilich, Mary. "Falling Over Free Resources: Government Databases in the Catalog using the ERM." presentation given at the Tennessee Library Association Annual Conference. 2010.

McDonald, Elizabeth, Paul Gahn and Kay Cunningham. "Planning by the seat of your Pants: Implementing an ILS on a Deadline," *Tennessee Libraries* 59:2(2009).

Scholarly Endeavors - continued

McDonald, Elizabeth, Paul Gahn and Kay Cunningham. “Planning by the seat of your Pants: Implementing an ILS on a Timeline,” presentation given at TLA Annual Conference , 2009.

Robinson, Margaret and Pam Dennis. “Once you have them Hooked, Then What? Keeping Multiple Visits to the Library Fresh for Freshmen.” *Tennessee Libraries* 59:3 (2009).

Robinson, Margaret. “Congratulations on Your Engagement: Ideas for Engaging Students During Instruction.” presentation given at TLA Annual Conference, 2010 Memphis, TN.

Future Plans

- Overall focus on high quality customer service
- Enhance access to research/unique collections
- Improve Library Services to Distant Students
- Continue to develop relationships with classroom faculty
- Revise and update the University Libraries' web site
- Fully develop the NAAPA Digital Collection
- Evaluate LibQual survey feedback & Implement appropriate changes
- Continue enhancements to the ILS
- Continue cataloging the Chinese language collection

Challenges

Funding

- - Collections
 - * Subscriptions – print & electronic
 - * Monographs
 - * Unique resources (Special Collections)
 - * Support for new programs and courses (both online and on ground)
- - Staffing
 - * Student workers
 - * Graduate Assistants
 - * Staff compensation & required skills
 - * Faculty/staff positions needed
- - Equipment & technology
 - * Computer hardware & software for staff
 - * New technologies for student use

Challenges

- **Space**

Regional Depository Responsibility

- * 1984 petitioned for and accepted role as Regional Depository for the state
- * Must house and provide access to Federal Documents

Special Collections

- * Limits ability to accept gift collections
- * Secure alternative storage space is needed

Research Collections

- * Backruns of Journals needed for research
- * Research class monographs don't have to be on active shelves

Needs

Increase external funding

- * Working with part-time Director of Development to build the University Libraries' Endowment
- * Continue libraries' inclusion in the phon-a thon & other development activities
- * Pursue grant funding applications

Facilities Issues

- * Storage space for research collections
- * Aging physical plant
 - McWherter Library is 16 years old & beginning to show its age:
 - Front doors need to be replaced
 - Security system (3M) needs to be replaced
 - Some furnishings are looking worn
- * Large classroom/presentation room - @ 100 seats

Summary

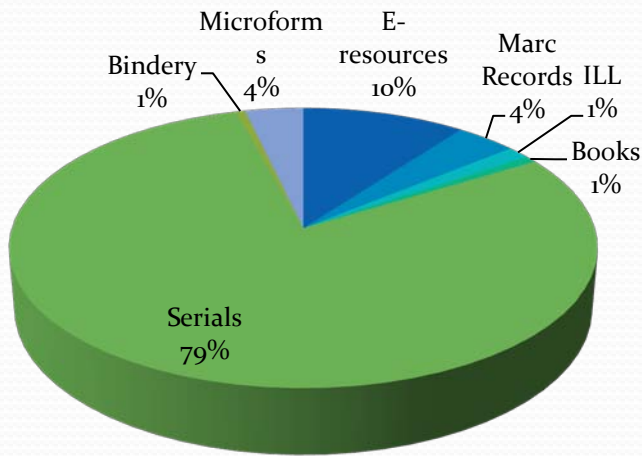
The University Libraries of 2010 and beyond is vastly different from its predecessor library. Not only are our collections rapidly changing but so are our users. If our library is to remain relevant we must be willing and able to change along with our users and our collections.

October 2010



Supplemental Information

Allocated Materials Budget



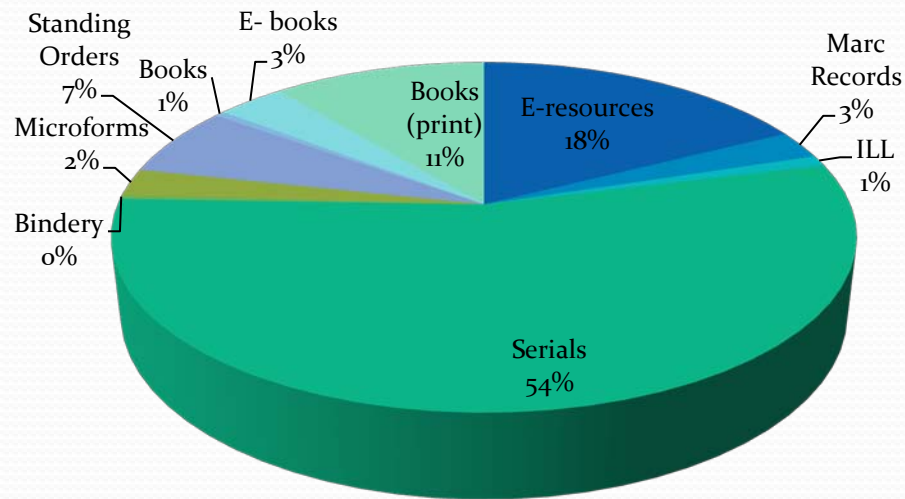
E-resources	\$ 301,155	10%
Marc Records	\$ 112,000	4%
ILL	\$ 42,097	1%
Books	\$ 21,888	1%
Serials	\$ 2,333,039	80%
Bindery	\$ 16,616	1%
Microforms	\$ 107,336	4%
Total	\$ 2,934,131	100%

Materials Funds Distribution

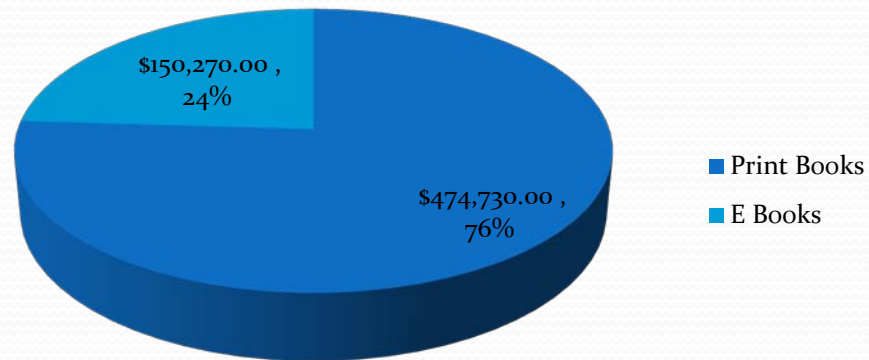
Category	Amount	%
Databases	\$751,155	18%
Marc Records	\$112,000	3%
ILL	\$ 42,097	1%
Periodicals	\$2,333,039	58%
Standing Orders(Books)	\$279,081	7%
Books	\$21,888.	1%
Print (Books)	\$474,730	11%
E-books	\$150,270.	4%
Total	\$4,288,212	100%

Total Includes TAF and MOE Funds

Materials Expenditures - Percentages



Materials Expenditures – MOE Distribution



Personnel Needs

- Full-time Cataloger
- Librarian to focus on grant writing
- Preservation Specialist
- Archivist
- Librarian for distant students
- Instruction Librarian
- Metadata Librarian

Staff

- Business Manager
- Technical Trainer (LTSP)
- ILL/Document Delivery Assistant

	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	Total
<i>Wed, April 28</i>								
Network	46	29	11	14	16	3	10	129
Laptop	0	0	0	0	0	0	0	0
Studying	17	8	0	14	16	0	0	55
Other	0	0	0	0	0	0	0	0
Total	88	90	88	88	70	70	68	184
<i>Thu, April 29</i>								
Network	21	18	13	8	7	7	11	86
Laptop	7	8	4	3	7	5	2	36
Studying	13	20	11	9	5	7	8	73
Other	0	0	0	0	0	0	0	0
Total	60	70	70	70	58	58	56	194
<i>Fri, Apr 30</i>								
Network	34	38	40	25	17	9	13	176
Laptop	7	6	8	1	0	2	0	24
Studying	3	4	9	0	11	5	1	33
Other	0	0	0	0	0	0	4	4
Total	44	48	57	26	28	16	18	237
<i>Sat, May 1</i>								
Network	25	34	19	22	10	42	27	179
Laptop	0	2	0	1	9	7	8	27
Studying	5	8	9	13	14	2	3	54
Other	0	0	0	0	0	0	1	1
Total	30	44	28	36	33	51	39	261
<i>Sun, May 2</i>								
Network	13	13	10	18	15	27	30	126
Laptop	5	5	3	6	7	9	12	47
Studying	4	2	6	5	5	7	9	38
Other	0	0	0	0	0	0	0	0
Total	22	20	19	29	27	43	51	211
<i>Mon, May 3</i>								
Network	25	25	25	25	27	27	27	181
Laptop	0	0	0	1	1	1	1	4
Studying	5	5	5	5	6	6	7	39
Other	0	0	0	0	0	0	0	0
Total	30	30	30	31	34	34	35	224
<i>Tue, May 4</i>								
Network	34	34	34	30	30	30	30	222
Laptop	2	2	2	2	2	2	2	14
Studying	8	8	8	8	8	8	8	56
Other	0	0	0	0	0	0	0	0
Total	44	44	44	40	40	40	40	292
<i>Wed, May 5</i>								
Network	22	22	20	20	20	21	26	151
Laptop	9	9	10	10	10	10	10	68
Studying	9	9	10	11	12	12	10	73
Other								0
Total	40	40	40	41	42	43	46	292
Grand Tot	358	386	376	361	332	355	353	2521

Late Night Use

Focus Areas for University

- 1. Student success
- 2. Research and Creativity
- 3. Access and Diversity
- 4. Partnerships
- 5. Sense of Place