Unit:

By August 1st, Directors should forward the Strategic Planning Annual Progress Reports to the Provost. Please

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:

copy Dr. Kristen Springer Dreyfus at **springerk@ecu.edu** for SACSCOC documentation.

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, and the general collection. These additional resources ensure our students and faculty have access to cutting-edge research, a record amount of primary content, and coverage of topics previously underrepresented in publisher offerings and in our library. For example, new collections from Adam Matthew, Clarivate, and Gale include modules/collections of American Indian newspapers, Associated Press documents, border and migration studies, Communist historical newspapers, disability rights, ethnomusicology, gender studies, Holocaust studies, labor unions, political extremism and radicalism in the 20th century, Southern life and African American history, U.S. immigration, and 21st-century wars. Journal backfiles and e-books were acquired for chemistry, computer science, engineering, environmental science, history, math, physics, psychology, and second language writing. Historical newspapers and archives of culturally important magazines such as *The Atlantic*, *Esquire*, *Fortune*, *Harper's Bazaar*, and *Rolling Stone* were also added. Other additions include Design Library, Digital Theatre+, Drama Online, Human Kinetics Library, Royal Shakespeare Collection, and additional modules for Sage Research Methods.
- Special Collections benefited from gifts, library funds, endowments, and end-of-year money to expand its collections.
  - More than $112,000 was used to purchase nearly 1,100 books and other materials for Special Collections. Notable additions focusing on underrepresented groups and 18th century North Carolina included *The Memoirs of Lieut. Henry Timberlake, (Who Accompanied the Three Cherokee Indians to England in the Year 1762)*; *The Cherokee Testament* from 1860; *A complete revisal of all the acts of Assembly, of the Province of North-Carolina* from 1773; *The Colored Cadet at West Point: the autobiography of Lieut. Henry Ossian Flipper*; and a first edition of Richard Wright's *Black Boy*. Other important acquisitions included early editions of the works of Garcilaso de la Vega El Inca, arguably the first published Native American author; *Memoirs of the Author of A Vindication of the Rights of Women*, by her husband William Godwin; and a contemporaneous account of the visit of the enslaved poet Phillis Wheatley to London in 1773.

- o Additions to the East Carolina Manuscripts collection included 92 cubic feet of materials in 27 collections. The acquisitions included antebellum records of local families, Civil War era *cartes de visite*, maritime logbooks, a missionary scrapbook, menhaden fishing fleet ledgers, and the records of the early career of ECU coach Clarence Stasavich. Another 125 cubic feet of additions were made to 25 existing collections. Processing also began for born-digital collections, with over 17 gigabytes of new digital files being added to the collection. The Manuscript team also processed 411 cubic feet of manuscript material. This included completion of two very large collections: the John P. East Papers and the Holley Mack Bell II and Clara Bond Bell Papers. Some 26 other collections were processed, and substantial progress was made on a new gift of Humber Family papers.
  - o University History and Records collaborated with student groups and others across campus to broaden our collections. Partners included the Latino student group, the Hispanic/Latino Employee Resource Group, Korean Faculty Interest Group, Association of Black Staff, the Chinese Association of ECU, and the Air Force ROTC. In addition, the department continues to use the Archive-IT program to crawl and collect web content from campus groups. University News Services transferred video recordings that document ECU history including footage of women's sports and campus drag shows. Additionally, University History and Records processed 59 cubic feet of materials including the Irene McCall Scrapbook, Julie Fay Papers, Keats Sparrow Papers, John Ball Papers, Jerome Worsley Papers, Lala Carr Steelman Papers, Peter Landers Makuck Papers, American Association of University Professors, ECU Chapter, Records of Mendenhall Student Center, Records of the African & African American Studies Program, and student union materials. Digitization of the *Minority Voic*e newspaper was outsourced. It is now available through our Digital Collections. 7.86 GB of born-digital materials were processed, and another 10.74 GB were registered and described.
- ALS made organizational changes to improve efficiency and provide cost-savings. One assistant director position was eliminated and repurposed. Three departments that reported to this position were moved to Collections & Scholarly Communications; one was moved to Public Services; and one was moved to Special Collections. Records Management was moved from directly reporting to the Library Director to University Archives, and that department was renamed University History and Records. Seven vacant positions were repurposed and used for high priority areas in Administrative Services, Engagement and Outreach, Scholarly Communications, Manuscripts and Digital Curation, and University History and Records. Several SHRA positions were reclassified to higher levels to better meet the needs of the library and provide career advancement opportunities.
- Innovations across the library helped improve services:
  - o Developed and implemented a plan for off-site cloud storage of the Digital Collections master files after implementation of the ITCS campus-wide plan was delayed. The Digital Collections Team used Microsoft's SharePoint Migration Tool (SPMT) which provides a robust interface for copying, tracking, and verifying files moved to SharePoint server space. Using multiple computers in the evening hours, when they were not being used by staff and students, the files were copied to SharePoint storage. Roughly 520,000 files were transferred over a three-week period.
  - o Added PDF files to the Digital Collections repository for text items. The availability of PDF files facilitates the sharing, printing, and archiving of the repository's content. The Optical Character Recognition (OCR) process included in creating the PDF further amplifies this benefit by enabling end users to discover and retrieve relevant resources through search engine queries. As of the end of April, 210,192 individual files have been processed to yield 22,789 PDFs. The Digital Collections team also verified that image masters meet Federal Agencies Digital Guidelines Initiative standards. Our images

consistently met the 3-star standard, meaning they would be considered an accurate reproduction, good enough for almost every professional purpose, including professional reprinting, archival preservation, and OCR.

- o Migrated from Google Analytics to Matomo for tracking statistics for online web resources. Unlike Google Analytics, which collects and stores data on Google's servers, Matomo allows users to store their data on their own servers, enabling users to maintain complete ownership and control. Matomo does not use data sampling, thus providing more accurate and comprehensive data for site traffic. It blocks bot traffic, giving slightly lower, but ultimately more accurate data on real patron activity.
- o Implemented a custom, ALS-designed booking system for Special Collections and Laupus History Collections that simplifies the process for requesting materials and setting up search room reservations. Previously, users had to navigate three different online links but now they can use just one.
- o Added an automatic preferred citation generator to pages in the Digital Collections repository.
- o Centralized all chat transactions in one department, Research & Instructional Services. Staff reviewed chat logs, determined common questions and developed new scripts to respond quickly to them.
- o Circulation and Administrative Services staff implemented a cashless system for fines and fees.

- Significant collection management activities included adding 50,000+ records for new items to the catalog and revising or enhancing approximately 6,000 catalog records. More than 4,300 VHS and DVDs were withdrawn from the collection due to low use, condition, or redundancy. Database maintenance projects and inventories of several areas in Special Collections locations were completed. The Ronnie Barnes African American Resources Center moved from the Teaching Resources Center (TRC) to the North Carolina Collection (NCC) for higher visibility and alignment with related content. Staff evaluated subject terminologies through the lens of the library's values of inclusivity and self-representation. They developed respectful metadata guidelines for catalog records and digital collections metadata in several subject areas. This important work will continue.

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 5 articles, 2 chapters, 1 encyclopedia article, and 1 review, as well as at least 5 creative activities and 40 presentations. In addition, SHRA employees not included in Faculty180 made conference presentations and published peer reviewed journal articles.
- ALS completed the State Library of North Carolina LSTA grant *Documenting a Local Victory over Environmental Racism (*$49,415), resulting in the creation of the *We Can Do Better* documentary and associated programming. The open access documentary is available through the library's Digital Collections (PI K. Spring).
- ALS completed a North Carolina Humanities award and exhibition, C*rossroads: Change in Rural America*, a traveling exhibition examining the evolving landscape of rural America, part of Museum on Main Street, a collaboration between the Smithsonian Institution Traveling Exhibition Services and the NC Humanities Council (PI J. Daugherty).
- David Durant published a monograph titled *Congress and Countersubversion in the Twentieth Century: Aspects and Legacies*. Financial support from ALS and distribution services from UNC Press's Office of Scholarly Publishing Services (OSPS) enabled the book's availability as an open access title as well as in print. Professor Durant is the author of a blog about the library's Cold War and Internal Security Collection. This collection is designated a Center of Excellence and is part of the Association of Southeastern Research Libraries' Collaborative Federal Depository Program.

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 19th annual Paraprofessional Conference. The theme was Motivation & Teamwork. There were more than 350 registered attendees, including virtual attendees from 8 states. 85% of respondents to a follow-up survey indicated that the conference was "very" or "extremely" beneficial. 42% were first-time attendees.
- The Stewardship Committee organized several community service volunteer opportunities, including Gardening Days with ECU Sustainability, Greenville Adopt-A-Street clean-up, ECU Earth Week, JOY Soup Kitchen, Food Bank of Eastern NC, and an ongoing newspaper drive for Habitat for Humanity. The Mentoring Committee organized sharing sessions for current mentor/mentee pairs and an open session to promote the program to others. The Staff Development and Diversity & Inclusion Committees collaborated on a book club that discussed *The 1619 Project* and *We Can't Talk About That at Work!: How to Talk about Race, Religion, Politics, and Other Polarizing Topics.* They also promoted participation in the *21-Day Racial Equity Habit Building Challenge.* The Staff Development Committee organized a successful Staff Development Day on team building and sponsored programs on mental health and self-care.
- University service: nearly all EHRA provided service as members of university committees (approximately 40 in total) and were officers on several. Librarians served as the University's Copyright Consultant, Public Access Compliance Monitor, and Faculty180 Manager. Employees were active on ECU's Staff Assembly.
- Unit service: nearly all 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, the NC Preservation Consortium, and the Southeastern Music Library Association. National and international service was done through the American Library Association, the Association of College & Research Libraries, NASIG, CORAL, the Society of American Archivists, the Scholarly Publishing and Academic Resources Coalition, 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 Advisory Group, Pitt County Historical Society, Friends of the ECU School of Art and Design, Greenville Museum of Art, 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, describe <u>Actions Taken</u> by the unit in 2022-23. **Units are not required to take substantial actions for all objectives.**

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, record the 2022-23 year.
   b. If a metric has changed for 2022-23, indicate that in the "Actions Taken and Metric Results" section.

3. Evaluate your progress over the last five years and share conclusions for each objective.

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.
    1. Satisfaction surveys of students
    2. Number of UNIV 4990 practicum students mentored by librarians
	__Planning
	__Implementing
	__Completed for AY
	X Completed
	__Deferred

Actions Taken in 2022-23:

- ALS worked with the Thomas Harriot College of Arts & Sciences to "unlock" faculty office hours by providing spaces that accommodate small groups of students and are easily located, thus removing visible and invisible barriers to student utilization of faculty office hours. ALS modified its group study room reservation system to accommodate this program and welcomed faculty who held 405 office hours in Joyner Library.
- ALS repurposed a vacant SHRA position to be an engagement and outreach specialist, focusing on prospective and current undergraduate students. The specialist led formal and informal programs and events throughout the year to engage students, provide "exam stress relief," and provide information about library services and collections.
- Employees made presentations and conducted workshops for the Three Minute Thesis program, Research & Creative Activities Week, Graduate Thesis/Dissertation Boot Camps, and other events. They taught 542 library instruction sessions for undergraduate and graduate classes and prepared 22 asynchronous online presentations that reached 12,936 students. They conducted 150 one-on-one research consultations.
- ALS took over the large format poster printing service from ITCS. The service is for educational purposes only. Students preparing for research presentations were the primary users of the service.

- ALS revamped its Popular Reading section, implemented a method for students and other constituents to suggest titles, and promoted specific titles through social media, peer recommendations, and more.
- ALS sponsored awards to recognize student excellence in research, writing, creative activity, service, and professional development. ALS awards include the W. Keats Sparrow Award, the Marie & James 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.
- Students reserved library study rooms more than 99,000 times and checked out 24,371 laptops and other equipment. There were 18,938 unique log ins to library computers and nearly 700,000 uses of LibGuide Research Guides.
- Students benefitted from new technologies, including a Revolution Lightboard replacement for the original One-Button Studio; a new advanced digital microfilm scanner in the NCC; and new self-service KIC scanners in 4 public service areas (Music, NCC, Research & Instructional Services, and TRC).
- ALS employed 79 students for a total of 58,402 hours, the equivalent of 28 FTE employees. Staff also supervised interns from several ECU degree programs, as well as from other universities. Student employment and internships are widely recognized as high impact educational practices that significantly contribute to student success and career preparation. ALS uses the ECU GROW (Guided Reflections on Work) program to encourage supervisors and employees to intentionally consider, plan, and reflect on ways employment can contribute to academic and career success. Examples of ways students learned from their employment and internship experiences in ALS include:
  - Two Digital Collections student employees helped produce a maritime history exhibit. Another student co-curated an exhibit on the history of commercial sound.
  - A Spanish speaking student interviewed Hispanic students at ECU. These oral histories have been added to Special Collections.
  - A French speaking student employee translated French language correspondence in the Robert Lee Humber Manuscript Collection.
  - Students transcribed the registers of New Bern lawyer Frederick Douglass, who helped many African American veterans obtain their Civil War service pensions.
  - An intern identified award winning titles and fantasy works by NC and African American writers to add to the James H. and Virginia C. Schlobin Literature of the Fantastic Collection. More than 220 titles were added to the Schlobin Collection this year and an additional list of 800 candidates will guide collection development next year.
  - Administrative Services student employees managed the library's fee-based large format poster printing service which produced approximately 900 research posters for 300 customers.
  - An intern reviewed chat reference service transcripts to identify common questions and patterns.

We hired three of our 2022-2023 student employees for permanent full-time positions (2 SHRA and 1 EHRA).

Metric Results:

Metric	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022	2022-23
Graduate Student Exit Survey: Library and electronic research resources rating	4.3	4.3	4.2	4.3	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	4.4
Graduating Senior Survey Library effectiveness rating	4.3	4.3	4.4	4.4	4.3	4.5	4.3
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/intern-ships in RIS, 1 in TRC, 3 in NCC, and 1 in Archives.	25	9

Five-Year Progress Evaluation and Conclusions:
- The 2022-2023 Graduating Senior Survey ratings for access to library online resources and for overall library services were 4.4, tied with Campus Recreation and Wellness for the highest rating on the entire survey. While the rating for library effectiveness did not reach the 4.5 goal we set, the 4.3 rating is quite good. Four survey items related to the library received 4.3 mean ratings; no other areas within the university received this rating, meaning that the library had 6 of the 7 highest ratings in the entire survey. We will continue to obtain student feedback on library services, spaces, and collections and make responsive changes. The Graduate Student Exit Survey asks students to rate the quality of support provided in 14 areas. "Library and electronic research resources" with a 4.3, rated highest of the 14 areas. The next highest quality of support rating of 4.1 was shared by 7 areas. A separate question measuring "satisfaction with the effectiveness of online library resources for your learning experience" received a 4.6 rating. These high ratings reflect the millions of dollars of investment made in library research resources (especially electronic resources) and successful efforts to make them discoverable and accessible. In the future, focusing on comparative survey ratings may be more meaningful than the actual ratings. Thus, it might be useful to reframe the goal to be "maintain top quartile ratings" on the surveys.
- Librarians provided meaningful support and guidance for the 66 UNIV 4990 students they mentored. Librarians met with the University Studies program director in fall 2022 to ensure that expectations for mentors were clear. The RIS department maintained updated program documents for UNIV 4990 on its Teams channel. ALS accepted all requests made for mentors for UNIV 4990 student practicums. Most requests made to ALS were for the "research option" type of practicum. During the height of the pandemic, it seemed that more UNIV 4990 students chose the "research paper" option rather than the other two options. Post-pandemic, it seems that more students are choosing the internship or project options. There has been a 25% decrease in University Studies degrees conferred over the past three years (251, 205, 189). Due to the decline in program enrollment and the need for mentors for the research paper option, ALS does not plan to use a metric involving the number of mentorships for UNIV 4990 students in the next evaluation cycle.
- Challenges related to student outreach in a post-COVID environment continue to be related to physical attendance and participation in library events. While students enjoy stopping at booths, they do not want to

engage in activities that take more than a short amount of time, typically less than 10 minutes. Exam related outreach efforts are more popular, and we expect this to continue as students are appreciative of interactive breaks, and food during those times.

- Other challenges in reaching students relate to their lack of engagement with university calendars, digital signage, or reading virtual outreach materials. An exception is the *The Stall Seat Journal*, the library's popular bathroom newsletter that is distributed monthly. We increased our collaboration with Student Affairs this year, resulting in greatly increased visitation. ALS Engagement & Outreach staff had 861 additional orientation interactions. We plan to increase Student Affairs partnerships.

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

Actions Taken in 2022-23:
- Purchased 113 new ebooks at a cost of $14,546, added these ebooks and another 261 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 11,500 students in 614 class sections for Fall 2022 and Spring 2023 classes. Maximum savings associated with the use of these ebooks are $586,112, if all students would otherwise have bought new books from the bookstore.
- OpenStax books adopted in PSYC 1000, CHEM 1150 and 1160, BIOL 1100 and 1200, ECON 2113, and PHYS 2350 and 2360 accounted for more than $98,000 in potential textbook cost savings for the 2,282 students in these courses during the 2022-2023 academic year.
- Librarians worked with 6 faculty members from 6 departments in 3 colleges to convert their classes from using traditional commercial textbooks to using materials that are freely available to students.
- Selected 11 faculty members from 10 departments in 6 colleges to receive alternative textbook awards for 12 courses in the 2023-2024 academic year and paired them with librarians.
- Streaming media materials were another significant teaching resource provided by the library. For the 2022-2023 academic year, staff acquired 203 films for 69 classes. Student technology fees provided access to the AVON streaming media database and funding for streaming media from Swank. Additional streaming media were acquired from Kanopy.

Metric Results:

Metric	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022	2022-23
Student savings		$453,860	$622,990	$480,506	$640,248	$750,000	$586,112
# of courses/sections	Fall data unavailable; Spring 2018: 204 sections	353	457	351	595	475	614
# of course-adopted materials		215 ebooks	361 ebooks (not de-duplicated between semesters)	184 ebooks (not deduplicated)	362 ebooks (not deduplicated)	400	374 (not deduplicated between semesters)
# 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	1 faculty selected; paid from ALS funds	10 faculty selected	10	6 faculty participants; paid from non-state funds

Five-Year Progress Evaluation and Conclusions:

- The purchase of ebooks for the Course-Adopted eTextbook (CAT) program has been effective. Over this 5-year reporting period, the maximum potential student savings totaled $2,783,716. The purchases with greatest impact were *Developing Reading Comprehension* (maximum potential savings of $60,000+) and *Developing Word Recognition* (maximum potential savings topping $70,000). These titles were used for roughly 110 sections of READ during the period.
- Cumulative potential student savings from all course material affordability programs exceeds $3 million.
- We expect to continue purchasing CAT books, but will monitor developments with the campus bookstore, including the proposal for Barnes & Noble's First Day Program. Ebook packages and deals remain important parts of our collections strategies. Budget permitting, we will continue participating in statewide ebook deals for Oxford University Press, UNC Press, Wiley, and Taylor & Francis in order to provide the most relevant content at the best prices possible. One-time purchases of ebook collections from Elsevier, Gale, Oxford University Press, Springer Nature, and others were made possible by FY2023 end-of-year funds; these ebook collections can provide texts and supplemental readings for classes.
- Streaming media use in classes has continued to grow through this 5-year reporting period, up to 227 requests for the most recent academic year. These 227 films were requested by faculty in 16 departments across 5 colleges. We expect streaming media will continue growing in use and importance as a format for teaching materials.
- Since 2017-2018, the Alternative Textbook program has provided support for 67 instructors from 35 departments across 6 colleges to convert their courses. Lasting change has occurred for multiple sections, especially large introductory classes such as PSYC 1000, BIOL 1100 and 1200, and CHEM 1150 and 1160, which have switched to free OpenStax texts. We plan to continue this program.

- ALS librarians continue to show leadership at the state level for open and affordable textbook initiatives, including working with UNC System colleagues on the UNC System Course Enhancement and OER Collections. Nationally, ALS librarians served as a co-instructor for the Open Education Network's Certificate in OER Librarianship, a SPARC OER Leadership Fellow, and a SPARC OER Leadership Mentor.
- ALS is the university's liaison with the UNC Press OSPS. We are the official publisher of books ECU authors publish through OSPS, including two open access titles in 2023 and one in 2020. ALS created the OpenUNC website and currently assists in its maintenance. The site "opens UNC research [including open textbooks] to the world."

Commitment Two – Serve the Public

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)

3. Develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.
 	
   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
	__Planning
	__Implementing
	__ Completed for AY
	X Completed
	__Deferred

Actions Taken in 2022-23:

- Six exhibits were on display in the Janice Hardison Faulkner Gallery: *Look Again* (traveling exhibit from the Museum of the Albemarle supplemented with ALS Special Collections photographs), *Old Korea from the Eyes of Four Western Artists* (a collaboration with ECU Communications professor, Jin-Ae Kang), *Crossroads, Changes in Rural America* traveling exhibition, the *15th Annual SOAD Graduate Student Art Exhibit, Adverse* (photography by ECU art instructor Brian Culberson addressing mental health), and *Angels at the Blackboard (*highlights the history of educators at the historic Princeville School, exhibit was paired with a North Carolina Collections program featuring curator/educator Saundra Stanley). ALS hosted *Navigating Jim Crow: The Green Book and Oasis Spaces in North Carolina*, a traveling exhibit from the NC African American Heritage Commission. This was paired with the NCC exhibit *Finding Safe Spaces During Segregation* and two programs on Black travel duing this time period.
- Special Collections curated an exhibit to commemorate the 50th anniversary of Title IX at ECU, *A fight for a fair playing field* with an accompanying panel discussion with participants from Women and Gender Studies, Athletics, the Office of Equity and Diversity, and University History and Records. The division also produced the "The History of Commercial Sound" exhibit, which was accompanied by a speaker who provided a

demonstration of early Edison wax cylinder players. Additionally, it produced the Ralph L. Scott Memorial Exhibit on the *USS Dunderberg.*

- Seven interactive exhibits were installed on the "magnet wall" on the library's first floor. Additional staff-curated exhibits were on display throughout Joyner and Music Libraries, including one for Hispanic Heritage Month which was presented in-person and online in both English and Spanish.
- We paid to have our copies of *Minority Voice* newspaper digitized and made available without restriction to researchers and learners worldwide. No longer published, *Minority Voice* was a monthly newspaper "that served the African American community of Eastern North Carolina."
- ALS had 93 events and programs with a total of 4,205 attendees.
- ALS had a total Facebook page reach of 39,256 and Instagram reach of 5,721 from July 1, 2022-June 1, 2023. This was a 16.9% increase for Facebook and 70.5% increase for Instagram compared to 2021-22. On Twitter, ALS had a total of 61,153 impressions in 2022-23. 22,200 of the impressions were in September and included 18,022 impressions for a Digital Collections photo from ECU football's 1999 win over N.C. State. Facebook in April 2023 had a total reach of 11,964, which was the highest recorded month in all of 2022 or 2023.

Metric Results:

Metrics	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022	2022-23
# 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	14,043 page views; average of 312 per exhibit/event, which exceeded the goal.
# 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	4,205, which exceeded the goal.
# 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%	Average engagement rate of 2.76%, which exceeded the goal. 134,080 impressions overall.

Five-Year Progress Evaluation and Conclusions

- ALS successfully developed and promoted diverse cultural experiences, resources, and programing for lifelong learners in the university community and in the region throughout the entire 5-year period. Physical exhibits and in-person events with accompanying speakers were successful in terms of meaningful engagement with attendees. These include traveling exhibitions from the National Endowment for the Humanities, the Smithsonian, the 911 Museum, the North Carolina African American Heritage Commission, and the North Carolina Humanites Council. The *We Can Do Better* documentary and community archiving programs engaged

citizens in the region in the actual creation process. We plan to continue our collaborative work in this area.

- Beginning in early 2020, ALS, like other organizations, had to cancel events due to the pandemic. We pivoted first to virtual and then to hybrid options. Some of our virtual and hybrid programs and events had good attendance, but we were not immune to the effect of Zoom fatigue among participants, especially as the pandemic continued. ALS reinstated in-person community programming in 2022 but average attendance has not returned to pre-pandemic levels. This continues to be a trend not only within ALS but across the campus community and beyond. We anticipate it remaining a challenge, as behaviors and preferences for spending leisure time evolve.

- Art audits have led to positive changes related to our exhibitions and permanent art displays. During the second half of 2022, labels and descriptions were added to 123 images and artworks on the first, second and third floors of the library. Selections from the *Beyond Bricks and Mortar* exhibit are now on display in the NCC. Other art was added or replaced. Planning is underway to refresh *Art Works by K-12 Pitt County Schools Students* in the TRC and replace the *Humans of Greenville* exhibit with inclusive photographs of campus life taken by photographers in University Communications. One of our largest exhibits ever will open in August – *No Quarter: History of ECU Football and Dowdy-Ficklen Stadium.*

- During the 5-year period, ALS installed new art hanging systems in the Janice Hardison Faulkner Gallery and first floor areas. In addition to more effective displays of individual pieces, the systems decrease damage to the walls and faster installation. Technology in the Faulkner Gallery was upgraded in 20232-2023.

- Engagement & Outreach staff are working towards the integration, implementation and use of new applications for engagement including the use of The Pirate Experience in place of Engage, and the transition from Falcon to Meltwater for social media management, which has thus far been positive.

- ALS social media efforts are extremely effective with the number of social media engagements/impressions increasing on some platforms and staying steady on others. Our use of metrics from social media management applications shows that we far exceeded the yearly target of average engagement rate of at least 0.10%, staying closer to 2.0% since we began measuring in 2020/21.

Commitment Three – Lead Regional Transformation

Unit Objective(s) and Metric(s)	Unit Objective Status (place an X by the appropriate status)

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.
 	
   A. List of major collections that support research and creative activity and, where available, usage data
 	
   B. List of tools provided and, where available, usage data and/or number of ECU researchers making use of each tool
 	
   C. Global audience for ECU research as measured by use of the institutional repository and digital collections
	___ Planning
	___ Implementing
	___ Completed for AY
	X Completed
	___ Deferred

Actions Taken in 2022-23:

4A. For the six academic years in this reporting period, ALS has partnered with other UNC System schools in the Carolina Consortium to reduce prices for journal packages from major publishers, including Cambridge University Press, Oxford University Press, Sage, Springer, Taylor & Francis, and Wiley-Blackwell. Between these journal packages and other database subscriptions, we participate in 37 Carolina Consortium deals, which enabled us to realize cost savings of $8.1M over list price during calendar year 2022. We were part of a Big Deal journal package with Elsevier for ScienceDirect through calendar year 2021 and have monitored activity since then to ensure we are meeting local needs with our current subscriptions and interlibrary loan. End of year funds from ECU have continued to provide opportunities to purchase primary source materials for humanities and social science researchers, journal backfiles for many subject areas, and ebook collections that support research and teaching across campus.

4B. Research tools managed by the ECU Libraries include DMPTool and DataVerse, intended to help researchers fulfill the data management and sharing requirements of funders, and the ScholarShip Institutional Repository, which they can use to preserve and provide free access to electronic theses and dissertations, open access articles, and other research output. Scholarly Communications librarians serve as the university's Public Access Compliance Monitor for NIH and partner with REDE to set up personal accounts for the SPIN funding opportunities database. They teach workshops through the Office of Faculty Excellence on data management, measuring research impact, discovering funding opportunities, scholarly book publishing, and digital scholarship tools for teaching and research. One new tool was added during the 2022-2023 academic year: Open Science Framework, for which ALS has instituted a membership.

4C. The ScholarShip, ECU's institutional repository, continues to be used both locally and internationally, with nearly 200,000 unique page views and more than 1.4M downloads. Since the 2017-2018 academic year, unique page views have increased by 81% overall.

4D. Digital Collections had 177,481 total page views. The top five items viewed in terms of page views all relate to eastern North Carolina. Notable materials added to the Digital Collections repository include the grant-funded *We Can Do Better* documentary film, the 19th century two-volume *Plans of wooden vessels...,* which is particularly relevant to

students and faculty in the Maritime Studies program, and all available issues of the *Rebel*, an ECU student art and creative writing publication.

4E. *Capturing the Rural Voice with Community Archiving,* an America's Rescue Plan grant, provided funds used to purchase small archival kits with oral history software. The kits were distributed to community partners to facilitate the recording of the stories of black farmers in the community. The Thompson Family Farm and Eastern Carolina Village and Farm Museum received kits and are partnering on oral history collecting with North Carolina Collection. Five oral histories have been received so far.

Metric Results:

Metrics	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022	2022-23
Tools usage data	DMPTool: 4 new users; 97 Download s; 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.	DMPTool: 53 new users; 39 new plans. DataVerse: 4 datasets published.
Global audience	IR: 106,036 Unique page views; 1,466,593 downloads. Global Audience: 98 countries; Top visits from the United States, Philippine s, 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	IR: 192,793 unique page views. The increase in unique page views exceeded the goal of 2%.

Five-Year Progress Evaluation and Conclusions:

- ALS will continue to support sustainable scholarship by promoting open access publishing for ECU researchers through the Open Access Fund and innovative publisher agreements. While the Open Access Fund was active prior to 2017, all

our publisher agreements have been made since then: Cambridge University Press (2021), Company of Biologists (2021), IOP Publishing (2023), Sage Publishing (2020), and the highly successful Wiley agreement (2022). In addition to these publisher agreements, we support institutional memberships with open access publishers PLOS (Public Library of Science) and Frontiers as well as subscribe-to-open programs with Annual Reviews, American Institute of Physics, MIT Press, and the SCOAP3 consortium (publishing in high-energy physics). For 2022-2023, library publisher agreements supported 55 open access articles. In addition,16 open access articles (authored by researchers in 11 departments/5 colleges) were supported by ALS's Open Access Fund. During the five-year evaluation period, 65 articles were supported by ALS's Open Access Fund.

- We plan to engage with more publishers to increase the open access output of our university's researchers, thus making it freely available to researchers worldwide and increasing readership and impact.

- Implementation and use of scholarly communication tools are increasing, in part due to changes by the NIH to its data management and sharing plans, and increased attention because of the Nelson Memo requiring public access to research data in addition to non-embargoed public access to funded articles. In particular, use of the DMPTool for creating and sharing data management plans has increased, and we expect that this tool will see additional use as more federal agencies release their data management planning and sharing requirements. ALS will work with colleagues at Laupus Library and continue to offer training on data management as well as ramping up workshops on new tools such as Open Science Framework. This tool enables users to stake a claim to new research, share their methods and data sets in support of reproducibility, and meet funders' guidelines for data sharing. In addition to Open Science Framework, ALS has expanded the use of thesis/capstone management software Vireo and increased promotion of Omeka for digital scholarship projects. We recently subscribed to and are currently implementing open access book publishing software Pressbooks.

- Use of the ScholarShip, ECU's Institutional Repository, continues to grow. There has been an 81% increase in unique page views during the 5-year period. More than 2,100 items were added this year; a total of 6,467 items were added during the 5-year period, increasing the total from 3,731 in 2017 to 10,198 in 2023. Maintaining the software and considering occasional user testing should help keep the interface attractive and the content discoverable. We will evaluate whether there are additional targeted digitization projects that are desirable to undertake in the future, as well as library capacity for conducting them and creating needed metadata upon their completion. As the repository grows, we may have to consider automatic harvesting of existing open access publications and determine the best use of staff time to recruit new content, such as grey literature unavailable elsewhere.

- This year marked complete turnover in the staff in the Teaching Resources Center. New areas of emphasis include regional transformation and increasing digital citizenship through work with the Innovation Early College High School, ECU Community School, Office of Teacher Preparation's Partnership Teach program, and the Latham Clinical Schools Network, as well as pre-service students and area educators, and continued development of the ENC STEM website.

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	__Planning __Implementing __Completed for AY X Completed __Deferred

Actions Taken in 2022-23:

- The Friends of Joyner Library continued to support the library financially through annual budget allocations. Library staff partnered with the Friends on a membership drive, member newsletters, annual meeting and donor recognition ceremony, and spring banquet/silent auction featuring NC author Wiley Cash.
- Donor stewardship activities included the dedication of the Ann Laliotes Reading Room and study rooms in honor of Michael and Alice Taylor and the Friends of Joyner Library, and the Thompson Student Employee Awards with Marie Thompson. The library director engaged with donors via email, phone, written correspondence, and in-person visits and participated in campus donor recognition events. She met quarterly with the assigned University Advancement officer and provided information regarding specific donors as well as print and online promotional materials for gift officers to use on donor visits.
- ALS participated in Pirate Nation Gives.
- The library Advancement Council met in October 2022. Members attended a student library awards luncheon, received updates on library priorities, and provided feedback and advice.
- The assistant director for Special Collections, head of Manuscripts & Digital Curation, head of University History & Records, assistant music librarian, director, and other library staff regularly engaged with gifts-in-kind donors. These interactions resulted in numerous donations of manuscripts, books, music scores, university publications, and alumni memorabilia to library collections.

Metric Results:

Metrics	2017-18	2018-19	2019-20	2020-21	2021-22	Goal by 2022	2022-23
Total gifts	$1,203,861	$305,861	$886,010	$348,204	$520,020	TBD by UA	$691,194

Five-Year Progress Evaluation and Conclusions:

- All current Advancement Council members' terms expired on July 1, 2023. The library director has had conversations with the Provost and University Advancement leadership about the value of stewarding Council members individually rather than continuing the Council as a body. ALS appreciates the past service of all Council members.
- The Friends of the Library assessed the costs and benefits of the annual banquet/silent auction. While it is an engaging event that is enjoyed by all, it does not meet its fundraising goals and requires extensive staff time. The Friends have decided to discontinue the event. We are working with them on other fundraising ideas. It has been a challenge to solicit candidates for the Friends Board of Directors. Some former members of the Advancement Council may be interested in serving on the Board. The director will discuss this possibility with them.
- We plan to update Ronnie Barnes regarding the recent growth and improvements to the Ronnie Barnes African American Resource Center and promote it to ECU and regional communities.
- ALS has a goal to increase the library's philanthropic funding by 5% over FY23 numbers by assertively collaborating with University Advancement and Friends of the Library and conducting at least three fundraising activities.

Part Three. Planned Priorities and Goals for 2023-24

The university is in the process of refreshing its strategic plan, however the mission of ECU has not changed. For continuity purposes the provost requests that each unit defines at least one priority under each university commitment and specify a goal for that priority.

Commitment One: Student Success
- **Priority 1: We offer transformative experiences for all students during their time at ECU and beyond.**
  - **Goal:** Expand access to and participation in transformative experiences and experiential learning through internships, student employment, instruction, programs, and use of advanced technologies and collaborative spaces.
    - **Metrics:** number of internships, student employees, group instruction sessions, individual consultations, study room reservations, student-focused programs, and advanced technology use. Evaluation forms competed as part of internships; ECU GROW student employment documentation; instruction/consultation evaluations; participation in and feedback from student-focused programs; documentation of number of study room reservations and use of advanced technologies; qualitative feedback from students using these services. Not all metrics will be collected every year.

Commitment Two: Serve the Public

- **Priority 1: We focus our efforts with the community in mind and to achieve goals that enable us to be more engaged citizens.**
  - **Goal:** Increase public engagement with and access to educational and cultural offerings, focusing on those related to the history, culture and people of eastern North Carolina and those that illustrate the breadth and depth of resources offered by and through the library for adults and the K-12 audience.
    - **Metrics:** number of and participation in physical and virtual events; feedback from attendees.

Commitment Three: Lead Regional Transformation

- **Priority 1: We evaluate our success by the development of our region, informed by local and global perspectives.**
  - **Goal:** Strengthen the regional workforce by promoting open educational resources as well as resources licensed for use by NC residents, emphasizing skill development, digital citizenship, and technology skills.
    - Metrics: Promotional materials created and distributed. Feedback from partners and NC residents.

Part Four: Resource Allocation

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 2022-23.

- Received $3.6 million in end of year funding from the university to purchase one-time electronic resources and special collections materials to support teaching and research, as well as digitization equipment and KIC scanner upgrades for student use. Devoted substantial funds, including non-state funds to acquiring, preserving, and digitizing materials related to underrepresented populations.
- Converted 6 traditional group study rooms to alternative study spaces that incorporate low, soft seating and sensory features and converted one large group study room into a family study room. All will be promoted to students at the start of fall semester.
- Upgraded the multimedia components in the Janice Hardison Faulkner Gallery and the One Button Studio.
- Supported travel and professional development for all classifications of employees.

Describe how you plan to allocate resources for the upcoming year in working toward meeting the unit priorities in 2023-24.
- Create a podcasting studio for use by ECU community
- Increase funding for open access publishing
- Outsource digitization for the *Daily Reflector*
- Purchase 245 new chairs for first floor public areas
- Update technology in library instruction rooms and conference rooms
- Reconfigure furnishings and replace worn carpeting throughout the library
- Replace Mac computers in RIS public area
- Refurbish group and individual study rooms (multi-year project)
- Install 5 additional security cameras
- Investigate options for new furnishings for courtyard including solar charging stations and for Administration suite reception and kitchen areas
- Investigate solutions for water intrusion in library basement with ECU Facilities.