2010-2011 Academic Library Services Goals with Department and Committee Strategies & Outcomes

1. Create comfortable, inviting and vibrant library spaces that support the research and learning needs of all patron groups, promote the discovery of knowledge, allow for growth, and provide appropriate workspaces for staff.
Supports ECU Tomorrow: Supporting Student Success
Supports ECU's Strategic Action Plan: Action Plan 2010-2011: Education for a New Century
Supports UNC Tomorrow 4.1.1 and 4.2.6

Department / Committee / Task Force	Strategies	Outcomes
Administrative Services	1.1 Building Operations will support and assist the library in the development of space redesigns in TRC, NCC, Special Collections & Archives and staff spaces; in assessing and making needed changes in the Collaborative Learning Center; and in enforcing noise restrictions on third floor. 1.2 Building Operations will assist in the demolition and removal of shelving and construction of the new spaces for the STEPP Program. 1.3 Building Operations will investigate relocating and replacing the Security Desk. 1.4 Building Operations will investigate adding new security cameras.	1.1 The re-design for the TRC in Joyner Library was completed. Construction of the new TRC classroom and selection and orders for a new service desk and furniture were also completed. Design and constuction of a new staff office in Special Collections was completed. Security increased enforement of nise restrictions on the thrird floor with signs for a security text service. 1.2 Reference shelving in Joyner Library was removed for new spaces in the Collaborative Learning Center. Shelving was removed from the second floor for the construction of offices and a conference room for the STEPP progam. This included 11 group study rooms avaialbe to all library users evenings and weekends. 1.3 Building Operations is working with ECU Faciilities and a contracted architec to re-design the first floor of Joyner Library which includes a new location for the Security Desk.

		1.4 New security cameras were added to the first floor of Joyner Library and the back employee entance.
Circulation	1.1 Develop a redesign plan for the Circulation area that includes a user-oriented service desk with a patron book-drop and easily identifiable services. 1.2 Identify adequate staging areas for materials being processed and held for various reasons. 1.3 Plan for future space needs such as cabinets for equipment that is checked out to patrons and the DVD/ VHS reserve collection. 1.4 Assess the Collaborative Learning Center and other changes on first floor, and identify areas for improvements. 1.5 Assess staff workplaces and set priorities for redesign.	1.1 Measurements of all Circulation furniture currently in use and desired to be retained were calculated to be shared with the architect. 1.2 Three book shelves were identified to hold items to be picked up and two new laptop cabinets were ordered to store laptops used for checkout. A cabinet was moved in from storage to shelve iPads and e-Readers and other equipment for checkout. This goal is completed. 1.3 The decision was made to order two new DVD cabinets as a solution to DVD storage problem. April 2011 Goal completed 1.4 Completed with new furniture and re-design 2010 1.5 Circulation worked with ILL to discuss staff workspaces for a redesign. This goal will be completed as Architects are working on the design Summer 2011.
Collection Development	1.1 Increase library space available for research and learning by removing print serials to which ECU purchased online archival access. 1.2 Encourage all liaison librarians to work with their faculty in responsibly deselecting materials to create a more usable collection.	1.1: Deselected 876 serials titles (21,105 volumes) between July 2010 and February 2011 1.2: 13 of 19 liaison librarians reported deselecting monographs in their subject areas.

Electronic & Continuing Resources Acquisitions	1.1 Increase library space available for research and learning by removing print serials to which ECU purchased online archival access.	1.1 The Department facilitated this strategy by providing title lists of serials with online archival access and answering questions about title lists and license provision regarding archival access. In addition, through shifting projects that occurred in the fall of 2010 and the spring of 2011, the department made more efficient use of shelving space in order to reduce the footprint of the Joyner Current Periodicals (JCP) area by about 35 percent. Thirdly, the number of print journal subscriptions that are currently received by the library has been reduced by 6 due to transitioning print subscriptions to online only formats that include archival access via JSTOR's Current Scholarship Program; other reductions were also made in print subscriptions due to archival provisions of online access.
General Collections Cataloging	1.1 Increase library space available for research and learning by removing print serials to which ECU purchased online archival access.	1.1 Approximately 25,000 print serial volumes have been removed to create additional space.
Innovation & Technology	1.1 Support and assist the library in developing IT infrastructure for the CLC, and all other developing spaces in the library. 1.2 Plan, develop, deploy, and improve technology resources that enhance the user experience. 1.3 Collaborate with ITCS to utilize more campus IT resources in Joyner Library, including computer equipment, digital signage, and software packages. 1.4 Collaborate with academic departments on campus to develop unique technology resources for Joyner Library	1.1 New computers were installed in the CLC, provided by ITCS and student technology fee money; cable management issues were resolved with new, short-length cables.

		(Department of Computer Science and Technology Systems Departments).	1.2 · Large monitors were installed in the CLC for group use. · Presentation Practice room was designed and installed using STF money. · Touchscreen monitors were installed as part of CLC project. · Touchscreen monitors were purchased for installation as part of Project STEPP · 20 new laptops were purchased for student checkout at Circulation. · 20 iPads were purchased for student checkout at Circulation. · 6 Nooks, 6 Kindles, and 4 Color Nooks were purchased for checkout at Circulation. · 4 Kiosks were purchased and installed in the books stacks for quick access to the catalog. · 2 new Smartboards were installed, one in room 1019, one in the new TRC classroom. · The Admin Conference Room was upgraded to include a new mounted projector and equipment rack. · Implemented Aeon in SPC/NCC. Aeon is a circulation and request management software. It improves user service and staff efficiency while providing tracking and statistics. 1.3 Free printing for students was established and paid for by STF money; new computers were purchased for the BI Rooms using STF money.

		1.4 The process for hiring an intern from the Computer Science College was started.
Interlibrary Loan	1.1 Redesign the patron assistance and training area in ILL & Document Delivery to make it a more inviting and usable space. 1.2 Collaborate with Circulation/Reserve to investigate and propose a redesign of the combined office suites to increase workflow efficiency and, if possible, create more patron study space.	1.1.1 Requests for surplused first floor patron furniture were not fulfilled during the fall; discussions to remodel the Circulation/ILL area resulted in this item being tabled during the spring 1.2.1 Meetings were held with department staff to discuss possibilities. 1.2.2 Proposed floor plans were reviewed and comments on the designs were shared with the architect. 1.2.3 Measurements of all ILL furniture currently in use and desired to be retained were calculated to be shared with the architect. 1.2.4 The ILL HOS conducted a literature review and sent a survey to an ILL listserv soliciting information from other libraries on their workspaces.

North Carolina Collection	1.1 Develop a plan for a combined NCC and Special Collections & Archives service area that addresses security, preservation and accessibility of collections and instruction needs, and provides a public space conducive to use by researchers.
	
	    1.1.1 Criteria for Success: Strategic planning process is organized and final report is produced by June 30, 2011.
	
	1.2 Assess space issues in the NCC closed and general stacks and develop plan to accommodate short term collection growth.
	
	    1.2.1 Criteria for Success: Plan is completed and implemented by June 30, 2011.
		1.1 Department staff participated in Division Space planning workgroups making recommendations and assessments of needs.
		1.2 Both general and closed stacks were expanded to increase shelving. There are additional plans to increase shelving in the closed stack area.

Project Development & Marketing	1.1 Plan, market, and coordinate multiple events to celebrate the opening of the Collaborative Learning Commons. 1.2 Market giving opportunities for named spaces in the Collaborative Learning Center.	1.1 The opening of the new Collaborative Learning Center in Joyner Library was highly publicized in campus publications and community media. Special celebration events were held for students and the Board of Trustees. 1.2 Spaces in the Collaboartive Learning Center have been designated for naming opportunities. Marketing these spaces will begin with a presentation to the library's Advancement Council in September 2011.
Reference	1.1 Continue department participation in the renovation of first floor furniture, technologies, aesthetics, instruction rooms, presentation room(s), and study spaces. 1.2 Participate in appropriate Collaborative Learning Center (CLC) Opening celebrations. 1.3 Identify strengths and weaknesses of CLC and suggest improvements after implementation.	1.1 Members of the Reference Department worked with Building Operations, IT Ops, and Institutional Interiors to coordinate the arrangement of furniture, electrical and data connections, and the placement of artwork in the Collaborative Learning Center prior to its opening. The department schedules the use of the presentation practice room and group study rooms for patrons. During the year, approximately 9,000 reservations for group study rooms were made and 300 reservations for the presentation practice room. After the opening of the CLC, the Reference Desk has received nearly 3,500 more reference transactions than the previous year. Additionally, room 1019 was reconfigured into a

		small instruction room with the assistance of Building Operations and IT Ops for providing library instruction to COAD classes and small graduate level classes. The classroom was outfitted with 20 new laptops, an instructor's laptop and a SmartBoard. 1.2 Members of the Reference Department participated in the planning of the CLC Opening, and New Faculty Orientation. Several department members attended these functions along with the Langford birthday celebration, Trustees meeting and reception, and other events highlighting the new area. 1.3 The Head of Reference/Interim AD for Public Services conducted CLC assessments during the 2010-2011 academic year. These assessments included a user survey, interviews with students and faculty, and the mapping of usage patterns of the new area. Meetings with representatives from the SGA, Synergy, and the Honors College were arranged by the Outreach Coordinator to gather feedback from additional students. Currently, the data is being analyzed and changes to the space will be made based upon the results of these assessments.
Special Collections	1.1 Develop report with pros and cons concerning a possible combined NCC, Special Collections, and	1.1.1 After consulting with department heads in

	University Archives service area that addresses security, preservation and accessibility of collections, and instruction needs, and provides a public space conducive to use by researchers. Consider also the appropriate location of Digital Collections and Preservation/ Conservation. 1.1.1 Criteria for Success: Strategic planning process is organized and final report is produced by June 30, 2011.	the division (including the Digitial Initiatives Librarian), the Assistant Director for Special Collections appointed three committees to investigate the feasibility of combining the two service desks and to determine space needs for the next fifteen years. Included in this charge was an examination of the relationship between the preservation/ conservation labs on the First Floor and the Third Floor. The three committees focused on these areas: public spaces, staff spaces, and storage spaces. The reports were submitted by the beginning of June 2011. The final report will be completed by June 30, 2011.
Teaching Resources Center	1.1 Develop a redesign plan for TRC. 1.1.1 Criteria for Success: Review the TRC space assessment and assess the needs of the TRC to determine a plan that will meet the needs of patrons in terms of instruction, collection arrangement, collaborative learning, study space and desk service. Review instructional area noting needs for future growth and technological updates. Explore and recommend technology and furniture that will provide a collaborative atmosphere for student learning. Communicate and discuss needs with Dean to be presented to Joyner Executive Committee.	1.1 TRC space assessment was reviewed with Joyner Building Operations HOS. A plan was developed to include renovating the TRC to move and replace the service desk, construct an instructional room with SmartBoard technology, add additional floor electrical and data wiring, move and update computer workstation furniture, add three collaborative computer workstations with large screen, move special and reference collections, add additional shelving for Big Brooks, move Ronnie Barnes African-American Resource Center, add study booths to the back area of the

		TRC, remove one range of the "L's" to accommodate an open view of Tonnie Farnes Center, update furniture in the ETC room, replace all tables and chairs in the TRC adding additional ones to accommodate more patrons, and add cushions and slip covers to existing rocking chairs. The renovation plan was discussed with Dr. Boyer and Jan Lewis. Jan Lewis developed a proposal to request reallocation money for the renovation. Money was granted. TRC HOS and Building Operations HOS began working on plan discussing needs with contractors. Building Operations HOS handled contract needs. TRC HOS and other members of TRC created a list of furniture/ technology items. Orders were eventually proposed, reviewed and approved. Orders were placed in April with a June arrival date.
Innovation and Technology	1.1 Support and then assist the library in developing IT infrastructure for the CLC, and all other developing spaces in the library. 1.2. Plan, develop, deploy, and improve technology resources that enhance the user experience. 1.3. Collaborate with ITCS to utilize more campus IT resources in Joyner Library, including computer equipment, digital signage, and software packages. 1.4. Collaborate with Academic departments on campus to develop unique technology resources for Joyner Library. (Computer Science and Information and Computer Technology)	1.1 New computers wre installed in the CLC, provided by ITCS and student technology fee money. Cable management issues were resolved with new, short-length cables. 1.2 Large screen monitros wree installed in the CLC for group use; presentation practice room was designed and installed using STF money; touchscreen monitors were installed as part of the CLC

		project; touchscreen monitors were purchased for installation as part of Project STEPP construction; 20 new laptops snd 20 iPads were purchased for student checkout at Circulation; 6 Nooks, 6 Kindles and 4 Color Nooks were purchased for student ckeckout; 4 kiosks were purchased and installed in the books stacks for quick access to the catalog; 2 new Smartboards were installed (Room 1019 and the new TRC classroom); the Administrative Conference Room was upgraded to include a new mounted projector and equipment rack; implemented Aeon circulation and request management software in Special Collections. 1.3 Free printing for students was established and paid for by STF money; new computers were purchased for Rooms 1020 and 1021 using STF money. 1.4 Started the process for hiring an intern from the College of Technology & Computer Science.

2. Establish the ECU Libraries' role as a leader in campus scholarly communication initiatives and in providing access to the scholarly output of the university.
Supports ECU Tomorrow: Assuring Access & Forging Effective Partnerships
Supports ECU's Strategic Action Plan 2010-2011: The Leadership University and Education for a New Century
Supports UNC Tomorrow 4.1.1, 4.4.1, and 4.7.4

Department / Committe / Task Force	Strategies	Outcomes

Collection Development	2.1 All liaisons will offer to meet with faculty in groups and individually, in order to make them aware of The ScholarShip and encourage their participation.. 2.2 All liaisons will communicate with faculty regarding open access to their research, and attempt to build support for an open access resolution across campus.	2.1 and 2.2: 6 liaisons reported conducting 19 individual faculty meetings and 4 group meetings to discuss the IR or other scholarly communication topics.

Digital Collections	2.1 Provide technical and logistical support and leadership for the development of The ScholarShip.
	
	     2.1.1 Criteria for Success: Repository continues stable growth and development; ETDs are added on a regular basis; upgrades and new features or projects are carried out in a planned and logical fashion.
	
	 2.2 Create separate repository for School of Art and Design student portfolios in order to ease the process and provide better long-term management.
	
	     2.2.1 Criteria for Success: Repository developed and implemented with same basic functionality as current collection within The ScholarShip.
		2.1 The ETD upload process has been developed and is out of pilot phase and into full production. ETDs were added following the end of each semester. 262 articles from the Division of Health Sciences were added to the IR.
		
		 2.2 Separate repository for SOAD senior portfolios was created and content migrated.

Innovation & Technology	2.1 Continue to provide support as needed with the ETD and Institutional Repository initiatives.	2.1 Continued to provide support and upgrades to the hardware and server structure on which this is installed when deemed necessary. 210 ETD's were processed.
Interlibrary Loan	2.1 Publicize library scholarly communication initiatives through ILLiad's alert feature, the department's Facebook account, flyers in borrowed books, and word-of-mouth, as deemed appropriate.	2.1.1 Borrowing and Lending patrons were directed to the ScholarShip when appropriate and ILLiad Alerts advertising the ScholarShip were placed. Other methods were deemed to be inappropriate.
Project Development & Marketing	2.1 Collaborate with the IR Steering Committee to promote The ScholarShip and other scholarly communication initiatives. 2.2 Host FaculTeas to promote communication of selected faculty research projects.	2.1 Promoting the ScholarShip has been incorporated into the library's marketing plan. 2.2 Several FaculTeas in Joyner Library this past year promoted the scholarship of ECU faculty.
Reference	2.1 Incorporate information about scholarly communication into library instruction program.	2.1 Basic information about plagiarism, copyright, and scholarly

		communication were integrated into the library instruction curriculum of COAD 1000 and ENGL 1100. More advanced topics were taught in library instruction for upper-level courses as appropriate.
	2.2 Increase student awareness of plagiarism through instruction and creation of instructional materials. 2.3 Increase our knowledge of the Electronic Theses and Dissertations submission process.	2.2 A lesson about plagiarism and ways to avoid it was incorporated into the Library 101 tutorial which was given to more than 1,000 students prior to them attending library instruction. The same information has also been incorporated in LibGuides on a regular basis. 2.3 Members of the department attended several events during Open Access week and Graduate School workshops on the electronic theses and dissertation submission process.
Scholarly Communication Committee	2.1 Work with the copyright officer to promote an authors' advisory service and publishing alternatives. 2.2 Committee members will help grow The ScholarShip by providing publicity materials and coordinating outreach efforts on campus. 2.3 Reorganize Scholarly Communications web presence (taking into account LibGuides, wikis, IR web pages, etc.) 2.4 Sponsor activities during Open Access Week. 2.5 Build support among ECU faculty for a resolution supporting publishing in open access journals. 2.6 Investigate options for establishing a central ECU fund to cover author fees for open access journals. 2.7 Committee members will develop programs on scholarly communications topics; these programs will be open to librarians and teaching faculty. 2.8 Expand committee membership to members of ECU faculty outside the ECU Libraries.	2.1: Noted copyright expert Peggy Hoon delivered a series of presentations on campus, beginning with one during Open Access Week. 2.2: The ScholarShip's growth includes a set of Technical Reports from ICSP; no new publicity materials or outreach efforts have been developed. 2.3: This goal was not accomplished. 2.4: Open Access Week 2010 took place October 18-20. 2.5: This goal was not accomplished. 2.6: Committee members

		reviewed COPE and conducted some internal discussion. 2.7: No programs apart from OA Week and the Peggy Hoon series were developed. 2.8: Committee members discussed some candidates to approach, but are still clarifying the roles we will ask these members to fill.
Special Collections Cataloging, Metadata & Authorities	2.1 Provide metadata support for ETDs and other items as requested in The ScholarShip.	2.1 We are caught up with ETD cataloging and currently have no backlog. We are currently working through the browse list of subjects in ScholarShip and editing user-assigned terms to reduce redundancy due to capitalization, punctuation differences, etc.

3. **Manage and develop physical and digital collections that support the evolving curricular and research needs of the university.**
Supports ECU Tomorrow: Supporting Student Success
Supports ECU's Strategic Action Plan 2010-2011: Education for a New Century & Economic Prosperity in the East
Supports ECU Tomorrow 4.1.1 and 4.1.2

Department / Committee / Task Force	Strategies	3Outcomes
Circulation	3.1 Promote and advertise E-reserves to all faculty and staff using Blackboard. 3.2 Develop online tutorials that provide instruction for reading LC, DDC, and SuDoc call numbers.	3:1 There is a link resolver posted on blackboard to allow access to e-journals and articles. 3:2 This goal was not completed.
Collection Development	3.1 All subject funds will have collection development guidelines posted.	3.1: By end of March 2011, 29 subject

		guidelines had been posted.

Digital Collections	3.1 Improve infrastructure for digitization, using the best standards and practices, to increase capacity, robustness, and longevity of collections. In particular, this year should include attention to the digitization of text, the master format for images, preservation metadata, and server architecture.
	
	    3.1.1 Criteria for Success: The rate of digitization and publishing of full-text is increased through the use of different standards and workflows; JPEG2000 is implemented as master format; preservation metadata is included in all repository records; test server and new server are integrated into server architecture; DIY BookDrive is in regular production with complete documentation and training developed.
	
	3.2 Develop a plan for complete digitization of important collections in cooperation with Special Collections.
	
	    3.2.1 Criteria for Success: Priority list of collections developed and detailed project scope statements written that describe how the digitization should be done.
	
	3.3 Support the creation of a library-wide digital preservation plan.
	
	    3.3.1 Criteria for Success: Preservation plan is completed with input from Digital Collections to support adequate preservation activities for the data created and maintained by the department.
	
	3.4 Deposit oral histories from the Latino Oral History Project, directed by Richard Contreras and David Griffey of the Anthropology Department, into *Joyner Library Digital Collections* and develop all necesary elements of the online presentation.
	
	    3.4.1 Criteria for Success: A pilot collection with 3 transcripts and audio objects is created by November 19, 2010; the remaining 12 oral histories are deposited as they are completed.
		3.1 The rate of text output has increased through the use of lightweight standards for text encoding. A considerable backlog of searchable fulltext has been placed online. Evaluation of the JPEG2000 format was completed. It will now be the master file format, saving up to 60% of file storage space compared with the previous TIFF format. The BookDrive DIY scanner was purchased and put into production. The test server was installed; a major reorganization of all projects on all servers resulted in a more logical arrangement.
		3.2 An evaluation process for prioritizing collections for digitization has been developed by the Digital Archivist and the Digital Collections Librarian. It has begun and will continue through 2011.
		3.3 Preservation Task Force's final report was submitted to the Director's Executive Committee. Action was deferred in anticipation of the arrival of the new AD for Library Technology.
		3.4 The Latino Leadership Oral History Archive has been created and

		contains 12 interviews. Transcripts are included for eight of the interviews.
Electronic & Continuing Resources Acquisitions	3.1 Explore opportunities for developing and expanding staff members' work and skills managing e-resources.	3.1 Training occurred during the first half of 2011 that will enable staff responsibilities for processing order and invoice records to be distributed among two staff members in the department instead of just the one staff member who currently has all responsibilities for processing of orders and invoice records. This change will in turn enable the staff member who currently has all responsibilities for processing of orders and invoice records to devote more of her time and expertise to responsibilities of e-resource management.
Electronic Resources Review Committee	3.1 Recommend the acquisition of new electronic resources (budget permitting) which support the university's research and curricular needs, especially areas of growth, interdisciplinary studies, and subjects identified as priorities for the university. 3.2 Evaluate existing electronic resource subscriptions to ensure that they provide balanced access to scholarship for all areas of research and teaching given budget constraints, and then make cancellation and renewal recommendations accordingly.	3.1 In response to requests from patrons and library personnel, the Committee trialed access to approximately a dozen e-resources in order to better support the university's research and curricular needs. The Committee ultimately recommended the acquisition of fourteen e-resources. 3.2 The Committee evaluated a number of existing e-resource subscriptions. The evaluations resulted in the cancellations of

		such e-resources as Local Market Audience Analyst and African American Biographical Database.
Interlibrary Loan	3.1 Refer Interlibrary Loan & Document Delivery patrons to Joyner's physical and digital collections as appropriate. 3.2 Provide interlibrary loan and document delivery request data to collection development personnel, subject liaisons, and others when requested.	3.1.1 Patrons were frequently referred to locally held materials. Statistics will be available in July. 3.2.1 Six subject area reports, two distance education use reports, and five other data reports requested by collection development were provided.
Monographic Acquisitions & Preservation/ Conservation	3.1 Develop monographic acquisitions workflow to support a pilot project for patron-driven acquisitions. 3.2 Develop monographic acquisitions workflow to support a pilot project for e-reader circulation. 3.3 Develop monographic acquisitions workflow to support purchase of streaming videos.	3.1 Vendor readiness issues delayed the implementation of this pilot project. In June, MARC field customization choices were finalized and decision about purchase of time-of-invoicing records was made. Much of this goal carries forward to 2011-2012 as the first batch of discovery records is not expected from the vendor until later this summer. 3.2 Purchase orders for the titles bought for e-readers have been created in Symphony, are traceable and title notations have been standardized. Hand-off of these procedures from the AD for Collections & Technical Services to a staff member in mono acq is ongoing. 3.3 Decision to subscribe to online access to the Films on Demand Master Academic Collection made this an

		Electronic & Continuing Resources Acquisitions function.

Music Library	3.1 Investigate the Variations 6.0 software and decide on whether to implement, and if so, how.
	
	    3.1.1 Criteria for Success: Investigation completed and conclusions drawn.
	
	3.2 Revise the J.W. Pepper score approval plan.
	
	    3.2.1 Criteria for Success: Revision completed.
	
	3.3 Develop the circulating collections in the area of music education and music therapy.
	
	    3.3.1 Criteria for Success: Items identified and orders placed.
	
	3.4 Review/revise music library collection development policy.
	
	    3.4.1 Policy reviewed and revised.
		3.1 Completed; will not pursue Variations. Decided to approach Joyner Web Development to improve the software developed by them a few years ago.
		3.2 Postponed until next year due to the need for the time-consuming inventory of the composer portion of the collected works collection.
		3.3 Completed.
		3.4 Completed and approved by Library Assembly.

North Carolina Collection	3.1 Expand and promote the Roberts Collection of North Carolina fiction. 3.1.1 Criteria for Success: A comprehensive list of relevant titles is established and 20% of needed titles are purchased before June 30, 2011.	3.1 This goal is ongoing. A comprehensive list of needed titles has been established, but was longer than expected. Only 10 percent of needed titles were acquired this year.
Reference	3.1 Complete the print Reference collection inventory. 3.2 Complete the second phase of the print Reference collection shifting and weeding. 3.3 Continue weeding in federal documents in order to facilitate creating the legacy documents collection. 3.4 Continue weeding of maps and microforms. 3.5 Continue to evaluate new and existing electronic reference resources for possible format changes.	3.1 The print Reference collection inventory was completed and catalog records revised as needed to reflect current holdings. 3.2 The second phase of the print reference collection shift was completed including moving books into some of the current periodicals section, compact shelving, and to the circulating stacks. Four hundred twenty-two (422) volumes were transferred to the

		stacks or compact reference. 3.3-3.4 The weeding of federal documents, maps, and microforms continue. More than 18,550 maps and federal documents have been weeded from the collection. The ERIC microfiche weeding has been completed and microforms are weeded at the direction of the Head of Collection Development. Additionally, documents have been identified to place in the legacy collection and sent to conservation/ preservation if needed. Separate itypes have also been created for these materials. 3.5 Several Statistical Research Data Services (SRDS) print titles, including Business Media Advertising and Consumer Media Advertising, were converted to online access. Databases such as Pop Culture Universe, Press Display, which represent format changes for reference sources, were tested and feedback provided by the Department.
Special Collections	3.1 Process the manuscripts in the Stuart Wright Collection and create an encoded finding aid for the collection; work with Cataloging to begin the cataloging of books in the Stuart Wright Collection. Make decision about how to handle manuscripts laid	3.1.1 Those involved in processing the books and manuscripts in the Stuart Wright Collection met during the summer of 2010 to

into books in the collection. [Consider possibility of grant funding if deemed necessary by Cataloging.]

      3.1.1 Criteria for Success: Supplies needed for housing and/or protecting manuscripts and books are purchased. Manuscripts are processed and finding aid is available online by January 1, 2012. By August 1, 2010, Special Collections staff members meet with Cataloging staff to establish criteria for cataloging books in the collection and handling manuscripts laid into books. [Grant funding sought if deemed necessary by Cataloging.]

3.2 Work with Digital Collections to prioritize collections for digitization.

      3.2.1 Criteria for Success: By June 30, 2011, holdings of the East Carolina Manuscript Collection and the University Archives are evaluated and a list of priorities is developed.

3.3 Develop a plan for the systematic conservation of the holdings of Special Collections.

      3.3.1 Criteria for Success: A committee composed of the Manuscript Curator, the Curator of Printed Books and Maps, the University Archivist, and the Library Technician develop a rubric for evaluating priorities, based on such factors as frequency of use of the collections and their need for conservation, and develop a list of conservation priorities. The committee will estimate the costs associated with needed conservation work and recommend ways to fund conservation work on an ongoing basis. Report is completed by June 30, 2011.

establish criteria for cataloging the book collection and processing the manuscript collection. It was decided not to apply for a grant to undertake this work. Plans were made to copy items laid into books, and to transfer the originals to the manuscript collection. Supplies, including deacidification solution and mylar for protecting dust jackets, were purchased. By June 2011, the manuscript collection had been reorganized and a draft of a container list completed. Work on biographical statements about the authors and descriptions of the various components of the manuscript collection had been begun. It is anticipated that the finding aid will be completed, encoded, and placed online by the end of 2011.

3.2.1 The Digital Initiatives Librarian and the Digital Archivist developed a matrix for prioritizing the digitization of manuscript collections. This included an analysis of statistics for inhouse use of collections and for online use of finding aids. They also solicited input from the the University Special Collections

		Committee, the University Archivist, and the Assistant Director for Special Collections. The list of priorities will be compiled by June 30, 2011. 3.3.1 Because the department decided to implement the Aeon system during the 2010-2011 academic year rather than simply evaluate it, this goal was not pursued.

Teaching Resources Center	3.1 Seek funding to sustain an accurate and current Birth-12th grade print and non-print collection that meets the diverse needs of learners.
	
	    3.1.1 Criteria for Success: Complete written proposal and present to Joyner Executive Committee.
	
	3.2 Hire a consultant to assess and review the following TRC collections: Easy, Fiction, Mixed Media and Biography to determine strengths and weaknesses of these collections.
	
	    3.2.1 Contact consultants to submit proposals for the assessment. Review proposals to determine consulatant for contract. Conduct preliminary reports as requested by consultant. Schedule visit of consultant meeting as requested. Review consultant's report. Prepare plan to address recommendations in report. Present findings and plan to Joyner Executive Committee.
		3.1 A proposal was developed in September 2011. Due to proposed administrative changes in the library, it was determined that it would be best to delay the presentation of the proposal until the new Associate Director of Public Services began employment which was in February. The proposal presentation was delayed further due to leave issues. The proposal was schedule for presentation on June 2, 2011. Determination of permanent allocation is pending.
		3.2 The hiring of a consultant to assess the TRC collections was not approved due to constraints. At this time, members of the TRC have weeded the Fiction and Biography collections. Assessment of the Fiction and Biography collections will begin this fall to further

		determine trengths and weaknesses of these collections for purchasing considerations to update these collections. A focus will be placed on adding middle and secondary materials for these collections as well as the nonfiction.
Web Development Team	3.1 Adopt a digital preservation plan.	This goal has been moved to 2011-2012 due to staff turnover. It is under review for 2011-2012, and will likely be led by Library Technology with participation from appropriate ALS departments (Special Collections, Digital Collections, IT Operations, Web Services, etc).

4. **Improve accessibility, awareness and use of library collections and services.**
Supports ECU Tomorrow: Supporting Student Success
Supports ECU's Strategic Action Plan 2010-2011: Education for a New Century
Supports UNC Tomorrow 4.1.1 and 4.2.6

Department / Committee / Task Force	Strategies	Outcomes
Circulation	4.1 Improve accountability of general collections materials by completing the inventory, using Symphony. 4.2 Complete an inventory of the audiovisual collections and popular reading collection. 4.3 Identify areas in the general circulating collection that need weeding or shifting. 4.4 Relocate the DVD, Popular Reading, and New Books collections to better accommodate their size. Shelve DVD collection in call number order. 4.5 Identify audiovisual equipment that would be useful for students and faculty to check-out and increase the variety of equipment available for patron check-out.	4.1 Complete the inventory of the general circulating collection by Dec. 2012. 4.2 Goal Completed June 6, 2010. 4.3 Weeding was completed in the general circulating collection 2010. A spreadsheet was identified for shelves that need to be shifted to hold

4.6 Organize and participate in ongoing training regarding current and new equipment for patron check-out.
4.7 Revise Circulation web site to publicize equipment and new circulation policy.
4.8 Help assess the advantages and disadvantages of using WorldCat Local, Symphony, and the discovery tool for finding various types of locally-held materials.
4.9 Expand e-reserves to include materials contained in online resources, when permitted by licenses.
4.10 Experiment with the use of social media to promote library collections.
4.11 Include current news or popular culture in book and film displays.
4.12 Meet with Sheppard Memorial Library staff to discuss book display topics and strategies to increase circulation of library items.

more books and Circulation is now shifting as of May 2011. We plan to complete this "mini" shift by August 2011
4.4 Completed Summer 2010
4.5 DELETE this goal
4.6 Circulation staff is provided basic training on new equipment that arrives. Goal completed.
4.7 The equipment list on the web page has been updated each time new equipment is received. A committee has been formed to review and update the circulation policy to be completed by September 2011. Publicity has been handled by Dawn Wainwright in the Development Office.
4.9 Blackboard 9 will offer some of these new services. Therefore we are waiting for review the features offered by Blackboard There is a link resolver posted on blackboard to allow access to e-journals and articles.
4.10 Beth Winstead was going to meet with all departments with Social Media sites in library combine and delete some or consolidate social networking sites however mothering ever happened with this. Unable to complete goal unless a committee is formed or someone picks this up as a project.
4.11 Circulation completed many hot topic displays such as

		Earth Day, North Carolina Attractions, Disability Awareness Month and Circulation staff is provided basic training on new equipment that arrives. Goal completed. Alcohol Education 4.12 I spoke with Sheppard Memorial Library Staff and their book displays include popular reading titles only. Goal Completed
Collection Development	4.1 Demonstrate the centrality of the library to the academic core through increased outreach efforts by subject liaisons. 4.2 Expand and enhance services to distance education students and faculty, especially through activities such as selecting online monographic purchases, offering to develop research guides, and encouraging faculty to take advantage of online library instruction.	4.1: 14 liaisons reported conducting a total of 112 individual and 53 group meetings to discuss library services. 4.2: Including Reference, 28 funds expended nearly $32,000 for 361 firm order ebooks this fiscal year.

Digital Collections	4.1 Support processing task force / new special collections public services software recommendations.
	
	    4.1.1 Criteria for Success: Any necessary updates to *Joyner Library Collection Guides* are implemented as a result of the Processing Task Force report; Special Collections is assisted with any additional technical goals related to new public services software; geographic browse feature and collecting strengths added to *Joyner Library Digital Collections*.
	
	4.2 Improve usability of collections in the *Eastern North Carolina Digital Library* (book downloads and cross-searching) and *Joyner Library Digital Collections* (usability of thematic collections).
	
	    4.2.1 Criteria for Success: Access to *ENCDL* content is provided through the Digital Collections repository; easy to download copies of out-of-copyright *ENCDL* books are available; more tightly defined thematic collections are implemented; repository-wide browse tools are created and implemented.
		4.1 Digital Collections created web-based tools to support a cataloging workflow for folder level items. Digital Collectionsincorporated Aeon special collections check-out software with the Joyner Library Collection Guides. The geographic browse feature was added.
		4.2 Migration of the *Eastern North Carolina Digital Library* into the main Joyner Library Digital Collections repository has been planned. Most of the digital objects have been migrated and browsing and searching are being developed. Work on this project will continue. A zoomable/page-turning book reature using the JPEG2000 standard has been developed and used

		to enhance the books in the E*NCDL* and the ECU Yearbooks. Several sub-collections were created to aid in better browsing.
Discovery Committee	4.1 Implement Summon discovery tool before Fall semester begins. [For additional implementation plans, see the Discovery Tool Task Force report dated June 3, 2010.]	
Electronic & Continuing Resources Acquisitions	4.1 Partner with Collection Development and other relevant library departments in order to effectively carry out evaluations, renewals, cancellations, and format and vendor changes.	4.1 For 2011, approximately 124 subscriptions were cancelled (including 3 database subscriptions, 1 CD-ROM subscription, 65 online subscriptions, 49 print subscriptions, and 6 print + online subscriptions). In addition, the Department changed the vendors of approximately 267 subscriptions (most of them from Swets to EBSCO) and the formats of approximately 44 subscriptions (most of them from print to online). The changes were made based on information from the Collection Development Department, the E-Resources Review Committee, and other relevant departments and subject librarians.
General Collections Cataloging	4.1 Develop a set of standard reports for ongoing database maintenance and assign responsibility for resolving them. 4.2 Assess government documents cataloging workflows, collaborating with other areas within the library to achieve better control of items we plan to retain long term. 4.3 Train NCC staff member to create item records for NCC serials. 4.4 Monitor developments on the national cataloging scene regarding the implementation of the new cataloging standard RDA (Resource Description and Access), implement staff training, and alter procedure documents as necessary. Following the national standards allows for cooperative cataloging among institutions, lessening	4.1 To date, report suggestions have come from several areas in the library without prompting. These reports have been worked on as they arrive, but they need to be organized and assigned in a way that maximizes their utility to patrons in terms of the online catalog. 4.2 Jan Mayo is chairing the Federal Documents Task Force, charged on

	redundant work among cataloging agencies and making items available to patrons sooner. RDA is intended to provide better access to a broader range of information formats, especially new technologies. 4.5 Work with ILS support team and Monographic Acquisitions to resolve how "in process" items display to patrons.	May 15, 2011 with addressing this and related issues. 4.3 NCC staff member received training from Lorré Bullock to create item records for NCC serials. 4.4 All in the department attended several training webinars, but a joint statement released by LL, NAL and NLM on June 13, 2011, indicates they will not implement RDA before January 1, 2013, and likely not in its current form. 4.5 Status of "in process" items now displays to patrons at every step in that process.
Innovation & Technology	4.1 Ensure that library patrons are aware of the IT resources that Joyner Library provides. This includes developing a system which allows patrons to see available workstations in the library via the website, and through digital signage. 4.2 Provide support to the discovery tool implementation project. 4.3 Continue to improve functionality and usability of the Symphony OPAC. 4.4 Provide support to the effort to assess the advantages and disadvantages of using WorldCat Local, Symphony and the discovery tool for finding various types of locally-held materials. 4.5 Provide support to the RapidILL implementation	4.1 Labstats maps were created and Labstats was installed on all applicable public computers. Computer maps were placed on the digital signs at/near the Circulation desk. 4.2 Extracted Symphony bibliographic records to create Summon database metadata and designed/ scheduled daily updates for the Summon database metadata. 4.3 Implemented "New Titles" listing; enabled searching by specific collections such as TRC Big Books, Schlobin Fantasy, and Miniature Scores; implemented display of book cover images; worked with Technical Services personnel to design and implement a workflow to accurately display "in process" items to patrons; added a link to the library floor maps;

		added/modified labels and data fields to clarify data display for patrons; added OpenURL link for Special Collections materials to Aeon patron interface. 4.4 No formal assessment or discussion was conducted. 4.5 Developed and tweaked workflow procedures to provide updated serial holdings data to RapidILL on a monthly basis.
Interlibrary Loan	4.1 Implement RapidILL. 4.2 Assess the advantages and disadvantages of using UNC Library Express (WorldCat Local), Symphony, and the new discovery tool for finding various types of locally-held and remote materials. 4.3 Create new interlibrary loan and document delivery online tutorials and revise existing ones to address expressed and anticipated needs. 4.4 Continue to improve functionality and usability of the ILLiad system. 4.5 Encourage non-OCLC borrowing libraries to place requests through ILLiad's web lending portal. 4.6 Feature help text, tips, tutorials, and bragging points on the new Interlibrary Loan & Document Delivery website.	4.1.1 Borrowing was implemented successfully in July using the ILLiad Rapid Manager interface. 4.1.2 Lending was successfully implemented in August using the Rapid web interface. The implementation of the ILLiad Rapid Manager for Lending has been partially successful. 4.2.1 As a member of the Discovery Tool Taskforce and the chair as the Symphony OPAC Committee, the HOS participated in discussions of the usefulness of UNC Library Express, Summon, and Symphony. No formal assessments of these search tools were undertaken by ILL. 4.3.1 Creation of new tutorials was postponed pending the library's new website release. 4.4.1 Planning and database maintenance in collaboration with

		Library Technology and the ILLiad vendor occurred in advance of the summer 2011 conversion to LDAP authentication for ECU patrons
		4.4.2 Feedback from patrons and library personnel resulted in numerous immediate changes to forms and templates and the planning for a series of larger enhancements, which began to be implemented during summer 2011
		4.4.3 The ILLiad Alerts feature was used frequently to make announcements and to advertise various library collections and services.
		4.4.4 A new, prominent notice box was added above the main menu's Outstanding Requests section.
		4.5.1 The Web Lending portal was added to the department's webpage.
		4.5.2 ILL staff direct non-OCLC libraries to use the portal rather than calling, emailing, faxing, or mailing Lending request forms.
		4.5.3 Due to budget concerns, the prepared Lending outreach letter to libraries in the region, which encouraged them to use the Lending web portal, was not distributed.
		4.6.1 A new ILL department homepage that prominently featured tutorial videos and other help information was developed with Web Services, but the library

		postponed the redesigned website roll-out until late-summer 2011. 4.6.2 A list of talking points and interesting facts was updated for publicity uses.
Monographic Acquisitions & Preservation/ Conservation	4.1 Work with appropriate contacts in ILS support team and web services to implement a New Items (Books) List. 4.2 Work with ILS support team and cataloging to resolve how "in process" items display to patrons. 4.3 Continue to apply accepted standards and practices for conservation and repair treatments to materials in the collection in order to ensure that they remain available for patron use. 4.4 Develop a process for tracking outstanding orders and put follow-up mechanisms in place (claiming, etc.) for the effective fulfillment of monographic purchases.	4.1 A canned search for a New Titles List is available as a link on the catalog search page. Further work to provide a more user friendly and aesthetically pleasing format via utilization of a Symphony report is ongoing. 4.2 Status of "in process" items now displays to patrons at every step in that process. 4.3 As of May 31, 7992 treatments have been performed by the unit and 2323 items have been processed by the bindery. 4.4 Symphony report to identify on order titles is run at fiscal year roll-over so that staff may follow-up with vendors. Implementation of individual purchase order line claiming feature within Symphony for more timely identification is ongoing.

Music Library	4.1 Migrate music library web page to new library-wide design, and develop new organization concept for it based on feedback from patron surveys.
	
	    4.1.1 Criteria for Success: Migration, patron surveys, and concept development complete.
	
	4.2 Participate in Joyner "patron habits" study being conducted by Robert James by observing and recording patron activities at specified times.
	
	    4.2.1 Criteria for Success: Observations made and submitted.
		4.1 Migration completed, but the new organization concept is on hold because the new Joyner site was not implemented.
		4.2 Completed.

North Carolina Collection	4.1 Improve functionality of the North Carolina Periodical Index.
	
	    4.1.1 Criteria for Success: Procedures to insure timely entry of new abstracts are implemented and backlogs eliminated before end of the fiscal year.
	
	4.2 Improve the NCC's web presence.
	
	    4.2.1 Criteria for Success: Convert web pages to new interface and develop new top level pages by beginning of academic year.
		4.1 Backlogs have been eliminated and substantial additions have been made to the database this year.
		4.2 Steps to prepare for web page conversions were completed, but the library web site did not change. As a result, only selected pages were updated.

Project Development & Marketing	4.1 Market the purchase and use of the Stuart Wright Collection to the campus community and scholars in the state and nation. 4.2 Market the library's physical and digital collections to ECU faculty and students. 4.3 Market the new library web site and discovery tool. 4.4 Experiment with social media to promote library collections, services, and events. 4.5 Develop a list of local media contacts to market collections and services.	4.1 A celebration of the Stuart Wright Southern Literature Collection will be held in fall 2011 to kick off the marketing campaign to the campus and global scholarly community. 4.2 The libraries digital and physical collections are promoted via the library's e-newsletter. 4.3 The library's new Web site will lauch in fall 2011 and marketing for the Web site and discovery tool will follow. 4.4 Exploring social media to promote library collections, services, and events is a key element of our marketing plan. 4.5 The Marketing and Public Relations Manager has developed a list of campus and local media contacts and her good wrking relationships have resulted in the publicaiton of several articles about the library this year.
Reference	4.1 Migrate the Reference Department's subdirectory of web pages to the new website. 4.2 Promote the new website through instruction sessions and reference service. 4.3 Promote the new Discovery Tool in instruction sessions and reference service.	4.1 The Reference Department migrated more than 200 web pages in the departmental subdirectory to the new web site which

	4.4 Provide feedback as appropriate on the new website and Discovery Tool. 4.5 Increase our tutorial/video/LibGuide web presence. 4.6 Expand and enhance services to distance education students and faculty. 4.7 Continue meaningful forays into new media and technologies and investigate participation as appropriate. 4.8 Continue ongoing database training and review. 4.9 Continue using website to promote departmental services and collections.	ultimately was not used. 4.2 N/A 4.3-4.4 The Discovery Tool was used in consultations and some instructional sessions as appropriate. Feedback was provided to the Discovery Tool Task Force and brainstorming sessions were held to determine uses for the tool at the reference desk and in classes. 4.5 Research Basics tutorial was created as a six-module introduction to the library and basic research skills. It was selected for inclusion in the PRIMO database and selected as "PRIMO Site of the Month" for September 2010. LibGuides constitute the bulk of instructional materials created; more than 340 guides provide resources for most disciplines at the university. 4.6 The Distance Education Coordinator revised the assessment plan for distance instruction and services. She increased marketing of distance education services to university community, and increased orientation and training opportunities about online instructional tools for library faculty/ staff including demonstrations of Centra, Skype, and DimDim. 4.7 The Reference Department moved to Library H3lp for providing chat reference services and moved all

		department information from a wiki to Google Docs and began using Google Calender to create desk and IM schedules, record leave and schedule graduate assistants. Several members of the department received training to use SmartBoard technology and received a hands-on practice with e-readers. 4.8 Each month one core meeting is devoted to database training or a review of functionality. This year we reviewed GREENR, Mergent Online, Social Explorer, FBIS, Art databases, Pop Culture Universe, Films on Demand, FDSYS, and RefWorks. 4.9 Announcements related to Reference were advertised on the plasma screens and the website for such events as the Bassman and Sparrow Awards, CLC opening and assessment, extended hours until midnight, and the presentation practice room.
Special Collections	4.1 As a trial, open Search Room until 9 p.m., M-W, Fall and Spring 2010-11. 4.1.1 Criteria for Success: Search Room is staffed until 9 p.m. during these times and an average of two users per evening utilize the department's holdings. 4.2 Records Management training is offered to offices and departments campuswide. 4.2.1 Criteria for Success: Training is updated and offered to individual offices and departments as needed. Departmental Records Coordinators are identified for each office or department and offered training. Records Management training is offered online. 4.3 Process highly used record groups in University Archives as determined by 2009-2010 use records. Collections to be processed include the remainder of record group 1: Board of Trustees, the remainder of record group 2: Chancellor's papers; records group 4:	4.1.1 Three staff members staffed the Search Room in Special Collections from 5 until 9 p.m. each Monday, Tuesday, and Wednesday night during the 2010-2011 academic year. During the fall 2010 semester, an average of 2.60 persons per evening used the department. During the spring 2011 semester an average of 3.31 persons per evening used the department. Use was

faculty organizations; and record group 50: campus publications.

4.3.1 Criteria for Success: Supplies need for housing the collections are purchased. All subgroups and series in the record groups are processed and finding aids are available by January 1, 2010.

4.4 The University Archives photo gallery is migrated to Digital Collections.

4.4.1 Criteria for Success: All photographs currently in the photo gallery are re-numbered and have descriptions and basic metadata. Digital copies of the images are re-numbered. The bulk of the current photo gallery is available through digital collections by January 1, 2010.

4.5 Successfully migrate departmental Web pages, based on library-wide templates.

4.5.1 Criteria for Success: Web pages are migrated by August 15, 2010, and are completely functional. Special Collections tutorial is revised and linked to Web pages by January 10, 2011.

4.6 Based on study conducted by the Special Collections Curator in conjunction with Digital Collections, develop criteria for revising content of selected existing finding aids so that they are more likely to be discovered by researchers using Web search engines.

4.6.1 Criteria for Success: By January 1, 2010, Special Collections Curator writes report with recommendations for identifying existing finding aids to be revised and procedures for revising them.

concentrated during the 5 to 7 p.m. time period.

4.2.1 Records Management training was offered to all offices and departments through email announcements to departmental contacts and sixteen training sessions were completed. Records coordinators were identified for more than thirty offices. Online training was developed on the new web pages, so it is not yet available campus wide.

4.3.1 During the 2010-2011 fiscal year, the University Archives processed more than thirty sub-collections, series, or sub-series. Descriptions of each were entered in Archivists' Toolkit and EAD finding aids were generated. Finding aids have been created for the first six university presidents (records for the remaining chancellors are processed but not described); four faculty organizations, including faculty senate; and twenty-three university publications.

4.4.1 While the photo gallery was not migrated to Digital Collections in 2010-2011, the digital files were re-numbered and descriptions and basic metadata were created. Delays occurred in getting access to existing descriptions to add them to the

		database. Progress is now being made and the project will be completed soon. 4.5.1 The department's Web pages were migrated by August 15 to the templates developed by Web Services, but the library decided not to go live with the new Web design. The tutorial was not revised. 4.6.1 The Special Collections Curator submitted a report on December 15, 2010, containing nine recommendations for improving the discoverability of the department's finding aids. The report was shared with the Assistant Director for Special Collections and with the Digital Archivist.
Special Collections, Metadata & Authorities	4.1 Catalog Special Collections, North Carolina Collection, Teaching Resources Center, and selected Music Library materials. These materials are frequently unique to Joyner Library and important to the study of the Eastern North Carolina region. They represent some of the highest-profile and most valuable acquisitions of the library. They support curricula that are central to the university. For some materials, closed stacks increase the importance of the catalog record to accessibility. 4.2 Enhance the metadata for the library's manuscript collections and add this metadata to WorldCat, Symphony, and the library website in order to increase the accessibility of these unique materials, particularly for non-local researchers. 4.3 Assign metadata for materials in the digital collections repository. This metadata will make these materials more accessible for users, including distance education users. It will support the library's digital preservation efforts by maintaining order and accessibility of digitized materials. 4.4 Create and contribute name authority records, primarily for Eastern North Carolina names, to the national authority file via the Program for Cooperative Cataloging standards and procedures. These authority	4.1 Materials cataloged. We began cataloging the Stuart Wright Collection. 4.2 Records enhanced. 4.3 Metadata assigned. We have kept pace with scanning output (the metadata queue has not grown this year). We produced documentation of process for digital collections metadata creation. We consulted with Digital Services on the new process of folder scanning and folder-level metadata. 4.4 Authority records created. One member of the department gave a presentation at the Society of North

records are valuable not only to us to increase the usability of our own catalog but also to other libraries collecting North Carolina materials.

4.5 Perform database cleanup, particularly authorities-related database cleanup, of the Symphony catalog as needed.

4.6 Monitor developments on the national cataloging scene regarding the implementation of the new cataloging standard RDA (Resource Description and Access), implement staff training, and alter procedure documents as necessary. Following the national standards allows for cooperative cataloging among institutions, lessening redundant work among cataloging agencies and making items available to patrons sooner. RDA is intended to provide better access to a broader range of information formats, especially new technologies.

Carolina Archivists annual meeting on Encoded Archival Context, an application of authority control to manuscript collections.

4.5 Department members contributed to the MARCIVE Ask at reference desk clean-up project. We began subject cleanup of Symphony due to the LC terminology change from "Cookery" to "Cooking;" this project was suspended due to Symphony not behaving as expected; we are waiting for answers from ClientCare. We contributed to cleanup of items with location DISCARD, contributed to missing items cleanup project until this project was completed, and contributed to the OCLC reclamation project (communications, setting parameters and processing reports that must be processed by hand).

4.6 Department members attended many RDA webinars. Two members of the department gave a presentation on RDA at the Joyner Library Paraprofessional Conference, May 13. The decision of June 13 by the U.S. national libraries to implement RDA no earlier than January 1, 2013 means that immediate staff training and procedural changes are not necessary.

Symphony OPAC Committee	4.1 Continue to improve functionality and usability of the Symphony OPAC. 4.2 Submit enhancement requests to SirsiDynix for future improvements to the Symphony OPAC. 4.3 Collaborate with Web Services, Reference, and others to enhance the visibility of the Symphony OPAC and to create tutorials and help screens to assist patrons with using the Symphony OPAC.	4.1.1: At least nineteen changes were implemented and at least nine additional ones were investigated 4.2.1: The ILS Manager referred numerous topics to SirsiDynix on behalf of the committee for explanation, assistance, and future enhancement. 4.3.1: One Search was configured with a more prominent limit to make the library's physical collections more easily discoverable; once an item is selected, One Search opens the OPAC to display the item record. The creation of additional help screens was determined to be unnecessary given Reference's existing help screen. A translation table for collection codes was added to Reference's existing help page. Attempts to add example text of searches and limits beside fields were unsuccessful. The creation of additional tutorial videos was delayed pending the launch of the library's new website and the hiring of an instructional technologist.
Teaching Resources Center	4.1 Actively promote TRC resources and services to the faculty and students of the College of Education in the instruction and curriculum areas of middle and secondary grades. 4.1.1 Criteria for Success: Obtain a contact list of faculty members teaching courses in the middle and secondary programs offered in the College of Education. Develop effective ways to promote resources and services to above areas utilizing the TRC Outreach services.	4.1 The Office of the Dean of the College of Education was contacted requesting a list of members teaching courses in the middle and secondary programs offered in the College of Education. It was suggested by the Dean's office that the best approach to reviewing

		the middle and secondary instruction/curriculum would be able to review the degrees offered. The reason for this approach is because all secondary teacher education programs are offered through the the subject department. In order to reach the secondary faculty, the TRC would need to contact through their departments. A list of degrees offered was furnished by the College of Education. After determining that there were 63 teacher education programs offered at ECU with 32 of them being middle/ secondary, it was determined that the TRC needed to develop a long-range goal to address promoting the TRC resources and services to these faculty and students. A long-range goal (five-year) was developed and included as such in the 2011-2012 ALS goals.
Web Development Team	4.1 Introduce a new library website that improves the ECU community's ability to navigate the website and find information independently. 4.2 Review the library's need for future tools and technologies (such as mobile website, intranet and "my page") and set priorities for implementation. 4.3 Improve functionality of the North Carolina Periodicals Index. 4.4 Use the website to publicize new resources. 4.5 Create a promotion space on the library's website through the bottom banner space for new books, faculty publications, to promote **resources** and for news and events.	4.1 A new website was designed with the goal of implementing a soft roll out throughout the fall semester. The home page and first level pages are complete. Additional content and pages will be converted throughout the semester, beginning with the public service departments pages. 4.2 A mobile website was implemented to roll out with ECU's mobile app in June. This has been well received, and held as a model/example for other campus units.

		Other tools and technologies are part of ongoing review for implementation. 4.3 We accomplished this goal by improving the input form and removing many duplicates. 4.4 The website redesign has resulted in several new venues for publicizing new resources, including an automated news and events section and a library services carousel. 4.5 A carousel created using jQuery was included near the footer in the website redesign. The carousel currently highlights library services but can also be used to promote resources. A news and events section was also included in the redesign as well as a Resource25 widget which publicizes events happening at Joyner Library on a daily basis.

5. Provide educational and cultural opportunities for the university community and residents of eastern North Carolina.
Supports ECU Tomorrow: Creating Opportunity for the East, Forging Effective Partnerships, and Improving the Community's Quality of Life
Supports ECU's Strategic Action Plan 2010-2011: The Arts, Culture, and Quality of Life; Education for a New Century; and The Leadership University
Supports UNC Tomorrow 4.3.1, 4.3.3, 4.4.5

Department / Committee / Task Force	Strategies	Outcomes
Administration	5.1 Building Operations will set up for and support events and exhibits.	5.1 Building Operations provided set up and break down service for several events in Joyner Library throughout the year including the

		Eastern North Carolina Literary Homecoming, ECU Book Author Awards, and Graduate Student Art & Design Exhibition.
Circulation	5.1 Continue to identify appropriate educational institutions for Cooperative Borrowing partnerships. 5.2 Promote Cooperative Borrowing program on Joyner Library Facebook page.	5.1 Plan to complete this goal by September 2011. 5.2 Plan to complete this goal by August 2011
Digital Collections	5.1 Update the Wright Brothers online exhibit in conjunction with the potential opening of an ECU-sponsored exhibit at the Raleigh-Durham International Airport. 5.5.1 Criteria for Success: Updated exhibit featuring more interactivity is launched in January 2011; associated marketing and public relations material is released.	
Green Task Force	5.1 Develop and host ALS "Green" Film Viewing series targeted at ECU community. 5.2 Update GTF web page and create repository of "green" web resources. 5.3 Celebrate Earth Day in April 2011 via a book and DVD display, a bulletin board exhibit, a newsletter, and a special event.	
Interlibrary Loan	5.1 Collaborate with the TRC to expand ILL's Educator Card School service to additional K-12 schools in eastern North Carolina, thus sharing Joyner's resources with schools in need of newer and more in-depth resources than locally available.	5.1.1 Over 600 K-12 schools in the region were notified by email in August and again in October of the service and invited to complete an IRB-approved survey about

	5.2 Inform academic, special, military, and public libraries throughout eastern North Carolina that they may request materials from Joyner Library for free, thus expanding their patrons' access to educational and cultural resources owned by Joyner Library.	their knowledge, use, and expected use of the service. A journal article based on the survey will be published in late summer 2011. 5.2.1 A letter and survey were drafted and were approved by the IRB for distribution. Out of concern for the potential budget impact, Library Administration directed that ILL not proceed with the outreach effort.

North Carolina Collection	5.1 Assist with completion of the Ensuring Access to Democracy grant.
	
	    5.1.1 Criteria for Success: All ECU materials are scanned and subject guides are written by grant deadlines.
	
	5.2 Promote resources of the North Carolina Collection.
	
	    5.2.1 Criteria for Success: Three exhibits highlighting NC materials are mounted during the reporting year.
		5.1 All ECU materials were scanned, though not as originally planned. The ECU yearbooks were done as part of a separate UNC grant. The project also took a different approach to creating guides hiring a graduate student to improve access by this method.
		5.2. Five exhibits were mounted in the collection this: Pitt County History; Tracing the Jewish Experience in North Carolina; Have a Seat: Early Turned Chairs of the Tar and Roanoke River Basins; Native Carolinians, 1585: The Theodor de Bry Engravings of the John White Drawings from the Collection of Michael N. Joyner; Moonlighting: A North Carolina Perspective.

Project Development & Marketing	5.1 Coordinate, fundraise and promote the Eastern North Carolina Literary Homecoming and community related events using traditional marketing methods and social networking tools. 5.2 Assist with marketing the Librarian to Librarian Summit. 5.3 Assist with marketing the Paraprofessional Conference. 5.4 Market the W. Keats Sparrow English 1200 Writing Award. 5.5 Market the Rhem/ Schwarzmann Prize for Recognition of Student Research. 5.6 Market the ECU Graduate Student Art and Design Exhibition. 5.7 Market the ECU Faculty art exhibition. 5.8 Market and support guest speaker events sponsored by the Friends of the Library. 5.9 Market other exhibits and special events.	5.1 The 7th Eastern North Carolina Literary Homecoming served 739 participants in a 4 county area through seven community events and a main campus event. Social marketing methods were increased and reached a larger audience.. 5.2 - 5.9 Marketing the Librarian to Librarian Summit, Paraprofessional conference, Friend of the library events, awards programs, and exhibits contributed to good attendance at these events.
Reference	5.1 Continue to facilitate and promote the W. Keats Sparrow ENGLISH 1100 & 1200 Writing Award. 5.2 Promote federal information resources to the broader community.	5.1 The Coordinator of Instructional Services oversaw the marketing, submission, and judging of 35 papers for the Sparrow Award and assisted in the coordination of the reception for the winners. 5.2 The Collection Development Librarian for Federal Documents and Social Sciences published a quarterly Federal Documents Newsletter and the Federal Document Manager created displays of documents to highlight the collection.

Special Collections		
	5.1 Foster a culture of excellence in undergraduate education through the Rhem/ Schwarzmann Prize for Recognition of Student Research.	5.1.1 The department in June 2010 compiled and sent to Professor Wade Dudley (History) a list of term paper topics suitable for research by students in his HIST 3000 classes. The Assistant Director for Special Collections worked with Library Administration to publicize the award through the Announce and ECU Official Faculty list servs, as well as through the library's electronic newsletter. Five students submitted papers for review by the three faculty members who volunteered to judge submissions. Three winners were selected, and an awards ceremony was held in the library on March 22, 2011. Approximately 50 persons attended the event. In April 2011, the Assistant Director for Special Collections attended a meeting of the faculty of the Department of English to publicize the prize.
	5.1.1 Criteria for Success: List of research topics is sent to Dr. Wade Dudley, Department of History, by July 1, 2010; the availability of the award is widely publicized again at the beginning of the fall 2010 semester; at least ten submissions are received by December 31, 2010, and the award ceremony is held in March of 2011.	
	5.2 Develop effective exhibits and work with Digital Collections to make digital versions of them available online.	
	5.2.1 Criteria for Success: By December 31, 2010, Pitt County 250th anniversary exhibit items are digitized, placed in Digital Collections, and linked through a basic web page developed by Library Technician. Physical exhibit reflecting manuscript material pertaining to China	5.2.1 Items in the Pitt County 250th Anniversary exhibit were digitized, placed in Digital Collections as a discrete collection, and linked to the finding aids of the manuscript collections in which they are located. A major physical exhibit,

	is mounted by November 1, 2010. Constitution Day exhibit developed for display in Mendenhall Student Center.	"Western Impact & Involvement in China: From the Vaults of Special Collections, 1905-1975," opened on November 1, 2010, and was scheduled to remain on view through June 30, 2011. The exhibit was widely publicized. Students in an Asian Studies class taught by Dr. John A. Tucker viewed the exhibit and wrote short essays explaining their perceptions of it. The Special Collections Curator once again developed an exhibit in Mendenhall Student Center for Constitution Day 2010.
Teaching Resources Center	5.1 Organize and host the 6th annual Librarian to Librarian Networking Summit. 5.1.1 Criteria for Success: Plan, organize and implement the Summit based on needs of the school media personnel in North Carolina, reviewing the evaluation from the 5th annual Librarian to Librarian Networking Summit. 5.2 Complete the educational component of the NCECHO grant, *Ensuring Democracy through Digital Access*. 5.2.1 Criteria for Success: Follow revised grant timeline focusing on the educational component	**5.1** The 6th Annual *Librarian to Librarian Networking Summit* was held on January 29, 2011 with more than 175 attending. Thirty-six sessions were offered. Attendees were eligible to receive 1.0 CEU. Vaunda Nelson, 2010 Coretta Scott King Author Award winner was the keynote speaker. Ms. Nelson also provided a presentation to the faculty and students of the College of Education. She was available the entire day offering an afternoon book signing session. Evaluations noted that

deadlines. Develop application to select teacher participants for 10-day workshop. Post application on web page and via predetermined educational listservs with deadline for submissions. Review applications to determine 10 best candidates. Develop job ad for master teacher to lead workshop and review lesson plans/ activities athored by teachers in workshop which will be posted on web. Hire master teacher. Collaborate with master teacher to schedule and develop workshop communicating details to teachers. Work with budget officer to expend workshop funds and stipends for teachers and master teacher. Register, attend and present grant information promoting using the grant in the classroom at three conferences.

5.3 Collaborate with various campus and community groups to host art displays and exhibits in the TRC.

    5.3.1 Criteria for Success: TRC Art Liaison and TRC Outreach Coordinator will make contacts with

the summit was a success and well received.

5.2 Using the revised grant timeline focusing on the educational component deadlines, an application to select teacher participants for a 10-day workshop was developed and posted using google documents. Announcements were sent to predetermined education listservs with deadline for submissions. Applications were due by June 5, 2011. A committee was formed to determine the top 10 candidates. The master teacher who will be leading the workshop and reviewing lesson plans/activities authored by teachers in workshop has been hired and will begin working on July 1, 2011. The ten-day workshop will begin on July 11, 2011 and end on July 22, 2011. Collaboration with master teacher to schedule and develop workshop communicating details to teachers are underway. Because the grant was extended an additional year, the

workshop and promotion of the teacher portal/ resources will follow

various campus and community groups to secure artwork to be displayed and exhibited in the TRC during the year. Proper procedures will be followed to secure artwork while on display in the building. Certificates of appreciation will be presented to people who have artwork exhibited/ displayed in the TRC. Emails will be sent announcing the various exhibits/ displays.

in the 2011-2012 fiscal year.

5.3
TRC Art Liaison and TRC Outreach Coordinator made contacts with various campus and community groups to secure artwork that was displayed and exhibited in the TRC during the year. Additionally, the TRC Outreach Coordinator collaborated with various groups to provide exhibits and workshops at special art events. The displays/exhibits included: **"**Picturing America" (National E**n**dowment for the Humanities grant for Pitt County Schools), "Mr. David's Class" (M**r**. David Liebreund's K-5 students at Wahl-Coates Elementary School in Pitt County, North Carolina), "Art Works 2010" **(**selection of artwork created by K-12 Pitt County School students/Greenville Museum of Art), "Art Without Borders" (exhibit and workshop for Preschool through 9th grade with emphasis on Latino artists), "ECU Youth Arts Festival" (sponsored by ECU School of Art and Design), "Youth Art Expressions" (sponsored by ECU School of Art and

| | | Design-Greenville Mall), and "Where The Wild Things Are: Learning in the 21st Century, Of Course" (5th grade **Y**outh **E**xcelling for **S**uccess Program at the Lucille W. Gorham Intergenerational Community Center in Greenville). |

6. Increase organizational efficiency and accountability.
Supports UNC Tomorrow 5.6
Supports ECU's Strategic Action Plan 2010-2011: The Leadership University

Department / Committee / Task Force	Strategies	Outcomes
Administration	6.1 Building Operations will complete the building notebook. 6.2 Building Operations will continue to identify and document Facilities Scheduled Preventative Maintenance work for the building. 6.3 Business Operations will support all ALS goals and activities that require budget support in an efficient and accurate manner. 6.4 Business Operations will streamline the ordering process. 6.5 Business Operations will devise a method to better track budget expenditures associated with work done by ECU Campus Operations. 6.6 Organizational Development will hire and orient the Director for OD. 6.7 Organizational Development will adopt best practices for OD from literature research, benchmarking with ECU peers, and communicating with leaders in the field. 6.8 Organizational Development will provide orientation for new ALS faculty and staff and will update the ALS orientation manual. 6.9 Organizational Development will develop a manual for personnel who supervise SPA employees. 6.10 Organizational Development will assess the success of the Organizational	6.1 The Building Operations notebook has been revised with new floor plans, contacts, and procedures. 6.2 Maintenance work has been appropriately identified and documented. 6.3 Business Operations held a ProCard training session and coordinated increased use of the ProCard for payment of acquisitions invoices, provided weekly budget reports, coordinated use of lapsed faculty salaries, supported grants, events, and use of special funds in an efficient and accurate manner. Business Operations initiated the sale of headphones from a vending machine, eliminating the use of Circulation and Business Operations staff time to support this function. Business Operations worked with Circulation on procedures to ensure that all daily deposits are accurate and that they reach the cashier's office by the 11:00 a.m. deadline. With Circulation, it developed procedures to track carrel

	Development program with employee surveys. 6.11 Organizational Development will develop programs to expand deep technical and soft people / culture competencies. 6.12 Organizational Development will facilitate the annual work study employment open house.	deposits and refundsto ensure year-end reporting accuracy. 6.4 Business Operations worked with Library Technology to streamline the ordering process for equipment. Guidelines for ordering supplies and the use of the ProCard also helped streamline the process. 6.5 Before the retirement of the Building Manager in January 2011, progress was made in better tracking expenditures associated with work done by ECU Campus Operations; some of the improvements were lost during the staff transition. More work needs to be done in FY2011-12 to re-implement better tracking. 6.6 The Dean closed the search for the Director of Organizational Development to fund a position in another department. 6.7 Organizational development research on best practices and benchmarking has been placed on hold. 6.8 New ALS faculty and staff have been oriented. The enhancement of the orientation manual is in process. 6.9 A manual for supervisors is pending the release of a supervisor's tool kit by ECU Huamn Resources, summer 2011. 6.10 Employees were surveyed following the library's annual Staff Development Day to gather feedback to improve the program. 6.11 Organizational Development is now promoting staff development programs sponsored by ECU Huamn Resources and external organizations (ie library associations). 6.12 The annual work study employment open house was	

		very successful with all library departments reporting filled vacancies.
Circulation	6.1 Develop bookmark or other method to notify patrons of new billing procedures. 6.2 Continue to institute more "green" practices such as maintaining a recycle bin for plastic bottles and using less paper. Review use of receipt paper when checking out and encourage patrons to pick up a "Renewing Items Online" bookmark. 6.3 Seek to better understand users and user behaviors in Joyner Library through a variety of assessment techniques. 6.4 Work with the Web Development Team to revise the Circulation web pages and implement new techniques and software as needed. 6.5 Review and update the department procedures manual. 6.6 Complete planning and development of procedures with the Identity Theft Protection Committee.	6.1 New bookmarks where created November 2010. Goal Completed. 6.2 Circulation participates in recycling plastic bottles and paper. Goal completed. 6.3 Robert James is leading a study on this and Reference is completing their on study. Circulation will wait for the reports. 6.4 Suggestions and recommendations were made to Web Development team and some changes were made. This project was put on hold when the Web Librarian resigned. 6.5 Completed May 2011 6.6 Completed February 2011
Collection Development	6.1 Develop a sample/template for reporting collection development activities on annual reports. 6.2 Gather accreditation reports to a shared location for future reference and training purposes.	6.1: Sample distributed by email to liaisons. 6.2: Known accreditation reports gathered to Joyner's Sharing drive in the CDV folder.
Collections & Technical Services	6.1 Redesign Collections & Technical Services web page.	
Digital Collections	6.1 Participate in the reorganization of the technology and digital areas of the library to report to a new Assistant Director for Library Technology & Digital Initiatives. 6.1.1 Criteria for Success: Reorganization completed with the participation of the department.	6.1 Reorganization is nearly completed.
Electronic & Continuing Resources Acquisitions	6.1 Finalize guidelines for the population of the library's Serials Solutions electronic resource management system with current licensing, access, and business terms and then use these guidelines to fully populate the system. 6.2 Consider possibilities for and, when appropriate, streamline procedures for	6. 1 The guidelines have been finalized but, because of staff out of office time related to illness and the need to meet higher priorities, the system is not yet fully populated using those guidelines.

	processing print materials, including check-in, claiming, and binding. 6.3 Implement EDI invoicing for the library's EBSCO subscriptions to streamline processing of invoice records with the ILS. 6.4 Develop a shared Joyner + Laupus EBSCO account for e-resources that are ordered through EBSCO and paid from the Virtual Library fund.	6.2 The Department continues to consider such possibilities. Most reductions in processing time for print materials has been achieved by reducing the numbers of print subscriptions through format changes and cancellations. 6.3 Due to the need to meet higher priorities and the restricted timeframes in which EBSCO allows implementation of EDI invoicing each year, the Department has not be able to move forward with this strategy. 6.4 The shared account has been created.
Electronic Resources Review Committee	6.1 Encourage input from ECU faculty and students related to the selection and deselection of electronic resources in support of their research, teaching, and learning. 6.2 Provide a venue for communication between Joyner and Laupus Library librarians in order to prevent duplications among the libraries' electronic acquisitions and seek out opportunities for collaborative development of electronic collections.	6.1 In order to get faculty and student input, the Committee promoted trialed e-resources on the Joyner Library website and maintained and reviewed online survey forms for input. Also, the Committee solicited input from faculty via the relevant liaison librarians. 6.2 Beth Ketterman, E-resource and Collection Development Librarian at Laupus Library, served as an active member of the Committee and as means for collaboration in the development of Joyner and Laupus Libraries' e-resource collections. At the Committee's monthly meetings, agenda items were included for Beth to share information about changes and plans regarding Laupus' e-resource collection.
General Collections Cataloging	6.1 Determine appropriate benchmarks and develop a more cohesive means of collecting and collating meaningful statistics that support them. 6.2 Continue to provide support and training to temporary staff working on weeding projects.	6.1 Individual logins were not available in Symphony until November 2010 and have not allowed actions in Symphony to be identified in reports generated in the way originally anticipated. Jan Mayo will continue working in Symphony

		to determine what data can and cannot be generated. 6.2 Lorré Bullock has provided support and training to temporary staff in working primarily on the Project STEPP weeding project.
Innovation & Technology	6.1 Plan, develop, and deploy a new IT work order system that will make it easier for library faculty and staff to report problems. This will increase response time, and eliminate misrouted work orders. 6.2 Participate in the effort to reorganize the technology and digital areas of the library to report to a new Assistant Director for Library Technology & Digital Initiatives 6.3 Provide support as needed for the assessment component of the SACS reaffirmation in 2013.	6.1 New open source work order system was identified and set up; evaluation is underway. 6.2 New AD for Library Technology was hired and started work in January 2011. The Innovation & Technology department was disbanded and replaced by the new Library Technology Division. IT Operations, ILS Support, Web Development, and Digital Collections became departments within the division. 6.3 No formal requests were made of ILS Support. However, the statistics gathered for ASERL and other reports were used in the SACS drafts.
Interlibrary Loan	6.1 Implement a faculty, staff, and student-worker cross-training plan between Circulation/Reserve and Interlibrary Loan & Document Delivery to improve work processes. 6.2 Investigate and adopt best practices from benchmark studies and other universities to improve work processes. 6.3 Participate in the assessment of distance education services. 6.4 Participate in the assessment of instruction sessions, focusing on student learning outcomes. 6.5 Participate in discussions with ECU faculty abouut the library's collections, services and future directions.	6.1.1 Several Circulation employees were trained on how to answer basic Borrowing and Document Delivery patron questions. 6.1.2 A training class on basic ILLiad use was held for Circulation staff. 6.1.3 Further training was delayed until two vacant Circulation staff positions were filled and until their training in Circulation is complete. 6.2.1 Joyner Library was awarded the Resource Sharing Star for its high score on the Rethinking Resource Sharing Initiative's best practices checklist. 6.2.2 William Gee served on the ASERL Research Sharing Best Practices Taskforce. 6.2.3 Benchmarking studies and best practices articles were actively consulted, but no major potential changes were

		identified. 6.3.1 Data on distance education use of ILL/DD services was provided, as requested. 6.4.1 The suggestion was made to distribute an assessment tool to the DE Education cohort sessions that ILL, Reference, and the TRC lead. 6.4.2 Links to assessment tools were to be placed on the department's new tutorial website and integrated into the new tutorials that were to be recorded, but the library delayed and then decided against launching a new website until fall 2011. 6.5.1 Some participation has occurred, but no significant discussions have occurred to which the ILL department was invited.
Monographic Acquisitions & Preservation/ Conservation	6.1 Complete re-start of shelf-ready processing and Edifact invoicing for both Approval Plan and Firm Order shipments from the library's primary book vendor. 6.2 Implement shelf-ready processing for DVD titles. 6.3 Implement our part of the ULAC system-wide contract for consortial purchases of titles from the library's primary book vendor. 6.4 Continue to identify common supplies needed by both the Technical Services Preservation & Conservation Lab and the Special Collections Conservation Lab to encourage group, rather than individual, orders.	6.1 Re-start of shelf-ready processing for firm order shipment occurred in April. Work on shelf-ready approval plan shipments and Edifact invoicing carries forward for 2011-2012. 6.2 Goal carried forward for 2011-2012. 6.3 In February, new pricing and terms were set by YBP for all UNC schools. This resulted in a slightly larger percentage discount and reduced subscription charges for GOBI service. 6.4 Staff from both areas shared pending supply requests with each other and combined orders where applicable, most notably for deacidification solution.
North Carolina Collection	6.1 Establish procedures for cataloging electronic forms of NC government documents. 6.1.1 Criteria for Success: Procedures are established and materials are being reported in	6.1 The expectation was that we would receive notice of electronic editions of materials that we had traditionally received in microform or print formats. This did not materialize. The notices of

	Symphony on a monthly basis by the end of the fiscal year. 6.2 Improve accountability of serial volumes in the NCC. 6.2.1 Criteria for Success: Serial records for materials in NC stacks are updated to include item numbers by June 30, 2011.	electronic records were only for born-digital materials. Instead we elected to receive the dwindling collection of state documents in their print format. These are processed as microforms were before, with differing processes for monographs and serials. 6.2 Most reference materials have been updated to include item records. The project is moving forward with general stacks materials.
Project Development & Marketing	6.1 Adopt best practices for events, grants, and marketing from literature research and benchmarking with ECU peers to improve processes. 6.2 Establish a protocol for identifying grant opportunities. 6.3 Assist Joyner Library faculty and staff in writing grant proposals. 6.4 Develop a marketing plan to promote Joyner Library services, collections, and resources with input from Heads of Service. 6.5 Assess participant reaction to library events with surveys and sign in sheets. 6.6 Assess participant reactions to library exhibits with surveys and sign in sheets. 6.7 Assess outcomes of events and exhibits including attendance, relevancy of content/handouts, and audience member future use of library services/collections. 6.8 Assess the impact of library marketing with surveys. 6.9 Assess the success of completed grants with debriefing meetings.	6.1 Research on best practices and benchmarking with peers for events, grants, and marketing has been defered to focus on other priorities. 6.2 Reviewed grants obtained by other universitities and reaseached possible grant opportunites for Joyner Library. Met with key individual in Joyner to solicit grant possibilities. 6.3 Worked with four units at Joyner Library to develop grant proposals. 6.4 The marketing plan has been completed. 6.5 Developed and reviewed on-line surveys for exhibits. Set up sign-in sheets for all events. Surveys were used for all events connected with the Eastern North Carolina Literary Homecoming and data was collated and used for making changes in program design and marketing.. 6.6 Same as 6.5 6.7 Held debriefing meetings for events to assess outcomes and relevancy of program, handouts and marketing. 6.8 Marketing surveys will follow the implementation of key strategies of the marketing plan. 6.9 Met with grant staff to assess the project sucesses and areas of needed improvement --

		this feedback used to change procedures.
Reference	6.1 Welcome new Reference faculty, staff, interns, and graduate students. Work with them to develop professional reference and instruction skills. 6.2 Assess selected areas of distance education services. 6.3 Assess instruction sessions, focusing on student learning outcomes and faculty feedback. 6.4 Develop and incorporate student learning outcomes in on-campus and distance instruction sessions. 6.5 Reevaluate and revise the content of the Reference wiki.	6.1 The Reference Department welcomed a new Science Librarian, University Library Technician, and 3 new graduate assistanrs. Appropriate checklists for training were provided for each employee. An initial two-week training period was established by the Head of Reference for the Science Librarian and University Library Technician whereby they met with other library employees and stakeholders; the Science Librarian was introduced to key science faculty members. Each was trained/advised about specific tasks related to their duties. All Reference employees were provided training in LibraryH3lp for chat service. 6.2 After looking at the results of the piloted assessment program, procedures were revised to include the recording of monthly statistics for reference questions, instruction sessions, instructional materials, orientation sessions, and meetings with faculty. Learning outcomes were required in all synchronous instruction sessions and student learning outcomes were assessed in these classes. Faculty members were surveyed for feedback related to instruction sessions and the creation of instructional materials. Also, the DE Coordinator worked with TRC Librarians to survey DE students who were graduating from the College of Education about the use of the TRC and the library's distance services. 6.3 More than 2,700 students who received library instruction were assessed through the use

		of the 3-2-1 Assessment, Minute Paper, or quizzes during the 2010-2011 academic year. 6.4 Approximately 70% of all instruction sessions included outcomes in their lessons. 6.5 All content from the Reference Wiki was updated and moved to the Google Docs platform for better access, east of use, and flexibility.
Special Collections	6.1 Implement recommendations of the Processing Task Force and make recommendation concerning automation of public services functions of the Special Collections Department. 6.1.1 Criteria for Success: Recommendations of Processing Task Force (due August 1, 2010) are implemented by January 1, 2010. By December 15, 2010, Assistant Head of Special Collections for Public Services, after careful consultation with staff of Digital Collections and Special Collections, submits report recommending method for automating public services functions for the Special Collections Department. Report will include information about cost of any recommendations.	6.1.1 Recommendations of the Processing Task Force were implemented during the fall of 2010 and spring of 2011. These included the implementation of Archivists' Toolkit as a content management system for manuscript collections, assignment of accessioning to the Manuscript Archivist, and the streamlining of procedures for processing collections. Based on the investigation led by the Assistant Head of Special Collections for Public Services, the library subscribed to Aeon (a product of Atlas Systems). With the assistance of staff in ILS Services and Technology Support Services, staff in Special Collections implemented Aeon effective February 14, 2011. This system allows the department to register patrons online, to track requests from the time they are made until the materials are reshelved, and to generate a variety of statistics, thus freeing much time that had been devoted to the annual compilation of use statistics.
Web Development Team	6.1 Assess the web site. 6.2 Set up a mirror web site for future ease of testing new tools, initiatives, and designs. 6.3 Create procedures for general web maintenance and create a repository of all important documents.	6.1 The website was assessed and the decision was made to progress with a redesign of the site. 6.2 This goal is no longer applicable. We are commited to ECU's CommonSpot system, and most of our web presence will live on www.ecu.edu.

		6.3 Moving forward, web maintenance, especially relating to content, will be carried out by the individual ALS departments. Guidelines will be put in place by the Web Development Team to ensure continuity is preserved throughout the site and the Team will continue to provide support. A repository of documents will be part of the discussions on implementing an intranet (2011-2012 goal).

7. Enhance the culture of leadership within ALS.
Supports ECU's Strategic Action Plan 2010-2011: The Leadership University

Departments / Committees / Task Forces	Strategies	Outcomes
Administrative Services	7.1 Business Operations will participate in training and development opportunities that build skills and leadership. 7.2 Organizational Development will foster leadership development with programs and assignments. 7.3 Organizational Development will facilitate succession planning.	7.1 Staff attended Banner Finance training, Port training, ASPIRE training, and U-Store TouchNet training. 7.2 The Dean has asked Assistant Directors to nominate faculty and staff in their divisions for leadership programs. 7.3 Succession planning is on hold.
Circulation	7.1 Coordinate with ILL to cross-train in performing basic tasks for maintaining timely delivery of services to patrons. 7.2 Begin cross-training staff in Circulation and ILL regarding new Cash Management procedures for billing for ILL books. 7.3 Continue to cross-train Circulation staff with an assigned back-up person to ensure coverage of essential services and operations.	7.1 Circulation staff attended at cross-training session held by ILL on 7/28/10. Cross training was put on hold due to multiple vacant positions in Circulation during this period. 7.2 Started Sept. 2010 7.3 Each Circulation staff member has a backup staff member trained. Goal completed.
Collections & Technical Services	7.1 Provide meaningful opportunities for staff development and training.	7.1 Staff attended a number of professional development opportunities this year,

		particularly on RDA (Resource Description and Access).
		7.1 Mono Acq & Pres/Con outcomes toward this include multiple staff members in each department attending various ALS forums and the Joyner Paraprofessional Conference. In addition, mono acq staff attended several RDA webinars and pres/con staff attended several preservation related webinars. Further, pres/con staff members taught sessions at multiple professional development conferences held at the library such as the Joyner Paraprofessional Conference, the Librarian to Librarian Summit and NCLPA.
Green Task Force	7.1 Identify and collaborate with other ECU sustainability committees. 7.2 Identify "green" library committees in North Carolina for future collaboration opportunities.	
Innovation & Technology	7.1 Take a direct proactive leadership role in the development of IT resources within Joyner Library. Meet with all library departments to ensure that we are providing the IT resources that they need, and to discuss their own ideas of IT projects they wish to investigate.	7.1 Innovation and Technology Division was disbanded and replaced by new Library Technology Dividion. IT Operations, ILS Support, Web Development, and Digital Collections all became departments within Library Technology.
Interlibrary Loan	7.1 Encourage and permit Interlibrary Loan & Document Delivery staff to participate in leadership training and recognition events.	7.1.1 No leadership specific training sessions were identified that ILL staff could attend at ECU or through other employment-related providers. William, Suzanne, & Lynda did attend the NC ILL Users Group Meeting. Jackie &

Departments / Committees / Task Forces	Strategies	Outcomes
		Lynda attended the Joyner Paraprofessional Conference, where Suzanne presented four sessions. All department employees did attend various library meetings, webinars, and training sessions. Lynda attended a Campus Ministry Leadership Conference as an ECU club sponsor. 7.1.2 Jackie Cannon, Lynda Werdal, and William Gee attended leadership development sessions related to their community service involvements.
Project Development & Marketing	7.1 Recognize ALS faculty and staff who excel in leadership within their respective areas of job responsibility, research/creative activity, and/or service in the annual report and e-newsletters and special recognition events.	7.1 Leadership is recognized via the library's kudos program and research/service is recognized in our e-newsletter and annual report.
Reference	7.1 Recognize Reference faculty and staff who excel in leadership within their respective areas of job responsibility, research/creative activity, and/or service.	7.1 Members of the Reference Department contributed appropriate information to the library Annual Report and Pieces of Eight. One member of the department was nominated for the Treasured Pirate Award and congratulatory emails were sent to acknowledge recent publications.

8. Build on the Joyner Library Diversity Action Plan.
Supports UNC Tomorrow 4.2.3, 5.4, 5.5

Departments / Committees / Task Forces	Strategies	Outcomes
Administrative Services	8.1 Organizational Development will facilitate the recruitment and retention of diverse faculty and SPA staff. 8.2 Organizational Development will endeavor to retain diverse faculty and staff.	8.1 Recuitment of diverse personnel, especially librarians of color, continues to be a challenge.

	8.3 Organizational Development will seek opportunities for library exchange programs from diverse institutions. 8.4 Organizational Development will collaborate with the Director of Project Development and the Major Gifts Officer to obtain funds for guest speakers from diverse area. 8.5 Organizational Development will collaborate with the Director of Project Development to obtain a grant to fund a diversity fellow.	8.2 Retention of diverse personnel will be tracked with exit interviews. 8.3 Facilitaed the ASERL-HBCU Librarian Exchange with Clafin University in South Carolina. 8.4 Library Administration funded a diversity speaker for Staff Development Day. He recieved very high marks on the program evaluation. 8.5 The Joyner Library and Laupus Library diversity committess will explore funding opportunities in fall 2011.
Circulation	8.1 Continue to mount monthly book and film displays regarding cultural heritage months and diversity education.	8.1 We provide monthly displays for the entire year and decided to stop temporarily during the Summer of 2011. Goal completed
Interlibrary Loan	8.1 Implement department-level action items found in the Joyner Library 2009-2011 Diversity Plan.	8.1.1 The library's Diversity Action Plan did not include specific action items for Interlibrary Loan to implement. Jackie, Suzanne, and William did attend the library's Staff Development Day diversity session. 8.1.2 Three department members were active on campus and in the community with diversity issues. Jackie Cannon served on the ECU Organization for African American Staff and on various community and state boards. Lynda Werdal attended a SafeZone training session, served on the Campus Multi-faith Alliance, and served

Departments / Committees / Task Forces	Strategies	Outcomes
Project Development & Marketing	8.1 Promote diversity accomplishments in the annual report and e-newsletter.	8.1 Under review.
Reference	8.1 Host librarian from Claflin Unversity's H.V. Manning Library as part of the HBCU Library Alliance exchange program and provide a reciprocal visit.	The Reference Department hosted the HBCU Library Alliance participant in July 2010 for two weeks. The Coordinator of Instructional Services scheduled and oversaw the mentoring of this librarian during her visit. A reciprocal visit was made to Claflin University in December 2010 by the Instruction Coordinator.

The first row of the table continues the previous page and contains in the Outcomes column: "on various community groups. William Gee served on the SafeZone Leadership Team and led a SafeZone training session for university faculty and staff; he also served on various community groups."

9. Develop and implement an advancement plan for the library.
Supports ECU Tomorrow: Forging Effective Partnerships

Departments / Committees / Task Forces	Strategies	Outcomes
Administrative Services	9.1 Organizational Development will collaborate with the Major Gifts Officer to cultivate giving to the library from ALS faculty and staff.	9.1 A case for giving brochure is in production. Following review and feedback from the library's Advancement Council in September 2011 the document will be shared with ALS faculty and staff during a library forum and they will be encouraged to give to the library and inform others of the library's fundraising priorities.
Interlibrary Loan	9.1 Provide interlibrary loan and document delivery data and other information for use in library advancement and marketing campaigns.	9.1.1 An article about ILL services was submitted for the annual

		report. 9.1.2 Text about the expansion of the ILL Borrowing and Document Delivery services to retired faculty, retired staff, and Friends of Joyner Library was submitted for inclusion in an e-newsletter. 9.2.1 Discussions were held with ILL staff about the importance of word-of-mouth marketing and outreach, both to on-campus persons and those in the community. As his church's librarian, William Gee placed a sign advertising Joyner Library as a source for additional materials and Friends of Joyner Library brochures in his parish library. As the club sponsor, Lynda Werdal spoke to ECU's Lutheran Student Ministry about the library and interlibrary loan. Jackie Cannon spoke with members of her community groups about the library. Suzanne created and donated numerous book jacket gift bags for library events and talked about the library when she gave bags to community charity events.
	9.2 Encourage staff to advocate for the library to patrons and community groups.	
Project Development & Marketing	9.1 Market and promote giving to the Archives endowment. 9.2 Market the Archives Homecoming Weekend. 9.3 Assist the Friends of the Library in the fundraising raffle (Bob Pittman painting and prints) for the Archives endowment. 9.4 Strengthen understanding of library advocacy and advancement initiatives among ALS faculty and staff. 9.5 Assist the Major Gifts Officer in writing the "Case for Giving."	9.1 The Archives Endfowment has reseached its campaign goal of $100,000. 9.2 The Class of 1961 toured Joyner Library during Homecoming Weekend. 9.3 Coordinated the promotion and events

	9.6 Select or develop a database of donors, Friends, advocates, and people who attend special events. 9.7 Support the Friends of Joyner Library in the development and implementation of their annual plan. 9.8 Cultivate advocates from ECU athletics and recognize student athletes with READ posters.	connected with the Friends raffle. 9.4 A fundrasing library forum for library faculty and staff is planned for fall 2011. 9.5 The case for giving is in production. 9.6 Maintained a database of individuals who attend evnets. 9.7 Supported the Friends will several activities this year. 9.8 Pictures of ECU athletes have been done (with more to follow) and READ posters will be on display in the library fall 2011.
Special Collections	9.1 Assist Library Administration in efforts to raise the minimum of $25,000 needed to establish the University Archives Endowment; hold a public ceremony honoring Donald R. Lennon. 9.1.1 Criteria for Success: Money is raised by December 31, 2010, and public ceremony is held in May, 2011.	9.1.1 The Assistant Director for Special Collections assisted Library Administration in raising more than $25,000 by December 31, 2010. The public program honoring Donald R. Lennon was held on May 19, 2011, in the exhibit area on the Second Floor of the library. By that time, some $37,000 had been raised from donors, who were invited to the event. More than 75 people attended the event, which included a string quartet and a presentation by University Historian John A. Tucker.