



2008- 09 Annual Report Template J. Murrey Atkins Library

A. HIGHLIGHTS OF THE YEAR

Major accomplishments (including student accomplishments) of unit/dept./college during the year. 1 page maximum

New Leadership for Atkins Library

Following a national search and extensive recruiting process, Stanley Wilder (Associate Dean, River Campus Libraries, University of Rochester) has been named UNC Charlotte's University Librarian. Wilder succeeds Carole Runnion, who served as Interim University Librarian following the retirement of Amy Dykeman. Prior to his work at the University of Rochester, Wilder served as Assistant Dean for administrative services at Louisiana State University Libraries.

Improvements to Services

- **Introduced a federated search product (WebFeat)** to allow patrons to search multiple databases simultaneously.
- Wrote software (List Factory) enabling Subject Specialist Librarians to create lists of electronic resources which can be targeted for specific classes, courses, subjects or even individuals. These lists can be embedded and displayed on any web page, posted to Facebook, or integrated into Blackboard or Moodle courses. This service sets the stage for a new era of **personalized delivery of library resources to specific groups of patrons.**
- Purchased a high-resolution color scanner this past year, greatly improving the efficiency of Reserves processing, and giving us the **ability to offer color eReserves.**
- Enhanced services directed toward student success by establishing a **satellite office for the Writing Resources Center** in the Library, and by adding 2 rooms for **students to practice their presentations.**

Usage of resources

- The UNCC community **downloaded 1,708,835 full-text items** and **performed 3,681,651 searches** from the 348 databases which report statistics. Although the highest volume databases are still multidisciplinary like JSTOR or heavily STEM oriented, some of the **highest growth rates** in access this past year have been in the **humanities.**
- **A record 1 million+ patrons** entered the Library this past year, and Community Borrower memberships **increased by 70%.**

External Funding

- Funds pledged or given to Atkins Library were **\$95,658** for 2008/2009, and **\$50,412** in grant funding was awarded to the Library.

Outreach Activities

- **The Berlin Airlift Opening Ceremony** was a very successful community event (**200+ participants**), and the Library has received high visibility throughout the community as a result of being selected to host the exhibit. In addition to the invitation-only Opening Ceremony, the Library helped arrange for:
 - Appearance of the Honorary Council of the Federal Republic of Germany and a UNCC History Professor on the Charlotte Talks radio show with Mike Collins
 - Taping of a discussion of the Berlin Airlift on the UNCC Campus Conversations program
 - Coverage of the exhibit in the media (Charlotte Observer, WTVI, WFAE)
 - Promotion of the exhibit to area teachers to encourage educational uses.

Estimates are that **more than 1000 visitors** from the community have visited the Library to view the exhibit.

Special Collections

- **T. Taylor Warren Collections** processing complete and now open to the public.
- Installation of a permanent exhibit, **"The World of Harry Golden,"** based on the library's extensive collection of Golden's papers. Golden (1903-1981) was the publisher of *The Carolina Israelite* and the author of more than twenty books, including *Only in America* and *For 2C Plain*, which were on the bestseller list at the same time in 1959.
- Partnered with the **Charlotte Symphony** on their *Daybreak to Freedom Martin Luther King Jr. Day* concert, by contributing oral histories and images to a multimedia presentation.

Facilities

- We presented a potential expansion concept to the Provost in January of 2008 that **proposed the deployment of an Automated Storage and Retrieval System** to allow Atkins Library to radically reconfigure collections space with the goal of creating sufficient programmatic space to match the university's enrollment growth



predictions. We subsequently met with the Campus Master Planners to incorporate the library's growth projections into the final Campus Master Plan. To date, we have been **added to the Capital Projects list with a priority #4 rating.**

- Based on the most recent measurement and the average growth rate over the last ten years, the **periodicals collections has roughly 1.5 years before it is effectively out of space**; the **Government Documents are already out of space.**

B. EXECUTIVE SUMMARY OF ANNUAL PROGRESS IN ACHIEVING 2005-2010 STRATEGIC PLAN GOALS

1-3 pages maximum

1. **OVERALL PROGRESS IN ACHIEVING GOALS IN 2005-2010 STRATEGIC PLAN:** Briefly comment on the unit/dept./college's overall progress in achieving goals in the 2005-2010 Strategic Plan.

Goal #1: Re-define library services and space to more effectively support teaching, learning and research.

- The Library introduced WebFeat, a multi-database search interface that allows patrons to perform a single search in multiple resources. WebFeat became operational on January 1, 2009, and for the Spring 2009 semester there were **40,022 searches** performed. Since each search typically includes multiple databases, the number of databases accessed is much higher.
- **16 Library Modules** were developed to teach students how to use Library Resources. These were embedded in Blackboard courses for 2008/2009 – a **167% increase** over 2007/2008.
- The Library presented a potential expansion concept to the Provost in January of 2008 that proposed the deployment of an **Automated Storage and Retrieval System (ASRS)** to allow Atkins Library to move collections from space in the Tower, thereby freeing that space for growing programmatic and study needs. We subsequently met with the Campus Master Planners to incorporate the library's growth projections into their final Campus Master Plan. To date, we have been added to the Capital Projects list with a priority #4 rating.
- Our current projections of collections growth indicate that we should have **4.18 years of growth space** remaining in the **General Collections**. Space needs for the **Periodicals Collection** is more urgent: we estimate that this collection will be out of space in roughly **1.5 years**. The **Government Documents** collection is already **out of workable space**. Fortunately, growth rate has slowed for this collection due to the move toward electronic publishing of government documents.
- The **Information Commons** was **reorganized** to streamline its operations. In addition, the **Writing Center** was invited to share space within the Library, and began offering its services on a part-time basis during 2008/2009. This has broadened the array of services offered in the Library to assist students academically.
- Following are topics addressed through the Library's online **Suggestion Box** (Library's response in italics) – topics in order from greatest to least number of suggestions :
 - **Technology:** (software not working, language packs not loaded, not enough computers, laptops) *We have updated software, added language with next update, etc. Cannot add more computers because of lack of funding, and we do not have enough electrical connections.*
 - **Building facilities:**(too hot, too cold, outside graffiti, dirty, not enough signs) *Comments referred to and addressed by Facilities Staff; signagewas redesigned and added this year.*
 - **Hours:** requests for 24/7 opening, or at least longer hours (especially for exams) *The Library could not consider longer hours, or the 24/7 option, ithout significant additional funding so this topic could not be addressed under current fiscal constraints.*
 - **Help with Personal accounts, fines, etc:** *Most requests were resolved either with personal assistance or by posting the answer online.*
 - **Noise in the Library:** *Noise continues to be a problem in the Library, particularly given the open design of the atrium. We have responded by increasing study space in the Halton Room (a quiet study area) by moving collections from the room and replacing them with study tables. We have also updated our Quiet Area signage to make it more noticeable and effective. Finally, we are increasing the number*



of rooms which can be booked for group work, which should result in fewer collaborative projects in the open spaces.

- The following statistics show how Library Services are increasingly important to students' success:
 - **2180 one-on-one office appointments** with Reference Librarians
 - **1,222 Live Chat** sessions with Reference Librarians (**199% increase**)
 - **592 Email Questions** answered (**67% decrease**)
 - **16 Library Modules in Blackboard Courses:** (**167% increase** over last year)
 - Number of Library Instruction Sessions: **490** (same as last year)
 - **10,803 students taught** (**45% of the student population**, but a **2% decrease** from last year)

Goal #2: Provide and/or enhance electronic and traditional collections that reflect changing programmatic emphases and academic and regional needs.

- Due to the State's budget crisis, the Library has had to abruptly stop the Approval Plan and limit firm ordering of non-continuing items to strict necessities. All expenditures from State funds had to be justified in terms of their value for teaching and students, and not all library materials qualified. On the positive side, we managed to justify and make payment for **nearly all of our electronic resources**—full text and information databases—as well as **subscriptions and standing orders**, at least for the current year. We will have to review everything in those two categories for 2010, as our entire continuing budget would barely suffice to support electronic resources and other continuations. We **expended all of the budgeted amount**, with the exception of approximately \$9,800.
- **External funding** was expended as follows (Total approx. \$111,740):
 - Lost and replacement book funds: \$36,649.54 (\$1,031.99 was from previous years' orders)
 - Dalton Fund (Special Collections): \$21,438.50
 - Mason Fund (Special Collections): \$519.27
 - Judaica/Hebraica: \$9,640.36
 - Respiratory Therapy Grant: \$9,824.98
 - College of Business: \$32,070 (Partial payment for Datastream, Ibis World, and Mintel Reports renewals)
 - Chemistry Dept.: \$1,600 (Partial payment for Cambridge Structural Database)This amounts to **3.39% of the allocated budget**.

Goal #3: Increase Library Research and Information Literacy skills among students across all disciplines and increase awareness of these skills among Academic Faculty.

- As noted above, the Instruction Librarians taught **490 Library Instruction sessions** for 2008/2009. These sessions represented **10,803 students**, or **45% of the student population**.
- **Online modules** covering Library Instruction and Information Literacy concepts are being developed and will be introduced during the 2009/2010 academic year. These modules can be used independently by faculty, or can be embedded within a Blackboard or Moodle course.
- Some instruction sessions were assessed this past year, although it has not been systematically implemented throughout the Library Instruction program. For the First Year Writing Program that was assessed: overall, **95% of students** said that they "**strongly agreed or agreed**" that they were **satisfied** with the Library Instruction received (47 students responded).

Goal #4: Enhance internal and external funding development.

- **Funds pledged or given to Atkins Library were \$95,658** for 2008/2009 FY, a **54% decrease** over 2007/2008. This decrease can certainly be attributed in large part to the unprecedented economic situation facing the country and the world. Plans are in place to aggressively pursue external funding as the economic climate improves. The new University Librarian will bring welcomed energy and expertise to Development efforts.

According to the Library's development Officer, the significant drop in funds pledged is a result of several things:



- The decision to **postpone the Rare Book Roadshow** scheduled for April 2009 had several impacts:
 - Diminished visibility of the Library to the community, resulting in **fewer gifts** to our collections.
 - **No sponsorship dollars** were collected.
- The **Annual Giving** efforts across the system were **significantly lower** than the previous two years and lower than anticipated.
- The Development Director was, however, successful in attracting **funding for events** at Atkins Library.
- The Development Director worked with Richard McDevitt in introducing **Campus Conversations** to the Library as a means by which donor stories can be produced and televised. Two installments were produced by the Broadcast Productions team. These installments will be very valuable as the library builds out a development link to the Library's web page.
- The Library hosted an interactive event for **Parents Day** on Feb. 14th. It was well attended with close to **48% of the parent group** participating.
- The Library was awarded an LSTA Basic Equipment Grant for **\$10,412**. This grant will allow the Library to replace the two current workstations for persons with disabilities and add two, resulting in four up-to-date, accessible, and adjustable computer workstations which will more than double the access that these students have for research and other disability-related learning needs.
- The Library was awarded the 2008-2009 State Library of North Carolina Library Services and Technology Act "Strengthening Public and Academic Library Collections" Grant in the amount of **\$10,000**. This grant was used to purchase materials for a new BA program in Respiratory Therapy offered via Distance Education.
- Finally, the Library was awarded a **\$30,000** grant from the Dalton-Brand Foundation to buy rare books.

Goal # 5: Promote the services and resources of the Atkins Library within the university community and beyond.

- **The Berlin Airlift Opening Ceremony** was a very successful community event (**200+ participants**), and the Library has received high visibility throughout the community as a result of being selected to host the exhibit. In addition to the invitation-only Opening Ceremony, the Library helped arrange for:
 - Appearance of the Honorary Council of the Federal Republic of Germany and a UNCC History Professor on the Charlotte Talks radio show with Mike Collins
 - Taping of a discussion of the Berlin Airlift on the UNCC Campus Conversations program
 - Coverage of the exhibit in the media (Charlotte Observer, WTVI, WFAE)
 - Promotion of the exhibit to area teachers to encourage educational uses.
- **Berlin Airlift Photographic Exhibit (June 1 – 24):**
 - The Berlin Airlift Photographic Exhibit has drawn **over 1000 participants** (est.) to the Library for the month it has been displayed. This has been of tremendous Public Relations value to Atkins Library, as well as a true educational opportunity for students of all ages. Visitors were invited to leave comments, and some examples of the comments received were:
 - "As a twenty year old Air Force Soldier, I guarded bags of coal on C-47 planes. I wondered if I was going to die over a bag of coal during a crash..." - PFC Robert Lindsay
 - "I was born in Berlin. I remember being flown out at [sic] 6 years of age to my relatives in West Germany." - Peter Franz Wolf
 - "Thanks, Thanks to all who helped during this difficult time." - Mark
 - The Library reached out to the community via many notable media outlets – such as the Observer, WFAE Charlotte Talks, WTVI, All for Seniors Magazine, and Campus Conversations on UNC Charlotte's Broadcasting Station. The exhibit engaged literally **thousands of people throughout the Charlotte Metro community and on campus**.
 - Additionally, there have been **over 8,000 pageviews of the Berlin Airlift Website**, providing additional exposure to both the Library and



UNC Charlotte.

- A permanent exhibit entitled “**The World of Harry Golden,**” was installed, based on the library’s extensive collection of Golden’s papers. Golden (1903-1981) was the publisher of *The Carolina Israelite* and the author of more than twenty books, including *Only in America* and *For 2C Plain*, which appeared on the bestseller list at the same time in 1959.
- **Publish Don’t Perish: Scholarly Publishing Issues for Universities:** This was a symposium sponsored by the Library with 3 external speakers. It was promoted widely across campus, and the response was excellent. Topics covered included retaining authors’ copyrights, Open Access publishing, and ethical issues in Scholarly Publishing.
- The Library currently has **1,667 Community Borrowers (70% increase from 2007/2008)**.
- The Library provided extensive **Outreach Services to UNCC students** during the 2008/2009 academic year:
 - **WOW (Week of Welcome) participation: 4800 students reached,** a 380% increase in student participation
 - **EXPLORE participation: 4800 students** during 2 events
 - **SOAR: 3,920 students reached**
 - **Suggestion Box Comments:** Suggestions are read daily and normally answered within 24 hours. An description of the types of comments received and the action taken to address them is given above in the Annual Report section for Goal 1.
- In addition the Library has increased its **academic services to students** during 2008/2009:
 1. The number of Library Instruction Sessions for 2008/2009 was **490**, representing a **22.5% increase** over a 3-year period.
 2. The number of students receiving formal Library Instruction in 2008/2009 was **10,803**, a **29.5% increase** over a 3-year period. As noted above, the Library reached 45% of the student population last year with formal Library Instruction services.

Goal # 6: Develop and support innovations in the use and creation of digital resources and technology.

- It was determined that the Library needed to recruit for a **new position** to provide the skills needed for some **future digital projects**. Recruiting for this position is now suspended due to budgetary constraints.
- The Library purchased **two computers for the Assistive Technology room** for students with disabilities. In addition, we **replaced 75 aging** and out-of-warranty **student computers**.
- The Library currently has **558 computers, laptops and servers** in use by Library faculty, staff and students. All student computers and laptops are currently within the five year replacement cycle.

Goal # 7: Enhance organizational effectiveness.

- Since the Interim University Librarian had formerly been the Human Resources Librarian, some of the functions related to HR had to be scaled back. Consequently, there were no Faculty/Staff assessments performed this year regarding Employee satisfaction.
- In addition to the HR Librarian suspending these duties, the Staff Development Librarian left the library this year, so we do not have access to any assessments of programs that might have been performed. However, the following programs were offered to Faculty and Staff:
 - *Coaching Skills for Managers and Supervisors*, offered by The Employers Association. (November 2008)
 - *International Student Panel*, sponsored by the Diversity Committee (October 14th)
 - *Program on the Sandwich Generation* (January 30th)

2. MAJOR NEW ACTION STEPS PLANNED (IF ANY) TO ACHIEVE GOALS IN 2005-2010 STRATEGIC

PLAN: Describe major new action steps planned (if any) to achieve goals in the 2005-2010 Strategic Plan. Do not include QEP plans in this section. (Note: this section was included in the event that major new action steps became necessary after the 2005-2010 Strategic Plan was finalized. For most units/depts./colleges, this section will be blank.)



As noted last year and in the Highlights section above, the Library's space needs are becoming increasingly critical. We have approximately 1.5 years' growth space in our Periodicals section, and we are currently out of space in Government Documents. For these reasons, we are actively pursuing the proposed Automated Storage and retrieval System proposed last year. This would not only provide adequate collections space for years to come, but it would free space within the Library for a rapidly growing student population and changing programmatic needs.

3. QUALITY ENHANCEMENT PLAN: Develop a Quality Enhancement Plan (QEP) for the coming academic year that identifies a major issue in the unit/dept./college or that is critical to enhancing student learning and/or educational quality. The QEP should identify the issue the unit/dept./college plans to address, the action steps the unit/dept./college will take, and the effectiveness measures that will be used to assess the success of the QEP.

Atkins Library's Information Commons is internationally recognized as a model by academic libraries. Under the leadership of the new Head of Information Commons (HIC), the Library is undertaking a major focus on service improvements within their area, and we are studying ways to evolve the space into a true Learning and/or Research Commons. To this end, the HIC has undertaken a project called *101 Information Commons Betas: Improving IC Services in FY09*. This project is modeled after Google's concept of continually improving its products.

Action steps: *101 Information Commons Betas: Improving IC Services in FY09* will be completed.

Effectiveness measure: Success will be measured by completion of the 101 Betas, and assessments designed to measure their impact.

C. ANNUAL EVALUATIONS BY UNIT:

Briefly describe any annual evaluations conducted by units/depts./colleges to assess outcomes that are not included in the unit/dept./college's 2005-2010 Strategic Plan (.e.g., scholarly productivity.) 1 page maximum

Scholarly Activity of the Atkins Library Faculty

Books

Barbara Tierney

Bailey, Russ and Tierney, Barbara, Transforming Library Service Through Information Commons: Case Studies for the Digital Age, ALA Editions, 2008.

Articles and Book Chapters

Lisa Nickel

Nickel, Lisa T., Arnold, Jennifer, and Williams, Lisa. Creating the Next Generation of Library Leaders. New Library World 109.9/10 (2008): 444-456.

Grants

Michael Winecoff

LSTA Basic Equipment Grant – Awarded June 12, 2009 (\$10,412)

This project will replace the two current workstations for persons with disabilities and add two, resulting in four up-to-date, accessible, and adjustable computer workstations which will more than double the access that these students have for research and other disability-related learning needs.

Lisa Nickel and Lois Stickell



Awarded the 2008-2009 State Library of North Carolina Library Services and Technology Act "Strengthening Public and Academic Library Collections" Grant: \$10,000

Robin Brabham

Received a \$30,000 grant from the Dalton-Brand Foundation to buy rare books

Miscellaneous (Conferences, Book Reviews, Committee Work etc.)

Shoko Tokoro

Attended the NASIG (North America Serials Interest Group) Annual Conference 2009 in Asheville, June 3-7 as a conference planning committee member.

Organized a half-day Workshop, "High Tech/Low Cost Workshop for Libraries" on August 4, 2008 at Elon University (Officer of NCLA Technology 'n' Trends Round Table).

Attended American Library Association Midwinter Conference, January 2009 (Denver CO).

Donna Gunter

Attended Georgia Conference on Information Literacy, October 3 – 5, 2008

Mary Rose Adkins

Attended the Online Audiovisual Cataloger's Inc. Conference in Cleveland, Ohio in September

Attended the Southeastern Innovative Users' Group conference, UNC Charlotte, and served as facilitator for the cataloging section discussion

Taught the introductory cataloging course for UNC Greensboro's MLIS program both semesters

Michael Winecoff

Attended UNC Cause - November 17-19, 2008

Attended Southeastern Innovative Users Group Conference – November 12-13, 2008

Attended Computers in Libraries – March 30-April 1, 2009

Lois Stickell

Attended the Federal Depository Library Conference in Washington DC in October 2008

Attended the LITA (Library Information Technology) Unconference in Columbus, Ohio, in May 2009.

Judy Walker

Served on a national committee that created a reading list for college bound high school students:

<http://www.ala.org/ala/mgrps/divs/yalsa/booklistsawards/outstandingbooks/outstandingbooks.cfm#current>

Partnered with NASA Langley and CMS to host a 3 day hands-on science workshop for K-12 teachers. We over 100 participants from Virginia and North & South Carolina. (have pictures if you need them)

Was a member of Board of Examiners for an NCATE accreditation visit.

Chaired the Information Literacy Steering Committee for the Education and Behavior Sciences Section of ACRL.

Bob McInnes

Attended Society of North Carolina Archivists conference at Appalachian State University (Fall 2008) and Duke University (Spring 2009).

Chuck Hamaker

Conference Planning Committee Charleston Conference

Senior editor and Editorial Advisor for the Charleston Advisor, a peer reviewed publication



Lisa Nickel

*Attended Off-Campus Library Services Conference, Salt Lake City, UT . 4/22/08-4/25/08.
Attended American Library Association Annual Conference, Anaheim, CA. 6/26/08-7/1/08.
Attended North Carolina Library Association Conference, "Instruction 2.0 Conference: Brainstorming, Planning, Teaching, Assessing."*

Presentations

Donna Gunter

Plagiarism: The Construct, The Research, The Response, Georgia Conference on Information Literacy, Savannah, GA, October 3, 2008

Michael Winecoff

Panel participant with the UNC Greensboro School of Library Studies LIS 656 graduate class "The Academic Library" – April 28, 2009

Lois Stickell

Presented at the Metrolina Library Association in August 2008 on "The World's Largest (Free!) Publisher: How the Government Can Help You Impress Patrons, Get Rich and Live Forever."

Judy Walker

Conducted 14 hands-on science workshops for UNC Wilmington College of Education.

Bob McInnes

Delivered oral presentation entitled "A Slave Called Joe" which centered on my research with the Patterson Family Papers (Society of North Carolina Archivists conference (Appalachian State University -Fall 2008)

Chuck Hamaker

*Guest Lecturer at University of Illinois Graduate School of Library and Information Science (twice) for Mary Monroe (Distance Education course)
Guest lecturer for UNC Greensboro Department of Library and Information Studies (twice) for Carol Jordan and Barbara Tierney
Presentation at the Charleston Conference, Serial Resource Management preconference moderator Buzzy Basch.*

D. EXAMPLES OF DATA-BASED IMPROVEMENTS DURING THE YEAR:

Describe 3 examples of how the unit/dept./college or division has used assessment data for the purpose of improvement during the year.

1. Collection of data by the Reference staff indicated that communications methods were changing among students. While the number of reference questions answered by email **declined by 67%**, the number answered through Virtual Chat services **increased by 199%**. This information will be used to increase support to the Virtual Chat service.
2. The **Serials Needs Assessment** conducted among all UNCC Faculty last year is used to guide the difficult decisions that are being made due to the current budget crisis. According to the assessment, the Library owns 84% of titles considered by faculty to be critical to their teaching/research needs. This means that if subscription cuts are necessary, we have identified the titles least likely to harm the academic endeavor.



3. The number of Library Instruction Sessions for 2008/2009 **increased by 22.5%** over a 3-year period, and the number of students receiving formal Library Instruction in 2008/2009 increased by **29.5%** over the same 3 year period. In order to accommodate this rapid growth in demand, and the projected increasing student population, the library has embarked on a project to develop **Library Instruction Modules** which can be used to supplement face-to-face instruction classes.

E. ASSESSMENT OF EVALUATION METHODS

Comment on the strengths and weaknesses of unit/dept/college's assessment methods and describe plans (if any) to strengthen outcomes assessment during the coming year.

The Library is looking forward to the new University Librarian's ideas regarding assessment methodology and how we can make improvements.



REQUIRED ATTACHMENTS TO 2008-09 ANNUAL REPORT

- 1. ANNUAL PROGRESS ASSESSMENT OF PERFORMANCE OUTCOMES FOR 2005-2010 STRATEGIC PLAN**
GOALS: After completing sections III I. and III J. of your 2005-2010 Strategic Plan (i.e., the annual report section of the strategic plan template), print and attach here your entire 2005-2010 Strategic Plan.
- 2. OUTCOMES DATA ON STUDENT LEARNING:** Attach department/college student learning outcomes assessment plan and assessment data collected since 2005 embedded. All departments and colleges MUST include student learning outcomes plan and assessment data here. **Departments and colleges without student learning outcomes data in the 2008-09 annual report will be contacted by OAA.**
- 3. (FOR DEANS AND ASSOCIATE PROVOSTS ONLY) MEMORANDUMS TO DEPARTMENT AND UNIT HEADS:**
Deans and associate provosts are to attach copies of their written feedback to department and unit heads on the status of outcomes assessment in the department or unit, and identifying any areas meriting priority attention in the coming year.