Minutes
LAC Meeting
September 16, 2014


Guests: Cody Behles, Bambi Lange, Ellen Watson, William Duffy.

1. Writing Center – Update – Will Duffy
   William Duffy, Director of the Writing Center, gave an update on the current operations and future plans for the Writing Center. The Writing Center’s mission is to enhance retention and academic performance of our students through targeted efforts at improving written and oral communication skills. Although planned construction has not been completed, the CWC is opening in temporary space. This is the third week the CWC has been open. Hours of operation are Monday through Thursday, 9 am – 5 pm, and Friday, 9 am – noon. Use is steadily increasing as students learn about the CWC.

2. Committee Redesign (3rd Review) – Cody Behles
   Committee members met with the Dean to gather more information for revising the recommendation. More work will be done and a revised document and a sample volunteer roster at the September 30, LAC meeting.

3. New Web Site – John Evans
   The library’s new web site was reviewed by council members. The home page is in the new format and the site is responsively designed for devices no smaller than tablets. A smaller screen format will not accommodate our search box.

4. my.memphis Portal Development – John Evans
   The my.memphis portal is in the process of being redesigned. The new site will not require you to log in to get to the portlets on the site. The page itself will be an array of tabs that will lead users to the content on the site. The goal is to have a mock version of the site by the end of December and a completed redesign released by September 2015.

5. Projected Outcomes of a Re-Apportionment of the Collections Budget – Steve Knowlton
   Steve Knowlton presented data that shows how library expenditures should be distributed based on data related to credit hour generation. The presentation on “Projected Outcomes of a Re-Apportionment of the Collections Budget” is attached to the minutes.
6. **Group Study Room Reservation Policy Proposal – Cody Behles**
   A policy for the proposed pilot for scheduling selected group study rooms on the 3rd floor (332, 333, 334, and 335) was presented to the council. This proposal is attached to the minutes. This document needs to be reviewed in conjunction with our existing group study room policy to ensure compatibility.

7. **ULSAB – Update – S. Ford**
   The first meeting of the University Libraries Student Advisory Board was held on Tuesday, September 9. They seem very enthusiastic about serving on this board. Fourteen members were present and officers were elected for the year. The board agreed that they would meet twice per month and adopt the catch phrase “Making the Library Cool Again.” This group will serve as ambassadors for the library and be used for student review and input on issues concerning the library.

8. **Additional Agenda Items – None**

9. **Announcements**

   **James Singleton**
   The book drop on Central is going to be mounted this week. It will provide curb side service for returning books.

   **Jill Green**
   The workplace survey is due September 17 and the survey on the report for “Redefining the University Libraries” is due September 19.

   **Anna Neal**
   Kelly Cliver will be joining the music library as an LAIII on October 6. She is moving here from Rochester, NY.

   **Steve Knowlton**
   Bambi Lange started in Collection Management last week and Gail Barton is starting in ILL this week.

   **Jennifer Schnabel**
John Evans
Cody has created a new portal on the library’s web site that has a form for volunteers. This form will allow volunteers to indicate where they are most interested in working in the library. The form which can be completed online will go to the specific department head and to Nancy Massey.

Meeting Adjourned: 10:24 am
Minutes Finalized: September 22, 2014
Projected Outcomes of a Re-Apportionment of the Collections Budget

Steve Knowlton
LAC
September 16, 2014
<table>
<thead>
<tr>
<th>Subscriptions (94%)*</th>
<th>$2,748,600</th>
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<tbody>
<tr>
<td>serials, databases, &amp; standing orders</td>
<td></td>
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<table>
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<tr>
<th>Books (6%)</th>
<th>$175,000</th>
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<tbody>
<tr>
<td>all one-time purchases</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>$2,923,600</th>
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</thead>
</table>

* non-electronic subscriptions (print or microfilm) are only $239,000 (9% of total subscriptions) – many are necessary for preservation; others are titles only available in print; every title available electronically is online
### IF EXPENDITURES MATCHED SEARCHES

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
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<td><strong>Subscriptions (78%)</strong></td>
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</tr>
<tr>
<td>serials, databases, &amp; standing orders</td>
<td></td>
</tr>
<tr>
<td><strong>Books (22%)</strong></td>
<td><strong>$643,192</strong></td>
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<tr>
<td>all one-time purchases</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,923,600</strong></td>
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</tbody>
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The Question:

If we moved $350,000 from serials to firm orders – what might we expect to happen among our users?

In other words, how would the "outcomes" affect the University’s strategic goals?
Disclaimer:
This discussion assumes that money cut from serials will be spent on firm orders.

These projections do not consider what will happen if money is cut from serials and re-allocated to the operating budget.
University Strategic Plan Goals (2012) with specifics added since Dr. Rudd’s arrival

- Enhance Enrollment Growth (11% for fall 2014)
- Strengthen Admission Standards
- Increase Graduation Rates (to 55%)
- Increase Research Funding (to $100,000,000 annually)
- Enhance Quality of Instruction
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What We Know (Generally)

- Research funding correlates to library materials budget

- Teaching success correlates to library materials budget

- Undergraduate retention correlates to number of books checked out per students

  Circulation correlates to collection size and age
Effect of Library Collections on Research Funding

• Every dollar invested in the library returns $4.83 in grant income
• What portion of that is serials?

**Effect of Library Collections on Research Funding**

<table>
<thead>
<tr>
<th>Citations in U-M publications (2013-2014)</th>
<th></th>
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<tbody>
<tr>
<td><strong>Serials</strong></td>
<td>43,595</td>
</tr>
<tr>
<td><strong>Monographs</strong></td>
<td>14,529</td>
</tr>
</tbody>
</table>
Effect of Library Collections on Research Funding

- A dollar spent on monographs has about 4 times the effect on research funding of a dollar spent on serials.

- But serials still provide the bulk of information researchers use.
Effect of Library Collections on Research Funding

• Shifting $350,000 to monographs will
  • Reduce ROI from serials by 12.7%
  • Increase ROI from books by 100%
  • Overall increase ROI by 13.1%
Effect of Library Collections on Teaching

- Faculty report they use library materials to
  - inspire new thinking or ideas
  - improve results of instruction
  - narrow, broader, or change the focus of instruction

Effect of Library Collections on Teaching

Those disciplines who are most lacking in books show at least a one-third greater relative need than those disciplines who are most lacking in serials.
Effect of Library Collections on Student Retention

(As an aside, larger library staffs are positively correlated with student retention)

Effect of Library Collections on Student Retention

There is a positive correlation between student use of library resources and retention/graduation.

Graham Stone and Bryony Ramdsen, “Library Impact Data Project: Looking for the Link between Library Usage and Student Attainment,” *College & Research Libraries*
Effect of Library Collections on Student Retention

Top students’ use of resources is more like 59% serials, 41% books than 94% serials, 6% books

Students prefer books for general background, find journal articles too arcane

Effect of Library Collections on Student Retention

So... how do we know what is correlated to circulation?

Age of collection: the higher the percentage of the collection is new material, the more use-per-title is seen

Size of collection: the larger the collection, the more use-per-title is seen

Effect of Library Collections on Student Retention

For every 10% increase in the portion of the collection that is recent books (publ. within last 5 years), there is a 5% increase in circulation

Adding $350,000 worth of books would increase circulation by ~1%

Effect of Library Collections on Student Retention

For every 10% increase in size of collection, there is a 6% increase in circulation

Adding $350,000 worth of books would also increase circulation by ~1%

Effect of Library Collections on Student Retention

Increasing circulation would result in several dozen more students graduating
Overall Effects of

Moving $350,000 would probably:
- Increase research funding
- Improve teaching
- Increase graduation rates
## Bottom Line

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Students Accumulating 24 hrs</td>
<td>2.0%</td>
</tr>
<tr>
<td>Students Accumulating 48 hrs</td>
<td>3.0%</td>
</tr>
<tr>
<td>Students Accumulating 72 hrs</td>
<td>5.0%</td>
</tr>
<tr>
<td>Bachelors and Associates</td>
<td>25.0%</td>
</tr>
<tr>
<td>Masters/Ed Specialist Degrees</td>
<td>15.0%</td>
</tr>
<tr>
<td>Doctoral / Law Degrees</td>
<td>10.0%</td>
</tr>
<tr>
<td>Research and Service</td>
<td>12.5%</td>
</tr>
<tr>
<td>Transfers Out with 12 hrs</td>
<td>5.0%</td>
</tr>
<tr>
<td>Degrees per 100 FTE</td>
<td>7.5%</td>
</tr>
<tr>
<td>Six-Year Graduation Rate</td>
<td>15.0%</td>
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Group Study Room Reservation
Suggested Pilot Policy:

- Rooms 332, 333, 334, 335 are to be included in pilot program
- May not be reserved for courses, semester long recurring events, etc.
- Reservation may not exceed the capacity for each room
- Will not be locked, will not circulate keys
- When not reserved, students may use the rooms as available
- Rooms will be monitored as they are currently
- On days when reservations are in place, a daily calendar will be printed and displayed showing reservations in each room. This will be printed by the pilot coordinator.