

East Carolina University
2014-2015 Annual Progress Report: Academic
Units

Unit: Academic Library Services

Part One: Accomplishments

In response to each item in part one, provide no more than five bulleted points and brief descriptions of accomplishments.

1. Teaching: Summarize unit highlights in teaching during the reporting period. Indicate how these achievements support the unit's goals and objectives for the academic year.
 - ALS used innovative learning strategies and delivery methods to expand access to library resources, services, and programming that support academic success. The unit:
 - Developed and shared a presentation titled "Library and Faculty Instructional Partnerships for Student Success" that includes examples of how faculty from various colleges and programs partner with librarians to prepare students with the information literacy and critical thinking skills needed to succeed in a multicultural and global environment. The presentation has been given to various campus groups; the slide deck is posted on the unit's website and on Slideshare where it has been viewed 672 times.
 - Designed, implemented and assessed a pilot project to reduce student textbook costs by providing online access to texts required for ECU courses. ALS identified 42 e-books already licensed for unlimited use that were required for ECU courses and purchased an additional 31 e-books at a cost of \$3,513. Projected student savings were between \$51,804 (if used texts had been purchased) and \$69,054 (if new texts had been purchased).
 - Developed a pilot project to provide streaming videos for class use, as an alternative to students purchasing or renting the films.
 - Taught 619 instructional sessions.
 - Expanded document delivery service to provide scans from print and microform collections to on-campus undergraduate students. The service previously was provided to faculty, staff, graduate students, and undergraduates in distance education courses. The number of articles provided nearly doubled compared to 2013-2014 (90% increase).
 - With Laupus Library, established an office delivery service to faculty and staff for books and media. The service provided 196 items to 48 patrons in 31 departments through 136 unique deliveries. The average turn-around time was 1.2 days.

- Created and implemented Greek Life iPad kiosk check-in application to track study time.
 - Established workflows for digitizing and creating online Special Collections exhibits contemporaneously with physical exhibits.
 - Launched a weekly New Titles blog.
 - Implemented the Book-A-Librarian consultation service and expanded chat reference to include Special Collections & Archives.
 - Created and embedded Blackboard modules on plagiarism and critical thinking as well as a module for transfer student orientation.
 - Implemented Universal Design for Learning principles by adding text options to all RIS video tutorials and descriptive text to all links on LibGuides.
 - Created the Snap6 iPad app and incorporated it in COAD 1000 instruction; assessment confirmed high student success with achievement of learning outcomes.
 - Used the College of Education's blog to highlight Teaching Resources Center resources and services and created the *Bringing the Outdoor "Indoors"* blog to highlight materials included in the Institute of Outdoor Theatre collection.
 - Created SMART Board activities and lesson plans for use by students and faculty in the College of Education, taught sessions on SMART Board use, and created Common Core bibliographies.
- ALS enhanced physical and virtual library spaces that facilitate the discovery and production of knowledge. The Joyner gate count was a record 983,534, while the Music Library gate count was 66,146. The unit:
 - Created a new single service point and reading room for all Special Collections Division materials. The space features lockers, a KIC scanner, and new furnishings.
 - Created an absolute quiet room on first floor.
 - Expanded overnight library space from one floor to all of the Library's main floors starting in November 2014.
 - Increased security patrols, resulting in significant declines in thefts (-50%) and noise complaints (-33%).
 - With ITCS, improved wireless access in several areas of the building.
 - Installed solid state hard drives to improve computer speed on public computers.
 - Keyed more than 400 doors and installed more than 4,700 LED lights.
 - Increased seating capacity by 7.5% and improved the environment through the addition of booths, soft seating, ottomans, tables, Rover pups, and whiteboards.
 - Installed an interactive mural created by a graduate student on first floor.
 - Deployed a new website template and migrated pages to the new template.
 - Provided access to 199,701 digital items contained in 99 collections. These items were accessed 667,394 times.

- Dedicated the Ann Rhem Schwarzmman Production Center in the Teaching Resources Center in honor of Mrs. Schwarzmman and in recognition of her generosity in establishing an endowment to benefit the Center.
- ALS responsibly developed, managed, and preserved physical and digital collections that support University curricula and research priorities and that document the heritage and history of the University and region. It communicated and increased support for the creation, discovery, sharing, and preservation of the University's research, engaged scholarship, and creative activity. The unit:
 - Acquired a number of outstanding resources for the North Carolina Collection including
 - A rare guide to medicine: William Buchan's *Domestic medicine: or, a treatise on the prevention and cure of diseases*, printed in Halifax in 1801 by Alexander Hodge
 - Several school books printed in NC during the Civil War, including *Our own Primary Grammar for the use of beginners*; *The First Dixie Reader to succeed the Dixie Primer*; and *The Southern Zion Songster*
 - A 1770 court summons for Robert Harris recorded partially in long hand on a form printed by James Davis, the first printer to work in NC
 - A gift of more than 600 printed minutes from 12 Primitive Baptist Associations in NC
 - A gift of more than 75 original issues of *The Primitive Baptist* and *Basket of fragments: for the children*, printed in 1833 by Joshua Lawrence of Tarboro
 - A gift of 349 rare books, pamphlets and journals collected by Samuel Wheeler Worthington; items include significant Confederate imprints, the histories of Baptist associations, and accounts of NC criminals.
 - Acquired a number of collections for Manuscripts & Rare Books including
 - Roger D. Sharpe Papers (an ECU alumnus, educator and former state senator, historian, author, and national public policy advocate for civil rights and education)
 - Greenville Chamber of Commerce images
 - Phoenix Society for African American Research Records
 - Library of author Peter Taylor
 - Original snapshots taken by Eudora Welty
 - Oral history interview with Negro Baseball League and minor league player Carl Russell Long.
 - Via gifts, added several thousand CDs to the Music Library, concentrating in the areas of jazz, country, choral, organ, and chamber music.
 - Added new e-journal backfiles, e-book series, streaming video collections, and other electronic resources including Dictionary of American Regional

English, JSTOR Arts & Sciences Collection XIV, Loeb Classical Library, Oxford Handbooks Online - Archaeology, Sage journal backfiles, Sports Medicine & Exercise Science in Video from Alexander Street Press, and Springer's Lecture Notes in Computer Science and Lecture Notes in Mathematics book series backfiles, and TeachingBooks.

- Revised the Library website and instructional materials to reflect changes in NC LIVE 2015-2017 subscriptions; analyzed these subscriptions to identify any resultant gaps or redundancies in the ECU Libraries collection and made cancellations/placed new subscriptions as warranted. Purchase/cancellation decisions as well as cancellation decisions were based on recommendations by the Electronic Resources Review Committee, which includes members from Joyner and Laupus Libraries.
- Migrated *The ScholarShip* institutional repository to a new server and successfully piloted Vireo as the submission mechanism for electronic theses and dissertations (ETDs).
- Cataloged 256 ETDs, added records to Symphony, and uploaded the documents to *The ScholarShip*.
- Digitized ECU student newspapers for the years 1925-2000.
- Digitized, indexed, and made available online the minutes, reports and publications of the ECU Faculty Senate from 1964 to the present as part of the Senate's 50th anniversary celebration.
- Digitized and made available online the papers of U.S. Marine Corp Brigadier General Paul A. Putnam.
- Enhanced more than 130 faculty profiles in REACH NC and added information about core labs to Eagle-I and VIVO.
- Provided professional development sessions for faculty on using SPIN (with Laupus), selecting a citation manager, data management, evaluating journal publishers, using Zotero, embedding and streaming videos, and monograph authorship.
- Administered the National Historic Publications & Records Commission grant to process the Institute of Outdoor Theatre records, create an online finding aid, and digitize selected items. The grant is on track to be completed by September 30.
- Administered an LSTA Innovation grant to develop a Research Compass mobile app.
- Administered the Open Access Publishing Support fund.
- Exceeded cataloging goals for nearly every category of material.
- Utilized a revised use allocation formula to set firm order allocations for FY2015 that included ebook data and more comprehensive in-house use data.
- Performed 11,387 preservation/conservation treatments on 2,529 items.
- Responded in an exemplary manner to a major water leak on June 29, 2014, that damaged collections, carpeting, and portions of the building.

- ALS provided the University community and residents of eastern North Carolina and beyond with diverse cultural opportunities that improved quality of life.
 - Physical exhibitions included *African American Experience in Eastern North Carolina*, *Dawn of Printing in North Carolina*, *Material Culture in Early North Carolina*, *Eudora Welty's Photography in the Stuart Wright Collection*, *Sent Out to Serve: North Carolina Women Missionaries*, *Graduate Student Art Exhibition*, *School of Art & Design Faculty Show*, *Study Abroad Photo Contest*, *25th Anniversary of the Fall of the Berlin Wall*, *Instagram Social Media Photo Exhibit*, *Upcycle! Recycled Book Show*, *FotoTastic*, *Jazz Appreciation Month*, *Evolution of Music Consumption*, *Music Library 40th Anniversary*, *Portrait of a Rising Star: Greenville Grassroots to Pulitzer Prize*, *Pirate Football*, *Pirates on Stage*, *A Pirate's Life for Me* (student life at ECU), rotating Audubon prints, items from the ECU African Art Collection, World War I Christmas truce, Barbour Boat Works, and items from the Institute of Outdoor Theatre. Notable exhibits in the Teaching Resources Center included ECU's Art Education program, Greenville Montessori School, the Nancy Darden Child Development Center, and Pitt County Schools. General book/media displays focused on LGBT History, Native American History, and Black History; additional displays in the TRC focused on diverse cultural holidays, people, and places.
 - Online exhibitions included *Tearing Down the Wall: Desegregation at East Carolina*, the *ECU Icons Gallery*, and *North Carolina Women Missionaries*.
 - Events that supported this goal included the Human Library, African American Experience in Eastern North Carolina, Earth Day, Fall of the Berlin Wall, Friends of Joyner Library Spring Banquet with Alan Gurganus, Paraprofessional Conference, Librarian 2 Librarian Networking Summit, Shakespeare's Birthday Celebration & Sonnet Competition, Mae Claxton lecture "The Continuous Thread of Revelation" (focusing on Eudora Welty materials in the Stuart Wright Collection), 75th Anniversary of the Katyn Forest Massacre, McGuckins' lecture "Thirty Years with the Gapapaiwa: Bible Translations in Papua New Guinea", North Carolina Lecture series speakers (ethnographic account of coastal residents' observations on environmental change and a discussion of post-World War II state politics), CWIS Cold War Lecture, Earth Day/Arbor Day tree planting, and Banned Books Read Out.

- ALS continued to take steps to achieve maximum efficiency while maintaining the quality of core services, often in collaboration with Laupus Library. Activities included:
 - With ECU Financial Services' Office of Compliance Management, the Circulation & Interlibrary Loan Department significantly revised billing processes. Comprehensive standard operating procedures (SOPs) were drafted for Circulation Collections, ILL Collections, Write Off, and

Bankruptcy. Notification emails were updated and standard emails were written for some functions. A new timeline for notices and billing was implemented for faculty/staff and non-ECU patrons. Uncollectable debt was reviewed for possible write off and sent to Financial Services for consideration. Processes for non-student debt were revised. Although individual SOPs were required by Compliance Management, Laupus and Joyner worked together on these revisions.

- Joyner and Music Library course reserve forms and procedures were combined.
- Joyner Security, Human Resources and Budget Services began managing security officers for Laupus in accordance with an MOU.
- Joyner and Laupus jointly decided to move selected electronic resources from the Virtual Library line to separate library acquisitions lines to avoid over-expenditure of the Virtual Library and split-code other invoices as needed.
- The Joyner and Laupus Libraries' Diversity Committees jointly sponsored and facilitated "OUCH! That Stereotype Hurts" training sessions.
- Nutrition materials were transferred from Joyner to Laupus since the department moved to the College of Allied Health.
- An ECU catalogers group was formed with representation from all libraries.
- The entire Symphony database was enriched with RDA components to give the older/newer data a more uniform appearance.
- A Laupus faculty member served on the Joyner Director Search Committee and vice versa; numerous faculty and staff took part in the interview process for both searches. Laupus faculty also served on Joyner search committees for two positions that manage and provide access to the resources paid from the Virtual Library fund and one that supervises the Libraries' webmaster.
- Joyner and Laupus personnel collaborated in the investigation of a shared next-generation library system sponsored by the Association of Southeastern Research Libraries and jointly agreed not to pursue the option chosen by the Association.
- Joyner and Laupus personnel jointly administered the Summon discovery system, the CORAL electronic management system, and Serials Solutions products.
- Private donor support for Joyner Library totaled approximately \$140,000 in monetary gifts and gifts-in-kind during the period July 1, 2014-June 15, 2015.
- Joyner and Laupus collaborated on a successful grant application. The LSTA Project Access & Digitization grant will fund the conversion of Laupus History Collections and Country Doctor Museum collection guides from Word documents and Excel spreadsheets into encoded online archival description finding aids and the digitization of selected items.

2. Improvement of student learning: Highlight 3-5 documented improvements in student learning/performance resulting from pedagogical or curriculum actions taken based on analysis of assessment results in your unit. Not applicable to Academic Library Services.

3. Research/creative activity: Summarize unit highlights in research/creative activity during the reporting period. Indicate how these accomplishments support the unit's goals and objectives for the academic year. Attach (where appropriate) the unit's one page graphical results from Academic Analytics.
 - Academic Library Services faculty and staff produced 12 peer-reviewed journal articles, 1 book, 1 book chapter, 14 book/database reviews, 7 columns, 6 conference proceedings, 38 conference presentations, and 8 additional presentations. Much of the research activity helped achieve the unit's goal to increase awareness and use of library collections and services. Selected research and creative activity furthered the unit's goal to provide residents of eastern North Carolina with educational and cultural opportunities. These research activities also furthered the unit's goal to engage in collaborations to share expertise and advance the profession of librarianship.
 - Faculty published in three of the highest impact journals in the field: *College & Research Libraries*, *Library Quarterly*, and *portal*.
 - Three grants (totaling \$76,078 in awarded funds)were completed; an additional grant for \$59,200 was awarded. The grants supported the unit's goals by increasing the accessibility of materials, supporting the creation of research at the university, and providing the community with diverse cultural experiences.

4. Service: Summarize unit highlights in service during the reporting period. Indicate how these accomplishments support the unit's goals and objectives for the academic year.
 - 26 ALS faculty members served on Faculty Senate Committees and ECU administrative committees. Staff members served on SPA Assembly and several additional ECU committees.
 - 20 ALS faculty members served in leadership roles (chair, director, officer, board member) for national and state organizations.
 - Nearly every faculty and staff member served on a unit committee or task force.
 - Faculty members served on the editorial boards of numerous journals, including *Internet Reference Services Review*, *Journal of Business and Finance Librarianship*, *Library Leadership & Management*, *Music Reference Services Quarterly*, and *North Carolina Libraries*. They also served as manuscript reviewers for these journals and others including *International Information and Library Review*, *Journal of Learning Spaces*, *Journal of Web Librarianship*, *New Review of Academic Librarianship*, and *The Reading Room: A Journal of Special Collections*.
 - C. William Gee was inducted into the ECU Servire Society for the sixth consecutive year.
 - The SPA Assembly planned and hosted the Paraprofessional Conference for library paraprofessionals across the state and surrounding areas. It also held two

bake sales with receipts going to the American Cancer Society Relay for Life and the REAL Crisis Center. The Green Committee held drives for gently used winter clothes donated to the REAL Crisis Center, a “cell phones for soldiers” project, and cork recycling. Its Popular Periodicals Reading Collection reuse project benefitted patrons of Joyner Library and Student Veteran Services.

Part Two: Unit Strategic Plan Update

In response to each item in part two, describe the actions that the unit will take in the next academic year to implement its 2014-2019 Unit Strategic Plan.

5. List the Unit Objectives to be addressed in the next academic year:

Unit Objective 1.1: Deliver course-related library managed learning resources that support student success while reducing students’ expense for course materials.

Unit Objective 2.1: The ECU Libraries will develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.

Unit Objective 3.1: We will collaborate with the Division of Research and Graduate Studies and others to develop and provide robust tools to create, discover, share and preserve the University’s research and creative activity.

6. For each Unit Objective listed above:
 - a. Describe new or expanded actions to be implemented.

Unit Objective 1.1:

- Unit Action 1: Identify, acquire and market online access to course-adopted materials through collaboration with ECU faculty, ECU Bookstores and area businesses.
- Unit Action 2: Integrate OERs into library instruction and as standalone items to be incorporated in course materials through collaboration with teaching faculty.

Unit Objective 2.1:

- Unit Action 1: Curate exhibits and host programs and events that stimulate the mind, engage participants, and celebrate diversity and inclusion.
- Unit Action 2: Increase the availability and discoverability of unique items from the libraries’ special collections, especially artifacts and materials that reflect the diversity, history, and culture of the university and region.

Unit Objective 3.1:

- Unit Action 1: Develop and populate tools such as REACH NC profiles, VIVO, and the Vireo ETD Management system, which will capture the university’s research and creative output, identify and demonstrate faculty expertise, and promote collaborations within and external to the university.

- b. Include budgetary or other resource investment/reallocation, if applicable.

Actions will be accomplished in large part by redirecting existing funds and personnel. The unit will request student technology fee funding and end-of-year funding to assist with the first action associated with Objective 1.1 and will seek grant, foundation and private funding to assist with the second action. The unit will seek grant, foundation, and private funding to assist with the unit actions for Objective 2.1. The unit will allocate personnel as required to accomplish the action for Objective 3.1 and will collaborate with the Division of Research & Graduate Studies.

c. Provide baseline data for the associated metrics, when available.

Unit Objective 1.1:

Metric 1: Student savings on course-adopted materials

Baseline: In 2014-2015, ALS identified 42 e-books already licensed for unlimited use that were required for ECU courses and purchased an additional 31 e-books at a cost of \$3,513. Projected student savings were between \$51,804 if used texts had been purchased and \$69,054 if new texts had been purchased.

Metric 2: The number of course-adopted materials available to studented online via the ECU Libraries and the number of OERs (Open Educational Resources) created

Baseline: no data; new initiative

Metric 3: The number of courses using library created or managed OERs and usage of OERs

Baseline: no data; new initiative

Unit Objective 2.1:

Metric 1: Number of attendees and web views for lectures, activities, community events, exhibits, and programs sponsored by the libraries

Baseline: Attendance at three of the most well-attended events: 100 at Missionaries lecture, 125 at African American Life in Eastern North Carolina event, 116 “checkouts” of human books at the Human Library event. Fifty-five views of NC Missionaries exhibit announcement page, 155 views of NC Missionaries Digital Collections page, and 1,551 access of items in this digital exhibit; 37 views of Welty exhibit announcement page, 639 views of digital items from the Welty finding aid.

Unit Objective 3.1:

Metric 1: Increase the number of ECU Library-curated tools that identify research funding sources and research partners as well as the number of ECU researchers with enhanced profiles in expertise systems by 5% annually

Baseline: As of June 30, 2015, REACH NC included 141 enhanced profiles out of 909 total profiles (15 %). For Eagle-I, enhanced information for 10 labs out of 40 total labs (25%) was added in the 2014-2015 reporting period. The number of VIVO profiles added in the 2014-2105 reporting period could not be determined.

7. Provide brief descriptions and no more than five bulleted points of **key opportunities, uncertainties, or challenges** that may impact the implementation of the actions.

- Competing demands for space may impact the implementation of actions related to Unit Objective 2.1. Continued growth of collections particularly in the Special Collections Division, student demand for more seating, and faculty requests for a dedicated area for digital humanities/social sciences support increase the need for a comprehensive storage solution or for funds for a library addition. The Music Library needs additional space for student study, group listening/viewing, library instruction, and collection growth. A plan for renovation and expansion of the Music Library has been developed and fundraising has started. Construction is scheduled for the summer of 2016 and will require temporary relocation of staff and materials.
- Further reductions in state support for higher education which have already resulted in seven years of cuts to the Library's budget may impact the implementation of the planned actions. In addition, current restrictions on hiring and salary increases, which affect the Library's ability to hire and retain faculty and staff, develop leaders, and reward excellence, may impact implementation of all of the actions. ALS needs to systematically identify existing employees who can take on new responsibilities that will help accomplish the planned actions and provide the professional development or training necessary to help them succeed.
- University Archives and Records Management is now collecting and preserving electronic records, but is not providing public access to the records online (the records are available by request, meeting public record requirements). Immediate issues are implementing an electronic records processing plan and determining how these records will be made available in their original format while complying with public records and privacy laws.
- ALS needs to investigate new opportunities to incorporate the use of primary sources in undergraduate courses. The curricular changes within the Department of English associated with the implementation of the QEP "Write Where You Belong" had the unintended consequence of severely limiting a longstanding opportunity for undergraduate students to learn about and use manuscripts and archival materials. The "artifact assignment" previously used by the majority of English 1200 classes required the use of primary source materials. More than 90 class sections annually received an introduction to primary sources and learned how to research them through instruction sessions conducted by Special Collections & Archives librarians. Developed through a partnership between the First Year Writing Program and ALS librarians, the "artifact assignment" focused on developing research, analytical, and critical thinking skills. Librarians will need to work with faculty to create new course-integrated assignments using primary sources that will continue to help develop these skills.
- Nationwide and at ECU, we are seeing changes in the role of the academic library within the university, particularly with regard to support for research and publishing. ALS will continue to investigate innovative ways to support these endeavors and help ECU accomplish its mission.