

East Carolina University
Strategic Planning Annual Progress Report: Academic Units
2021-22

Unit: Academic Library Services

By August 1, Library Directors should forward the Strategic Planning Annual Progress Reports (max. 15 pages) to the Provost. Please copy Dr. Kristen Springer Dreyfus at springerk@ecu.edu for SACSCOC documentation. Please try to limit the report to approximately 10 pages longer than the original template.

Part One: Accomplishments

In response to each item in Part One, provide a qualitative narrative with no more than five bulleted points and brief descriptions of accomplishments:

1. Teaching & Student Learning: Summarize unit highlights in teaching during the reporting period (i.e., awards, significant improvements/initiatives, and curricular and/or pedagogical innovation).

- ALS acquired and provided access to new electronic and print content for all its collections including the Ronnie Barnes African American Resource Center, manuscripts, rare books, archives, teaching resources, music, government documents, reference, music and the general collection. Noteworthy database/electronic additions included HistoryMakers Digital Archive, National Theatre Collection, Digital National Security Archive components, archives for *Jet*, *Ebony*, *The Economist* and the *Times (London)*, Gale Archives of Sexuality & Gender, Gale Women's Studies, The Making of the Modern World IV, Elsevier ebooks and reference works, Foreign Broadcast Information Service Daily Reports, Gale Mental Health Ebook Collection, ASCE Legacy Journals Archive, Sage Research Methods/Data Science/Big Data Analytics, ACM Handbooks Online, *Anchor Yale Bible Dictionary and Commentary*, Cambridge Histories and Companions, and *Service Newspapers of World War II*. Through a diversity audit of its collection, the North Carolina Collection staff identified and purchased titles by diverse authors. University Archives added recordings of ECU's Gospel Choir and an oral history with the college's first Black mail carrier. Born-digital copies of The East Carolinian from 2009-2021 are being added to Digital Collections. Numerous oral histories on cassette tape were digitized and added to Digital Collections along with born-digital oral histories, School of Music recordings, the Board of Trustees first meeting minutes book, and materials used in the Civil Rights at ECU timeline. Special Collections purchases complemented existing strengths in African American history and literature, women's writing, maritime studies, and literary magazines. A special effort was made to expand our collection of artists' books and to fill gaps in our documentation of ECU athletics. Notable purchases include early editions of *A Narrative of the Life of Frederick Douglass*, Mary Wollstonecraft's *A Vindication of the Rights of Woman*, and the 1789 edition of *Proceedings and debates of the Convention of North-Carolina*. Also important were the acquisition of five issues of the influential *Black Mountain Review* and a collection of ephemeral materials relating to the Wilmington Ten. Important donations of manuscript materials included the Dupree Family Papers, the Releaf of Greenville

collection, the Thomas Budenheim collection, and the Pearl Murphy Wright Collection. Significant additions to existing collections included the Ormond Family Papers, the Robert Lee Humber Collection, the Lemuel Showell Blades Papers, the Phoenix History Society: African American History of Edgecombe County Records, and the Holly Mack Bell II and Clara Bond Bell Papers. Excellent progress was made with processing the John P. East Papers.

- ALS expanded its commitment to making publishing more open, transparent, and affordable through a variety of methods. ALS invested in DSpace, Directory of Open Journals, NC LIVE HomeGrown Collection, NC DOCKS, Open Journal Systems (OJS), Open Textbook Network, PLoS Community Action Publishing, Company of Biologists, Annual Reviews Subscribe to Open program, Duke University Press open journals, and VIVO. Library staff supported the editors and staff of all of ECU's journals published on the OJS platform. ALS increased its budget allocation for the Open Access Publishing Support Fund from \$5,000 to \$10,164, while Laupus Library provided an additional \$5,000. The OAPSF expanded to include the publication of book chapters in addition to journal articles thereby increasing open access publishing options for ECU authors. ALS staff led the creation and implementation of an open access publishing agreement between the Carolina Consortium and Wiley Research Publishing to cover publishing fees for ECU researchers in Wiley's 1,400 hybrid journals. ALS also supported open access publishing fees for Cambridge University Press journals, Sage journals, SCOAP3 and IGI publications. ALS continued to fund and administer the Alternative Textbook stipend program, provide training, and assign librarians to assist faculty who participated in the program. An LSTA grant funded the digitization of approximately 1,300 print theses and dissertations written by ECU students. The digital versions will be added to ECU's institutional repository, which is administered by ALS, making them available to researchers worldwide. Many of the theses and dissertations selected for the project focused on North Carolina-related topics or other subjects core to ECU's strategic priorities.
- The University Records Manager and University Archivist conducted numerous educational sessions and consultations for vice chancellors, deans, and other university leaders who were planning to retire as well as new employees. The Archivist added electronic records from campus leaders to University Archives and drafted workflows for ePADD implementation. A new application and accompanying workflows were implemented for Born Digital archival materials. Based on evidence of compliance across the university, two Records Management action items relating to records retention/purging and Xtender quality assurance were closed by the ECU Office of Internal Audit.
- ALS effectively managed normal employee turnover, as well as two faculty retirements and a phased retirement, the extended absences of several employees for university-approved reasons, and the lifting of the UNC System freeze on hiring. These factors resulted in extensive assessment of staffing needs, followed by criticality justifications, recruitment, hiring, and training. During the 2021-2022 fiscal year, ALS hired 13 SHRA and 3 EHRA, with 5 additional searches planned or underway. Once the UNC System allowed discretionary salary increases, ALS implemented its salary plan to bring 35 SHRA to 90% of market index and provided equity increases to 10 EHRA. ALS worked with ECU HR to reclassify several SHRA positions to higher levels. Flexible work agreements were approved for the majority of ALS employees.
- ALS surveyed faculty in the Division of Academic Affairs during the fall of 2021. The results

clearly showed that faculty recognize and value the library's employees and the services they provide. 99% of respondents were "satisfied" or "very satisfied" with library services overall, with ALS's COVID response, and with the materials hold & delivery service. 98% were "satisfied" or "very satisfied" with customer service, hours, and building/space. Faculty were asked if they used specific services, if non-users were interested in using the services, and how well the services met the needs of current users. All users of textbook affordability initiatives were "satisfied" or "very satisfied" while other satisfaction percentages included 94% for the open access publishing support fund and 97% for library instruction provided to students in their classes.

2. Research/Creative Activity: Summarize unit highlights in research/creative activity during the reporting period (i.e., awards, recognition, partnerships, and innovation). Attach (where appropriate) the unit's one- page graphical results from Academic Analytics.

- A Faculty180 report indicated EHRA authorship of 9 articles, 3 chapters, and 2 reviews, as well as completion of at least 4 creative activities and 29 presentations in various venues. In addition, SHRA employees made conference presentations and published peer reviewed journal articles.
- ALS completed the *Open Electronic Theses and Dissertations for Outreach* State Library of North Carolina LSTA grant in the amount of \$29,950 as well as its portion of the UNC Charlotte grant from the same funding source that provided mobile hotspots for students. Three grants were awarded during the year: \$49,415 State Library of North Carolina LSTA grant *Documenting a Local Win over Environmental Racism*, an award from NC Humanities Council to host the travelling *Crossroads: Change in Rural America* exhibit and sponsor complementary programming, and an American Libraries Association grant for *Capturing the Rural Voice with Community Archiving*. Each of these grants involves minoritized communities in eastern NC.

3. Service: Summarize unit highlights in service during the reporting period (i.e., awards, recognition, partnerships, and innovation).

- The SHRA Assembly Paraprofessional Conference Committee planned and held the 18th annual Paraprofessional Conference virtually on May 11-12, 2022. The theme was Inclusion and Diversity. The conference offered a keynote presentation, nine sessions and a poster session. There were more than 400 registered attendees with an average of 125 attendees per session. Many were from North Carolina, but attendees were from other states and countries as well. A follow-up survey indicated that 41% of respondents were first-time attendees. 77% of survey respondents indicated that the conference was "very" or "extremely" beneficial.
- The Stewardship Committee organized several community service volunteer opportunities, including Gardening Days with ECU Sustainability, clean-up project at River Park North, ECU Earth Week, JOY Soup Kitchen, and an ongoing newspaper drive for Habitat for Humanity. ALS formed a new Mentoring Committee that is open to all employees. The initial pairing of mentors and mentees was accomplished along with a training session. The SHRA Assembly plans for its new Onboarding Committee to work closely with the Mentoring Committee to onboard new SHRA staff. The Staff Development Committee collaborated with the Diversity and Inclusion Committee on a book club (*The 1619 Project*) and "lunch and learns." It also organized a successful Staff Development Day on the topic of mentoring and sponsored several programs throughout the year related to mental health and self-care.
- University service: nearly all of ALS's EHRA provided service on university committees (approximately 40 in total) and were officers on several. In addition, librarians served in UNC Faculty Assembly roles and as the University's Copyright Consultant, Public Access Compliance

Monitor, and Faculty180 Manager. Employees were active on ECU's Staff Assembly. Two library employees served as Sophomore Success Coaches.

- Unit service: nearly all of ALS's employees served on at least one ALS or ECU Libraries committee. The SHRA and EHRA Assemblies met regularly, had active committees and sponsored numerous programs and volunteer opportunities.
- ALS employees continued to provide leadership at the state and regional levels through numerous organizations including the North Carolina Library Association, NC LIVE, the Association of Southeastern Research Libraries, the UNC University Libraries Advisory Council, the Society of North Carolina Archivists, the Historical Society of North Carolina, and the Southeastern Music Library Association. National and international service contributions included the American Library Association, the Association of College & Research Libraries, NASIG, CORAL, the Society of American Archivists, the SPARC OER Leadership Program, Lyrasis, the International Council on Archives, and the SNAC (Social Networks and Archival Context) Cooperative. ALS employees enriched local organizations through their contributions to the City of Greenville African American Cultural Trail, Pitt County Historical Society, Friends of the ECU School of Art and Design, Sheppard Memorial Library Board of Trustees, and Friends of Sheppard Memorial Library, among others. ALS employees also served on the editorial boards of numerous peer-reviewed journals and as external reviewers for tenure and promotion candidates.

Part Two: Unit Strategic Plan Update

Summarize the plan or progress toward achieving each unit objective in the strategic plan.

1. In the Actions Taken section,
 - a. Describe Actions Taken by the unit in 2021-2022. **Units are not required to take substantial actions for all objectives.**
 - b. Provide data for Metrics associated to each Unit Objective. If the data has been collected for the first time in 2021-2022 provide a summary of the baseline data.
2. In the metrics table,
 - a. Provide data for each metric associated with the Unit Objective. If you have the data readily available for previous years, please include that information. If not, start with the 2021-22 year.
 - b. If you have a goal for any metric, add that in the last column. Otherwise, leave it blank.
 - c. If a metric has changed for 2021-22, indicate that in the “Actions Taken” section, add the new metric to the table, and let your Institutional Assessment representative know.
 - d. If a metric will be changing for 2022-23, let your Institutional Assessment representative know.
3. In the Actions Planned section, describe the Actions to be implemented in the next reporting year.

Commitment One – Maximize Student Success

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)
1. Provide library resources and services students need to maximize their academic success. <ol style="list-style-type: none"> 1. Satisfaction surveys of students 2. Number of UNIV 4990 practicum students mentored by librarians 	<input type="checkbox"/> Planning <input type="checkbox"/> Implementing <input checked="" type="checkbox"/> Completed for AY <input type="checkbox"/> Completed <input type="checkbox"/> Deferred

Actions Taken:

- Identified the need for and acquired hotspots, Wacom tablets, mobile scanners, video cameras, DSLR cameras, projectors, microphones, and financial calculators for student use. Purchased and installed a new Windows laptop kiosk and replaced the aging Apple laptop kiosk in Joyner Library, installed a digital kiosk in the Music Library, and replaced computers in the Teaching Resources Center. The equipment available for loan to students facilitates both their completion of course assignments and exploration of new technologies. In January, ALS took over large format poster printing (e.g., for conferences and presentations) from ITCS, increasing the convenience of this service for students, with 182 posters printed in less than six months.
- Eliminated fines for most physical materials, excluding equipment, and implemented new loan periods and fines for overdue/lost equipment. Eliminating fines reduces economic inequality, promotes the use of our collections, promotes patron goodwill, and saves staff time.
- Restored most physical spaces to pre-COVID status; this included returning seating and furniture from storage to public spaces and study rooms, reopening study rooms that had to be used for storage during the pandemic, changing signage, and removing lockouts on water fountains and hydration stations.
- Made presentations and conducted workshops for Three Minute Thesis program, Research & Creative Activities Week, Graduate Thesis/Dissertation Boot Camps, new and transfer student orientations, Pirates Aboard Admitted Students Day, Fall Open House, HOiST (Helping Our Students Thrive), and other events. Taught 330 library instruction sessions for undergraduate and graduate classes and prepared 11 asynchronous online presentations that reached more than 10,141 students. Conducted 292 one-on-one research consultations with a faculty librarian. Offered “exam relief” activities such as dog and goat therapy and healthy snacks.
- Expanded student employment opportunities and training. ALS employed 46 students during the year. Student supervisors work with student employees to identify the skills they wish to develop and document progress. These can be technological, research, or customer service skills as well as the soft skills cited by employers as critical for new hires.
- Sponsored awards to recognize student excellence in research, writing, creative activity, service, and professional development. ALS awards include the W. Keats Sparrow Award, the James & Marie Thompson Student Employee Award, the Michael F. Bassman Honors College Research

Award, the Rhem/Schwarzmann Prize, the Senator Robert Morgan Student Research Award, and the Graduate Student Art Exhibition Awards.

- Provided a safe space for student research, study, and group work throughout the year. Students reserved library study rooms 94,554 times and checked out 10,452 laptops.
- Analyzed IPAR results of student data covering the Fall 2019, Spring 2020, and Fall 2020 semesters to determine whether there was a correlation between library engagement and student success. The results showed no significant correlations between graduate checkout items and GPA. Undergraduates show significant but weak correlations between numbers of items checked out and semester GPA. Undergraduates show an association between total hours of study room use and retention to the following term. However, there was no association between study room use and retention for graduate students, nor any association between study room use and semester GPA for graduate or undergraduate students. The results varied by semester for COAD and ENGL class instruction. There is some evidence that library instruction increases the section's GPA compared with sections that did not have instruction. There were too few cases to conduct an analysis or meaningful comparison of one-on-one consultations.

Metric Results:

Metric	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022
Graduate Student Exit Survey Library and electronic research resources rating	4.3	4.3	4.2	4.3	4.3	4.3
Graduating Senior Survey Library services overall rating	4.4	4.4	4.5	4.5	4.5	4.5
Graduating Senior Survey Library effectiveness rating	4.3	4.3	4.4	4.4	4.3	4.5
Librarian mentorship with UNIV 4990 practicum	1	9	16	17 (13 RIS, 4 TRC)	14 (13 RIS and 1 TRC). Three additional non-UNIV 4990 mentorship/internships in RIS, 1 in TRC, 3 in NCC, and 1 in Archives.	25

Actions Planned for 2022-23:

Faculty librarians will meet with the Director of University Studies to discuss the role of mentors to students enrolled UNIV 4990, as well as plan outreach efforts for the upcoming academic year. The Circulation Department will evaluate circulating equipment use, research potential needs, propose any withdrawals or additions, and publicize to patrons. The department will

assess the success of the revised fine structure and equipment circulation periods. Self-service scanner stations, which have been used to scan more than 600,000 pages, will be replaced in Research and Instructional Services and the Music Library so that ALS can continue to provide reliable scanning services to students.

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)
<p>2. Lead textbook/educational resources affordability initiatives that support student success while reducing students' expense for course materials.</p> <p>1. Potential student savings on course-adopted materials</p> <p>2. The number of courses/sections that benefit from library affordability initiatives</p> <p>3. The number of course-adopted materials available to students online via the ECU Libraries as part of library affordability initiatives</p> <p>4. The number and amount of faculty stipends awarded as part of library affordability initiatives</p>	<p><input type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementing</p> <p><input checked="" type="checkbox"/> Completed for AY</p> <p><input type="checkbox"/> Completed</p> <p><input type="checkbox"/> Deferred</p>

Actions Taken:

- Met with Barnes & Noble bookstore personnel to establish shared values; revised the data cleanup procedures since the report format is different.
- Purchased 112 new ebooks at a cost of \$12,876, added these ebooks and another 250 already-owned ebooks to the library catalog and the ebook portal and provided links to the professors whose classes were affected with the request that they distribute the links to students. These ebooks served more than 12,000 students in 595 class sections for Fall 2021 and Spring 2022 classes. The return on the library's investment is \$49.72 for every \$1 spent on textbooks. Maximum savings associated with the use of these ebooks are \$640,248, if all students would otherwise have bought new books from the bookstore.
- OpenStax books adopted in PSYC 1000, CHEM 1150 and 1160, and BIOL 1100 and 1200 accounted for more than \$91,000 in potential textbook cost savings for students in these courses.
- Librarians worked with 10 faculty members from 9 departments in 4 colleges to convert their classes from using traditional commercial textbooks to using materials that are freely available to students.
- Selected 6 faculty members from 6 departments in 3 colleges to receive alternative textbook awards for 7 different courses to be implemented in the 2022-2023 academic year and paired them with librarians.
- In addition to providing ebooks, staff provided access to 248 films for 75 classes in the fall 2021 and spring 2022 semesters. Expenditures for films from ALS's two primary streaming film vendors totaled \$13,486. Student technology fees supported the renewal of the AVON streaming media database, a subscription that provided additional films for class use.

Metric Results:

Metric	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022
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Student savings		\$453,860	\$622,990	\$480,506	\$640,248	\$750,000
# of courses/sections	Fall data unavailable; Spring 2018: 204 sections	353	457	351	595	475
# of course-adopted materials		215 ebooks	361 ebooks (not de-duplicated between semesters)	184 ebooks (not deduplicated)	362 ebooks (not deduplicated)	400
# and amount of faculty stipends	16 faculty; \$1,000 from ALS; \$15,000 from LSTA Grant	15 faculty; \$3,000 from ALS; \$12,000 from LSTA Grant	7 faculty; \$7,000 from ALS funds	10 faculty selected; paid from ALS funds	10 faculty selected	10

Actions Planned for 2022-23:

- Continue to allocate materials funds for the purchase of ebooks and streaming media.
- Acquire highly-used ebooks available through UNC System deals
- If available, use end-of-year funds to acquire publisher ebook collections that include books that can be used as texts and supplemental reading materials
- Continue offering awards for courses to transition to open and library-licensed materials.
- Participate in state-wide textbook affordability initiatives through the Open and Affordable Resources Committee as part of the UNC University Library Advisory Council
- Review Course-Adopted eTextbook procedures and make revisions as needed

Commitment Two – Serve the Public

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)
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<p>3. Develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.</p> <ol style="list-style-type: none"> 1. Number of web views for digital/online activities, community events, exhibits, and programs sponsored by the libraries or co-sponsored by the libraries with internal and external partners 2. Number of social media engagements 	<p><input type="checkbox"/> Planning <input type="checkbox"/> Implementing <input checked="" type="checkbox"/> Completed for AY <input type="checkbox"/> Completed <input type="checkbox"/> Deferred</p>
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Actions Taken:

- ALS had 42 events (27 ALS-sponsored events and 15 non-ALS events). Five events were virtual or a hybrid of virtual and in person. There were 1,159 attendees at Fall 2021 events and 4,414 attendees at Spring 2022 events for a total of 5,573 attendees. 200 attendees were virtual and 5,373 were in person. Several events involved local high school and middle school students while another event was part of ECU’s Lifelong Learning program.
- ALS had a total Facebook page reach of 33,832 and Instagram reach of 3,407. This represented a 76.2% increase for Facebook and 65.1% increase for Instagram compared to 2020-21, according to page analytics. Reach is the estimated metric of the number of people who saw any content on a specific Facebook or Instagram page. On Twitter, ALS had a total of 103,898 impressions in 2021-22. Impressions are recorded as the number of times a tweet is seen on Twitter. The highest month was 13,000 impressions in April 2022. Our top tweet of 2021-22 was in September 2021, a Flashback Friday football-related photo from Digital Collections that garnered 7,742 impressions and 237 total engagements.
- Five exhibits were on display in the Janice Hardison Faulkner Gallery: *The Art of Migration, School of Art & Design (SOAD) Alumni Art Exhibition, Lightness of Being: A Sense of Place* by faculty emerita Susan Martin Meggs, the *SOAD Graduate Art Exhibit*, and *Look Again: Discovering Historical Photos*. Several ECU faculty incorporated the exhibits into their curriculum and assignments. Seven exhibits were on view in the Research & Instructional Services area: *Unity Project, 9/11 remembrance*, Meggs’ COVID Series, *African Americans of Eastern North Carolina*, an MFA students’ graphic design exhibit on pork, *Humans of Greenville*, and *ERASISM* (Exploring Racism and Systemic Inequities through Students’ Memories, curated by faculty in the College of Health & Human Performance).
- The Circulation & Interlibrary Loan Department created displays on mental health, LGBTQIA/Pride History Month, Native American Heritage Month, Black History Month, Women’s History Month, Deaf Awareness Month, student success, Fall Frights, ECU faculty authors, mysteries, and the best-selling book from your birthyear. The department regularly canvassed additions to the New Book display and the Popular Reading Collection in order to feature DEIA books. The Music Library created exhibits on LGBT composers, Native American Heritage Month, and Black History Month.

- University Archives curated a physical and digital exhibit about the first 20 years of student life at ECU, a physical exhibit about student newspaper coverage of the Sept. 11, 2001 attacks, and a digital exhibit on the history of LGBTQ+ activism in Greenville. The Assistant Archivist spearheaded a traveling exhibit from the Museum of the Albemarle about early photography and curated a complementary set of photographs from Archives. The North Carolina Collection curated two physical exhibits, *Finding the Lost Colony in the Special Collections at ECU* and *Josef Albers' Interactions of Color*, the digital exhibit *Moseley: A Man and His Map*, and the joint physical and digital exhibit *Maps of North Carolina*. The Manuscripts Collection curated an online exhibit about the Greenville Rotary Club.

Metric Results:

Metrics	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022
# of Page Views of online exhibits, programs, etc.	Not collected	Not collected	Not collected	Average of 115 views per event/exhibit (ALS hosted 12 virtual events/exhibits with 1381 views)	13,142 page views; average of 1460 per event/exhibit (9)	Average of 50 per event/exhibit
# of Attendees (Virtual live, In-person live, and recorded)	2,400	2,654	1,620	700	5,573 attendees; (200 virtual and 5373 in person)	Average of 2500 per year
# of Social Media Engagements/ Impressions	Not collected	Not collected	Not collected	2.1%	Average engagement rate of 1.87%. 141,137 engagements /impressions overall	Average engagement rate of at least 0.10%

Actions Planned for 2022-23:

- *Crossroads: Change in Rural America* exhibit from the North Carolina Humanities Council and programming related to the stories of the Latino community in eastern North Carolina.
- Implement American Libraries Association American Rescue Plan: Humanities Grant to purchase equipment to place in the community as part of a community archiving initiative to document the story of Black farmers in eastern North Carolina.
- Fully participate in the next phase of the African American Cultural Trail with the City of Greenville and the Visitor's Bureau.
- Grow the COVID-19 Collection, the Social Justice Collection, and the AMEXCAN Records and promote all three.
- Outsource the digitization of the *Minority Voices* newspaper and make it accessible on the ECU Digital Collections website.
- Complete the IMLS-funded LSTA grant from the State Library of North Carolina, *Documenting a Local Win Over Environmental Racism* with the Phoenix Historical Society, African American History of Edgecombe County.

- Curate exhibits including the Graduate Student Art Exhibition and a mental health exhibit.

Commitment Three – Lead Regional Transformation

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)
<p>4. Provide collections, tools, training, and programming that enable users to create, discover, collaborate internally and externally, share, and preserve the University’s research and creative activity.</p> <p>A. List of major collections that support research and creative activity and, where available, usage data</p> <p>B. List of tools provided and, where available, usage data and/or number of ECU researchers making use of each tool</p> <p>C. Global audience for ECU research as measured by use of the institutional repository and digital collections</p>	<p><input type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementing</p> <p><input checked="" type="checkbox"/> Completed for AY</p> <p><input type="checkbox"/> Completed</p> <p><input type="checkbox"/> Deferred</p>

Actions Taken:

4A. Major collections supporting research include publisher packages negotiated with other members of the Carolina Consortium to help keep prices low and inflationary increases in check. Major publisher deals include Cambridge University Press, Oxford University Press, Sage, Springer, Taylor & Francis, and Wiley-Blackwell. We have monitored interlibrary loan activity and patron requests since cancelling the Elsevier ScienceDirect package and continue to be able to meet local needs. ALS also participates with members of the Carolina Consortium on initiatives providing access to large collections of ebooks from Oxford University Press, UNC Press, and Wiley-Blackwell. With end of year funds from Academic Affairs, we purchased ebook collections from Elsevier in addition to journal backfiles from the American Society of Civil Engineers and primary source databases from ProQuest, Readex, Gale, and Adam Matthew.

4B. Open Journal Systems, DMPTool, DataVerse, The ScholarShip Institutional Repository, Vireo thesis and dissertation management system, and the SPIN grants database are among the research tools managed by the ECU Libraries. The Libraries partner with REDE to set up personal accounts for SPIN and with the Office of Faculty Excellence (OFE) to offer workshops on its use. Additional OFE workshops address data management, measuring research impact, and evaluating publishers. Librarians worked with the University Research Council and REDE to add data management questions to eTRACS for new grant proposals.

4C. The global audience for items in The ScholarShip, ECU’s institutional repository, has continued to grow, especially with the addition of newly-digitized theses and dissertations, and the addition of open access articles by ECU researchers deposited as a result of a special project.

Unique page views are up 19% over last year and 57% over five years.

Metric Results:

Metrics	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022
Tools usage data	DMPTool: 4 new users; 97 Downloads; 1 plan shared. DataVerse: 1 dataset published.	DMPTool: 15 new users; 225 Downloads; 2 plans shared. DataVerse: 4 datasets published.	DMPTool: 10 new users; 111 Downloads; 6 plans shared (data only available through 3/2020) DataVerse: 5 datasets published.	DMPTool: 9 new users; 25 completed new plans; 38 Downloads; 4 plans shared. DataVerse: 3 datasets published.	DMPTool: 25 new users; 20 new plans completed. DataVerse: 1 new dataset submitted.	N/A: ALS provides assistance based on faculty need.
Global audience	IR: 106,036 Unique page views; 1,466,593 downloads. Global Audience: 98 countries; Top visits from the United States, Philippines, United Kingdom, and India.	IR: 117,240 Unique page views; 1,520,675 downloads. Global Audience: at least 99 countries; Top visits from United States, China, and Russia.	IR: 128,161 Unique page views; 1,285,089 downloads. Global Audience: at least 212 countries; Top visits from United States, China, Russia, and France.	IR: 139,613 Unique page views; 1,385,627 downloads; Top visits from United States, China, and United Kingdom.	IR: 166,355 unique page views and 1,117,515 downloads. Top countries for number of visits: U.S., China, UK, Philippines	Annual 2% increase in unique page views of IR

Actions Planned for 2022-23:

- Building on the successful digitization of print theses funded by an LSTA grant for FY2022, ALS will conduct outreach to ECU alumni and identify remaining print-only theses to consider for future digitization efforts.
- ALS will continue to support sustainable scholarship by promoting open access publishing for ECU researchers through the Open Access Fund and innovative publisher agreements.
- ALS will continue to offer training on funding databases and other research-related topics like measuring impact and data management.
- ALS will work with colleagues at Laupus Library to provide support for ECU researchers implementing the NIH’s new data sharing plan requirements.

Our Responsibilities

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)
5. Academic Library Services will raise \$5 million in outright gifts and \$3 million in planned gifts by the end of the campaign in 2022. 1. Fundraising totals	<input type="checkbox"/> Planning <input type="checkbox"/> Implementing <input checked="" type="checkbox"/> Completed for AY <input type="checkbox"/> Completed <input type="checkbox"/> Deferred

Actions Taken:

- Friends of Joyner Library Board of Directors met five times; annual membership meeting in May featured a program on the Lost Colony by ECU professors Thompson Shields and Charles Ewen and recognition of donors to the Patrons Wall. The Friends' webpage was revised to better reflect the group's work and importance. The past president of the Friends and his wife set up an endowment to support the North Carolina Collection and the Friends.
- The Advancement Council met in October and throughout the year provided advice to the library director, who regularly emailed updates and engaged individually with members. The Council meeting was paired with a student awards luncheon, the dedication of the Colonel Richard M. and Betty Debnam Hunt Teaching Resources Center, and a program about the recently conserved 1733 print of the Edward Moseley Map.
- The assistant director for Special Collections, University Archivist, assistant music librarian, director, and other library staff regularly engaged with gifts-in-kind donors. These interactions resulted in numerous donations of manuscripts, rare books and magazines, music scores, CDs, and other items to library collections.
- ALS participated in Pirate Nation Gives and the Comprehensive Campaign Kickoff Event. ALS collaborated with University Advancement on several legacy gifts, gifts in kind support, and multiple donor development and stewardship activities.
- ALS reviewed multiple donor agreements and successfully proposed revisions to two agreements to reflect current circumstances and needs.

Metric Results:

Metrics	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022
Total gifts	\$1,203,861	\$305,861	\$886,010	\$348,204	\$520,020	TBD by UA

Actions Planned for 2022-23:

- Partner with Friends of Joyner Library and Advancement Council to identify prospects and engage community.
- Recognize current donors and solicit future donors through communications and events.
- Partner with University Advancement to identify and cultivate new donors as well as to

engage existing donors.

Part Three: Reflection

Resource Alignment and Planning: Briefly describe how resources have been allocated or invested (i.e., personnel, financial, space/renovation, marketing, training/development, software) to accomplish the unit objectives in 2021-22.

- Received \$1,035,000 in end of year funding from the university to purchase one-time electronic resources that support teaching and research.
- Developed a sensory friendly study room that will open in August 2022
- Repurposed four vacant positions to address areas of need: Publishing & Open Access Support Librarian, Collection Strategist & Assessment Librarian, Digital Archivist, and Engagement & Outreach Specialist.
- Invested financial resources in reclassifications and discretionary salary increases for approximately one-half of our employees.
- Purchased a new high-end scanner for Digital Collections as well as a microforms scanner for patron use in the North Carolina Collection.

Describe how you plan to allocate resources for the upcoming year in working toward meeting the unit objectives in 2022-23.

- Devote substantial funds, including non-state funds to acquiring, processing, and/or digitizing materials related to underrepresented populations.
- Evaluate the need for a family/caregiver study room, and if need is established, move ahead with creating this space.
- Upgrade the multimedia components in the Janice Hardison Faulkner Gallery.
- Address water encroachment issues around the library loading dock.
- Renovate individual and group study rooms.

Provide no more than five bulleted points to briefly describe key opportunities, uncertainties, or challenges that may have impacted or will impact the implementation of the unit's strategic plan, which was approved by the Chancellor.

- There is the opportunity to capitalize on growing faculty and researcher interest in open and sustainable publishing and involving the new Publishing and Open Access Support Librarian and the Collection Strategist and Assessment Librarian position (job to be posted in July) in this work. This opportunity is paired with the challenge of identifying and financially supporting truly sustainable publishing innovations and not simply ones that continue the dominance of leading for-profit publishers under the facade of change. These actions are ever more critical as commercial publishers resume annual price increases that were in many cases frozen during the pandemic and ALS and ECU face additional budget cuts due to enrollment declines.
- The UNC Libraries Advisory Council's exploration of a shared library platform system is an opportunity, uncertainty and challenge. An ALS staff member is on the committee that will write the RFP. ALS Library Technology Department will explore FOLIO in case that proves to be a viable platform.
- There is the opportunity to rethink the Teaching Resources Center as a "teaching

laboratory” for the College of Education and redesign how the space looks and functions accordingly. This may include developing mechanisms to promote and encourage the understanding and practice of engaged digital citizenship, particularly as related to PreK-Grade 12 instruction and teacher preparation.

- Development of a “refreshed” ALS strategic plan following the completion of the ECU refreshed strategic plan.
- Develop a salary plan for all categories of ALS employees consistent with completed and proposed actions at the state level, the UNC System, and ECU as well as the anticipated ALS budget for the next several years and current guidance on permissible actions related to salary increases.