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Tarleton State University

Detailed Assessment Report 2008-2009 Office of the University Librarian

Mission/Purpose

As an integral component of the University, *Tarleton Libraries* provide relevant and effective user-centered services, collections, technologies, facilities, and personnel that facilitate the University's mission of creating "an academically challenging educational experience through effective teaching, scholarship, research, and service."

Goals

G 1: Serve users to facilitate intellectual endeavors..

Services: We will serve our users in all settings by providing access, instruction, and assistance to facilitate intellectual endeavors and encourage lifelong learning.

G 2: Expand & promote library programs...

Outreach: We will expand and promote library programs to enhance learning and research, build collaborative partnerships, and strengthen community ties.

G 3: Build collections to support diverse info needs.

Collections: We will build collections that support our users' diverse information needs.

G 4: Address changing technological needs of users.

Technology: We will anticipate and address the changing technological needs of our users.

G 5: Provide accessible, user-centered facilities...

Facilities: We will provide accessible, flexible, and user-centered facilities that meet current and future needs.

G 6: Hire, develop, & retain knowledgeable staff.

Personnel: We will hire, develop, and retain a diverse, professional, and knowledgeable staff.

G 7: Employ appropriate management techniques...

Administrative: We will employ appropriate management techniques to develop, implement, and evaluate library services, programs, and resources.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Provide welcoming & effective learning environment

Provide a welcoming and effective learning environment through the strategies:

1) offer approachable and accessible service points that optimize access to library resources and

2) provide instruction services that facilitate research and information fluency.

Associations:

Institutional Priorities:

2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:

Provost and Vice President for Academic Affairs

5 Encourage, support and promote scholarly endeavors/research opportunities for students and faculty

University

2.8 Foster supportive and safe learning environments for all students, faculty, and staff

4.1 Develop off-campus, on-line, continuing education, and community education learning opportunities

Related Measures:

M 1: Conduct Reference Satisfaction survey.

The Reference Satisfaction survey is conducted online to all instruction sites during the fall semester in even-numbered years.

Responsibility: Associate Director for User Services.

Source of Evidence: Client satisfaction survey (student, faculty)

Achievement Target:

- Maintain "helpfulness of staff" at a level of 4.0 or higher
- Maintain "overall satisfaction" at a level of 4.0 or higher.

Findings (2008-2009) - Achievement Target: Met

Survey conducted in November 2008 with results:

- cumulative "helpfulness of staff" rating of 4.32 (Stephenville 4.35 and Killeen 4.30)
- cumulative "overall satisfaction" rating of 4.20 (Stephenville 4.22 and Killeen 4.17)

No further action is required until this survey is repeated in fall 2010.

M 2: Count users at gate, desks, & online & room usage.

A tally of service point contacts, gate counts, website traffic, room reservations, and off-campus requests will be used to count user/library staff interactions/activities.

Responsibility: Head of Access Services, Head of Library Systems, and Associate Director for User Services.

Source of Evidence: Activity volume

Achievement Target:

- Increase building and off-campus contacts by 5% over FY08.
- Conduct review of statistical data collection used for patron queries and take action by September 1, 2008.

Findings (2008-2009) - Achievement Target: Partially Met

-Statistical data collection forms were reviewed by professional librarians during September 2008. Based on this review, individual tracking forms were created and put into practice October 2008. Revised service desk forms were implemented in January 2009.

-Off-campus/proxy usage decreased by 1% (FY08=220,538 and FY09=218,090). The use of a new search tool, MetaLib, and the addition of a quick search box on the Library home page circumvents counts by the proxy server so that we can no longer accurately determine off-campus access.

-Patron queries in Stephenville increased by 28% (FY08=26,600 and

FY09=34,135), but decreased in Killeen by 34% (FY08=6,639 and FY09=4,352). However, there was a cumulative increase of 15.5% (FY08=33,329 and FY09=38,487)

NOTE: Killeen did not meet the target for "patron queries" in FY09; however, no action by Stephenville is necessary due to Killeen's independence as a new university effective May 2009. Stephenville did meet their target.

Related Action Plans:

Evaluate strategies for measuring library usage.

For over 10 years, building traffic (gate count) and off-campus access (proxy access) have been used as strategies to measure library usage; however, the data provides limited information towards determining the use of offered services and facilities. In addition, changes in electronic tools and access have negatively impacted our ability to count usage. Currently other data is being collected that may prove to be more useful measurements. To that end, the library will 1) review data currently being collected, 2) evaluate data for usefulness in measuring library usage, and 3) incorporate new strategies and measurements into the annual strategic planning and assessment processes.

For more information, see the *Action Plan Details* section of this report.

M 3: Count registered off-campus users and transactions

Track number of registered distance learner students, TexShare card holders, courier usage, and interlibrary loan transactions to determine level of support.

Responsibility: Head of Access Services.

Source of Evidence: Activity volume

Achievement Target:

- Conduct needs analysis for DE/ILL staffing needs by February 1, 2009.
- Increase number of registered distance users and TexShare card holders by 5% over FY08.

Findings (2008-2009) - Achievement Target: Met

-Department Head for Access Services reviewed DE/ILL workload and workflow during summer and fall 2008. Based on this review, she determined that work could be handled without additional staff by assigning some ILL duties to circulation assistants. Circulation assistants were trained and performing these duties by January 2009.

-Registered distance users decreased by 5% (FY08=184 and FY09=172), but TexShare card holders increased by 32% (FY08=4,553 and FY09=6,022) for a total increase of 30% for registered off-campus users (FY08=4,737 and FY09=6,194)

M 4: Survey instruction program & count sessions.

The Library Instruction survey is conducted online to all instruction sites each spring semester. Some new courses may be surveyed in the fall and/or summer.

Additionally, count number of participants and instruction sessions provided each semester at all instruction sites.

Responsibility: Coordinator Instruction/Outreach Services.

Source of Evidence: Activity volume

Achievement Target:

- Achieve at least 90% agreement that there was a "positive impact on research."
- Increase number of instruction sessions by 5% over FY08.
- Revise instruction surveys and process by October 1, 2008.

Findings (2008-2009) - Achievement Target: Met

-Survey conducted in November 2008 with 94% faculty agreement and May 2009 with 100% faculty agreement that "the library instruction helped my

students improve their overall performance."

-FY09 instruction sessions led by Stephenville increased by 26% (FY08=131 and FY09=165). In Killeen, FY09 instruction sessions decreased by 44% (FY08=127 and FY09=71).

-Student and faculty instruction survey forms and processes were reviewed during September and October 2008. As a result, survey questions were revised and surveys are now distributed earlier during the semester to help increase respondent recall.

NOTE: Killeen did not meet the target for "number of instruction sessions" in FY09; however, no action by Stephenville is necessary due to Killeen's independence as a new university effective May 2009. Stephenville did meet their target.

O 2: Assist users w/information & research needs.

Assist library users with their information and research needs through the strategies:

- 1) provide comprehensive training for student personnel and
- 2) provide staff training opportunities designed to improve service to students.

Associations:

Institutional Priorities:

2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:

Provost and Vice President for Academic Affairs

2 Faculty/staff enrichment through salaries/benefits, professional development & recognition

University

6.1 Promote greater levels of professional/personal growth to encourage higher levels of thinking

6.2 Promote greater levels of professional/personal growth to encourage constituency interactions

Related Measures:

M 5: Record participation at library training programs.

Record attendance, completion, and scores, if available, of required and optional training for both Stephenville and Killeen library staff and student workers.

Responsibility: Chair, Staff Training and Organization Development Committee and Student Worker Coordinator.

Source of Evidence: Activity volume

Achievement Target:

- Provide training opportunities in customer service and principles of privacy at least twice a year.
- All staff and student workers will participate in at least one (1) customer service and one (1) principles of privacy training during FY09.
- All staff members will attend a minimum of four (4) training/staff development activities during FY09.
- All student workers must achieve a 95% or higher on all training quizzes and assessments or other orientation materials.

Findings (2008-2009) - Achievement Target: Met

-Multiple opportunities for customer service training were offered to library employees through face-to-face training held in September and a video for individual viewing. Training on the principles of privacy and FERPA was provided face-to-face in April and taped for individual viewing. Customer service and privacy topics are included in the training wiki for student workers.

- 100% of library staff and student workers fulfilled training in customer service and privacy/FERPA.
- 100% staff attended four (4) or more training activities during FY09. Goal was met on January 8, 2009.
- 100% of student workers achieved 95% or higher on quiz scores.

M 18: Conduct survey to determine technology needs.

Conduct survey to determine the libraries ability to meet users' technology needs in support of classroom and research activities. Survey will identify gaps between technology needs and availability.

Responsibility: Technology Task Force, Head of Library Systems, and University Librarian.

Source of Evidence: Administrative Measure

Achievement Target:

-Survey students and faculty to identify technology needs for coursework by April 30, 2009.

-Compile list of existing campus technology by May 31, 2009.

Findings (2008-2009) - Achievement Target: Met

The Head of Library Systems determined library technology needs through user feedback and comments on FY09 library surveys, input from the members of the Campus Technology Support Group, and contact with managers from the academic computer labs. It was determined that existing library technology is sufficient, but feedback from two user surveys conducted in the fall showed a resounding need for more public workstations. In addition, color printing and scanning equipment are highly desired.

O 3: Foster student academic success...

Foster student academic success, information fluency, and lifelong learning through strategies:

- 1) participate in campus initiatives to facilitate student learning and
- 2) plan and promote academic integrity initiatives regarding copyright, plagiarism, and ethical research practices.

Associations:

Institutional Priorities:

2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:

Provost and Vice President for Academic Affairs

9 Academic Standards/High Expectations: Importance of academic honesty and integrity

University

5.1 Create opportunities for students to learn and develop socially and academically

Related Measures:

M 6: Record participation in academic integrity efforts

Record participation in Stephenville campus academic integrity initiatives.

Responsibility: Coordinator for Instruction/Outreach Services

Source of Evidence: Activity volume

Achievement Target:

-Participate in a minimum of 2 integrity programs organized by the Division of Student Life or other campus groups during FY09.

-Distribute library-focused brochure on integrity at a minimum of four (4) appropriate campus events held during FY09.

Findings (2008-2009) - Achievement Target: Met

-Offered to participate in and/or facilitate programs sponsored by the University Academic Integrity Initiative. The Library was not notified of other campus programs. The library hosted the Student Success Programs' "Study Skills Sessions" during both the fall and spring semesters.

-Distributed academic integrity brochures through Student Judicial Affairs, Writing Center, Presidential Honors Program, Parents' Orientation & Resource Fair, and Student Success Programs.

O 4: Increase visibility of library resources & services

Increase visibility of library resources and services through the strategies:

- 1) develop a promotional plan and
- 2) promote the library to our users.

Associations:

Institutional Priorities:

2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:

University

4.3 Maximize the use of faculty, staff, and facilities to increase community awareness and goodwill

8.1 Develop and implement a comprehensive promotional plan to increase and shape public awareness

Related Measures:

M 7: Track library outreach activities.

Organize or partner with other Stephenville campus entities to provide campus/community activities and campus/off-campus orientations for new students, faculty, staff, and graduate assistants. Advertise via University and Library communication venues using guidelines established by a promotional plan. Responsibility: Chair, Marketing and Outreach Committee and University Librarian.

Source of Evidence: Activity volume

Achievement Target:

-Complete promotional plan started in FY08.

-Provide four (4) events during FY09.

-Advertise 100% of library activities held during FY09.

-Participate in 100% of orientations offered during FY09.

Findings (2008-2009) - Achievement Target: Partially Met

-The promotional plan is approximately 20% complete.

-6 campus events were held during FY09 including: "P3: Pyramids, Plates, and Portions," "Shaping Texas History: The Alamo," "Google Docs," "Stress-free Zone," "Library Lovers Day," and "Create a Blog: Become a Web-Published Author!"

-100% of library activities were advertised through a variety of venues including emails, posters, library website, library signage, book displays, and the university and library event calendars.

-Participated in 100% of university-provided orientation programs for students, faculty, graduate assistants, and staff.

Related Action Plans:

Complete library promotion plan.

Dick Smith Library has pursued many avenues through which to increase the visibility of the library's resources and services: participation in campus orientations, promotion via the library instruction program, faculty contact via librarian liaison program, and sponsorship of special events like Brown Bags and Lessons@Lunch. In addition, the library has publicized services and resources via Future Texan J-TAC, campus tour pamphlets, Texan Express articles, and J-TAC advertisements and articles. While these actions have increased awareness of the library's resources and services, the library could more effectively do so with a defined promotional/marketing plan.

In FY09, the library facilitated access to an ALA *Marketing Basics for Libraries* course for the Access Services Librarian and the Coordinator for Instruction and Outreach Services. To complete the library's promotional plan, 1) strategies from this course will be reviewed, 2) pertinent strategies will be implemented, and 3) initial efforts will focus on users at remote campuses during FY10.

For more information, see the *Action Plan Details* section of this report.

M 8: Count contacts of librarian liaisons with faculty.

Require Library Liaisons in Stephenville and Killeen to contact departmental faculty throughout the year regarding pertinent library services and resources.

Responsibility: Librarian Liaisons report annually to librarian in charge of reference statistics.

Source of Evidence: Activity volume

Achievement Target:

- Review statistical data collection forms for liaison contacts by September 1, 2008.
- Meet with Librarian Liaisons at least once a semester.
- Increase contacts to individual departmental faculty by 5% over FY08.

Findings (2008-2009) - Achievement Target: Met

- Statistical data collection forms for liaison activities were reviewed by librarians during September 2008. Based on this review, revised liaison contact forms were put into practice.
- Librarian liaisons met in August 2008 and February 2009. In addition, the librarians began meeting monthly in September 2008, where liaison activities are also discussed. In FY10, librarian meetings will include in its agenda liaison activities rather than holding special liaison meetings.
- Liaison contacts in Stephenville increased by 54% (FY08=408 and FY09=628). In Killeen, liaison contacts decreased by 11% (FY08=366 and FY09=325).

NOTE: Killeen did not meet the target for "number of liaison contacts" in FY09; however, no action by Stephenville is necessary due to Killeen's independence as a new university effective May 2009. Stephenville did meet their target.

M 9: Publish one (1) faculty library guide.

Publish a library guide for distribution to all new Stephenville-based faculty.

Responsibility: Marketing and Outreach Committee.

Source of Evidence: Administrative Measure

Achievement Target:

- Complete one (1) guide for distribution in September 2009.

Findings (2008-2009) - Achievement Target: Met

Guide is not complete, but content is under review with expected distribution in September 2009.

O 5: Acquire resources to support curricula, research...

Acquire resources that support curricula, research, and intellectual inquiry through the strategies:

- 1) ensure relevancy and currency of library resources with a collection development plan & evaluation and
- 2) form campus collaborations for selection and de-selection of materials.

Associations:**Institutional Priorities:**

- 2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:**Provost and Vice President for Academic Affairs**

- 5 Encourage, support and promote scholarly endeavors/research opportunities for students and faculty

University

- 2.1 Utilize innovative delivery methodologies to maximize nationwide access to university programs
- 6.3 Increase accountability/responsibility through effective assessment/management

Related Measures:**M 10: Complete collection development plan started FY08.**

Complete a Collection Development plan that guides purchasing decisions to ensure relevancy and currency of holdings.

Responsibility: University Librarian and Chair, Collection Development Committee.

Source of Evidence: Administrative Measure

Achievement Target:

Finish Collection Development plan by May 31, 2009.

Findings (2008-2009) - Achievement Target: Met

Collection Development Plan was completed in May 2009. This document guides the growth of the print and electronic collections for monographs, periodicals, and other special materials.

M 11: Conduct Materials Availability survey.

The Materials Availability survey is conducted online to all instruction sites during the fall semester in even-numbered years.

Responsibility: Associate Director for User Services.

Source of Evidence: Client satisfaction survey (student, faculty)

Achievement Target:

- Maintain "success in finding materials" at a level of 4.0 or higher, and
- Maintain "usefulness of materials" at a level of 4.0 or higher.

Findings (2008-2009) - Achievement Target: Not Met

Survey conducted in November 2008 with

- cumulative "success in finding materials" rating of 3.86 (Stephenville 3.84 and Killeen 3.86)
- cumulative "usefulness of materials" rating of 3.88 (Stephenville 3.86 and Killeen 3.93)

Related Action Plans:

Evaluate Materials Availability Survey.

The Library has used the same Materials Availability survey for almost 20 years, making only minor adjustments or adding a few questions over the years. However, even with these changes, the survey still focuses on print materials and does not consider other available formats. Therefore, the current survey no longer effectively determines whether or not the library is providing the resources needed by users. To that end, the library will 1) analyze the desired output/information needed from the survey, 2) review other survey instruments, and 3) create and implement a more useful instrument before the next survey period.

For more information, see the *Action Plan Details* section of this report.

M 12: Count collection, database usage & new holdings.

Count new holdings (print and electronic) and on/off campus usage of print and electronic library collections using online statistical tools. Responsibility: Head of Access Services, Head of Library Systems, Assistant Director of Monographs and Technical Services, and Assistant Director of Serials and Electronic Resources.

Source of Evidence: Activity volume

Achievement Target:

- Increase collection usage by 10% over FY08.
- Increase database usage by 10% over FY08.
- Increase holdings by 10,000 items during FY09.

Findings (2008-2009) - Achievement Target: Met

- Collection usage (combined monograph, periodical, and microform collections) in Stephenville increased by 25% (FY08 47,015 and FY09=58,691) Collection usage in Killeen increased by 30% (FY08=23,024 and FY09=30,074)
- Database use increased by 58% (FY08=746,771 and FY09=1,181,641)
- Holdings increased by 11,017 (combined total for all formats). Continued growth of the collection is critical in maintaining currency and support of academic curriculum.

M 13: Track distribution of selection tools to faculty.

Distribute Choice cards, publisher catalogs, and other selection tools to faculty through members of the University Library Committee and its sub-committee in Killeen, and increase communication regarding acquisitions through the library liaison program. Responsibility: Librarian liaisons and Acquisitions librarian.

Source of Evidence: Activity volume

Achievement Target:

- Distribute selection tools at least monthly to departmental liaisons and record during FY09.
- Increase acquisitions communications with faculty by 20% over FY08.

Findings (2008-2009) - Achievement Target: Met

- Selection tools to faculty are distributed at least monthly. Overall, 1496 forms and 168 catalogs were distributed in addition to individual letters, emails, and phone calls.
- Acquisition communication through contact with the librarians increased 34% (FY08=142 and FY09=290)

M 14: Track participation in academic program reviews.

Provide library assessments for academic program reviews assigned during the academic year.

Responsibility: University Librarian.

Source of Evidence: Administrative Measure

Achievement Target:

Provide library assessments for 100% of the academic program reviews completed during FY09.

Findings (2008-2009) - Achievement Target: Met

100% of FY09 program reviews included a library assessment. The library will continue to conduct these assessments, but no further action is required.

O 6: Capitalize on appropriate & relevant technology...

Capitalize on appropriate and relevant technology to enhance access to information and library resources through the strategy:

- 1) address technological needs for accessing and using materials.

Associations:

Institutional Priorities:

- 2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:

University

- 2.1 Utilize innovative delivery methodologies to maximize nationwide access to university programs
- 7.1 Commit to a robust collaborative technological environment

Related Measures:

M 15: Survey technical support for material formats.

Evaluate technological support available for retrieving library materials of all formats. Responsibility: Head of Library Systems and Database Maintenance Oversight Team.

Source of Evidence: Administrative Measure

Achievement Target:

-Support 100% of library material formats by FY09.

Findings (2008-2009) - Achievement Target: Met

The Database Maintenance Oversight Team surveyed technical support for material formats. First, they conducted an inventory of the equipment, varieties, and formats of resources currently represented in the library catalog. Next, the software and applications needed to support these online resources (ebook readers, digital music, etc) were identified. The team determined that technical support is available for all identified material formats. No further action is required.

M 16: Create new access to archive materials.

Two archive collections will be preserved and made more accessible: the J-TAC collection, the university's student newspaper, and the legislative papers of former Congressman Charles Stenholm.

Responsibility: Collections Archivist, Assistant Director for Serials and Electronic Resources, and Associate Director for User Services.

Source of Evidence: Activity volume

Achievement Target:

- 90% of the J-TAC collection will be microfilmed and digitized by end of FY09.
- 50% of the Stenholm legislative papers will be organized with finding aids.

Findings (2008-2009) - Achievement Target: Met

-J-TAC issues from 1919 through 2007 were microfilmed and digitized during FY09. This constitutes 97% of the collection that has been microfilmed and digitized.

-94% of the Stenholm legislative papers were organized with a container-level list that is used as a finding aid to the collection.

M 17: Track error corrections in SIRSI database.

Increase accuracy of SIRSI database through action taken through regular database maintenance and special bibliographic and item reports (i.e., duplicate records, authority control, missing fields, and so on).

Responsibility: Assistant Director for Monographs and Technical Services, Assistant Director of Serials and Electronic Resources, Head of Library Systems, and Database Maintenance Oversight Team.

Source of Evidence: Activity volume

Achievement Target:

- Establish routine procedures to maintain acquisition/order and bibliographic records.
- Update 100% of OCLC records linked to deleted SIRSI records.
- Delete 100% of 2002-2007 acquisitions records and the linked bibliographic records.

Findings (2008-2009) - Achievement Target: Met

- Routine procedures have been established through monthly meetings of the Database Maintenance Oversight Committee.
- 100% of monographic records linked to deleted SIRSI holdings have been updated in the OCLC database.
- 100% of orphan acquisitions/bibliographic records have been removed from the SIRSI catalog.

O 7: Offer accomodations that facilitate study...

Offer library accommodations that facilitate study, research, respite, and group interaction through the strategies:

- 1) evaluate existing facility and usage patterns, and
- 2) maintain areas for safety and security.

Associations:**Institutional Priorities:**

- 2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students

Strategic Plans:**University**

- 1.4 Create living and learning experiences that support the achievement of student success
- 6.4 Provide and maintain the highest levels of safety and security

Related Measures:**M 2: Count users at gate, desks, & online & room usage.**

A tally of service point contacts, gate counts, website traffic, room reservations, and off-campus requests will be used to count user/library staff interactions/activities.

Responsibility: Head of Access Services, Head of Library Systems, and Associate Director for User Services.

Source of Evidence: Activity volume

Achievement Target:

- Increase gate count by 3% over FY08.
- Increase reservable room usage by 3% over FY08.

Findings (2008-2009) - Achievement Target: Partially Met

- Gate count in Stephenville decreased by 2.5% (FY08=491,431 and FY09=479,190)
- Reserved room usage increased by 21% (FY08=1,273 and FY09=1,548)

Related Action Plans:

Evaluate strategies for measuring library usage.

For over 10 years, building traffic (gate count) and off-campus access (proxy access) have been used as strategies to measure library usage; however, the data provides limited information towards determining the use of offered services and facilities. In addition, changes in electronic tools and access have negatively impacted our ability to count usage. Currently other data is being collected that may prove to be more useful measurements. To that end, the library will 1) review data currently being collected, 2) evaluate data for usefulness in measuring library usage, and 3) incorporate new strategies and measurements into the annual strategic planning and assessment processes.

For more information, see the *Action Plan Details* section of this report.

M 19: Conduct a facilities assessment.

Form a facilities assessment working group to review existing library space and consider future building needs.

Responsibility: University Librarian and Facilities Assessment Working Group.

Source of Evidence: Administrative Measure

Achievement Target:

- Establish facilities assessment working group by September 15, 2008.
- Develop an assessment tool by the end of FY09.

Findings (2008-2009) - Achievement Target: Met

- Working group established in September 2008. Group has researched facility assessment tools from other universities.
- Completion of assessment tool is expected in August 2009 with distribution in FY10.

Details for Action Plans Established This Cycle

Complete library promotion plan.

Dick Smith Library has pursued many avenues through which to increase the visibility of the library's resources and services: participation in campus orientations, promotion via the library instruction program, faculty contact via librarian liaison program, and sponsorship of special events like Brown Bags and Lessons@Lunch. In addition, the library has publicized services and resources via Future Texan J-TAC, campus tour pamphlets, Texan Express articles, and J-TAC advertisements and articles. While these actions have increased awareness of the library's resources and services, the library could more effectively do so with a defined promotional/marketing plan.

In FY09, the library facilitated access to an ALA *Marketing Basics for Libraries* course for the Access Services Librarian and the Coordinator for Instruction and Outreach Services. To complete the library's promotional plan, 1) strategies from this course will be reviewed, 2) pertinent strategies will be implemented, and 3) initial efforts will focus on users at remote campuses during FY10.

Priority: Medium

Target Date: 06/2010

Responsible Person/Group: Library Marketing & Outreach Committee

Evaluate Materials Availability Survey.

The Library has used the same Materials Availability survey for almost 20 years, making only minor adjustments or adding a few questions over the years. However, even with these changes, the survey still focuses on print materials and does not consider other available formats. Therefore, the current survey no longer effectively determines whether

or not the library is providing the resources needed by users. To that end, the library will 1) analyze the desired output/information needed from the survey, 2) review other survey instruments, and 3) create and implement a more useful instrument before the next survey period.

Priority: Medium

Target Date: 09/2010

Responsible Person/Group: Library Planning & Assessment Committee

Evaluate strategies for measuring library usage.

For over 10 years, building traffic (gate count) and off-campus access (proxy access) have been used as strategies to measure library usage; however, the data provides limited information towards determining the use of offered services and facilities. In addition, changes in electronic tools and access have negatively impacted our ability to count usage. Currently other data is being collected that may prove to be more useful measurements. To that end, the library will 1) review data currently being collected, 2) evaluate data for usefulness in measuring library usage, and 3) incorporate new strategies and measurements into the annual strategic planning and assessment processes.

Priority: High

Target Date: 06/2010

Responsible Person/Group: Library Planning & Assessment Committee

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?

The assessments revealed the following:

1. **Changes in data collection forms and processes improved accuracy.** A review and revision of statistical forms and staff training improved reporting of patron contacts as demonstrated by a 28% increase over last year.
2. **Addition of Reference/Outreach librarian helped meet need for instruction/outreach services.** Instruction sessions increased by 26% with 94% agreement from surveyed faculty who used the service that "the library instruction helped my students improve their overall performance." Outreach to the Fort Worth instruction site expanded to include weekly librarian visits.
3. **Outreach communication targeting user groups was successful.** Librarian liaisons met routinely to exchange ideas to improve communication with faculty and demonstrated a 54% increase in faculty contacts. Updated signage, frequent posts to the "Library Online Lounge" blog, and special programs helped improve awareness of library services and resources with strong usage increases almost across-the-board.
4. **There is a firm commitment to collection quality.** Efforts this year to improve approval plan profiles, revise collection development policies and acquisition procedures, and increased communication with faculty all served to enhance collection quality. Strategic database maintenance improved access to resources in the catalog.
5. **Library users' technical needs are being met.** Reviews over the year demonstrated that the library continues to offer software and hardware required for online research, as well as provides supplemental equipment like FAX services, assistive technology, flip cameras, and laptops. Adjustments are made as needed to ensure library technology meets users' needs.
6. **Support for library staff members' professional growth is strong.** Ongoing

efforts to provide in-house training, webinars, vendor training, and other workshops and meetings for job-related, technical, customer service, and privacy topics have doubled through the work of the Staff Training and Organization Development Committee and the Technology Task Force.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?

The assessments revealed these areas require further attention:

1. **More informative library usage measurements are needed.** Methods of tracking building and online traffic have proven to be less effective, in particular regarding gate count and off-campus electronic access. Instruments for collecting building usage data and documentation of off-campus use need study and revision.
2. **The library needs to improve Materials Availability survey.** Although increased usage demonstrates that library materials are being found, results indicate that survey questions need to be reviewed and revised to better evaluate availability and relevancy of print and e-resources as well as other material formats.
3. **The library needs to play a more active role in academic integrity initiatives.** The library should make connections with likely campus partners (i.e. Writing Center, Presidential Honors Program, and interested faculty members) to promote academic integrity.
4. **Outreach activities and communication need to be further coordinated.** The completion of a library promotion plan and faculty library guide are projects expected to improve outreach and communication. A strategy for accomplishing these projects needs to be put into place.
5. **The library needs to commit additional resources to archival projects.** The number of archival projects and donations has increased substantially since hiring a half-time archivist. The recent acquisition of additional items for the Stenholm Congressional archive, the papers and manuscripts of Dr. C. Richard King, research by Pulitzer Prize winning journalist Dan Malone, as well as plans to create a university photo archive and make the digitized J-TAC accessible require additional staff, equipment, storage, and office space.
6. **The library needs additional computer workstations.** Based on library users' comments on various in-house surveys and the number of students having to wait for computer access during peak times, the library needs to pursue available funding sources to obtain more computer workstations.

Annual Reports

Executive Summary

As an integral component of the University, Tarleton Libraries provide relevant and effective user-centered services, collections, technologies, facilities, and personnel that facilitate the University's mission of creating "an academically challenging educational experience through effective teaching, scholarship, research, and service."

The library supports the teaching, scholarship, and service triad through its partnerships with teaching faculty, the acquisition of appropriate research resources, and maintaining a facility that serves as a campus and community center. Through its diverse collections, programming, displays, and environment, the library helps support the university's diversity initiatives.

For FY09, library staff activities and accomplishments centered on six areas:

- improvement of data collection forms and processes for more effective measurement of library usage,
- enhanced strategies used to communicate with users,
- expansion of user outreach and instruction efforts focused on off-campus instruction sites,
- scrutiny of collection development tools and processes,
- evaluation of technological support for users, and
- staff training that emphasized technology.

Revised data collection forms and processes provided the library with more useful information for making decisions about services and staffing needs. Data showed the range of user queries and needs that lead us to make informed decisions regarding staff training and staffing levels. Processes lead to increased accountability for user contacts and improved interactions with faculty. Also, outreach activities and communication with off-campus instruction sites continued to have a positive impact on user contacts and collection usage. These efforts were assisted through the hiring of an outreach librarian, which allowed for librarian hours at the Southwest Metroplex instruction site.

Activities to enhance the relevance and curricular support of the collection included the publication of a collection development policy, revision of approval plan profiles, modification of academic departmental allocations, and communication with faculty. These activities form a new foundation for guiding critical decisions regarding purchases in the current uncertain economic environment.

Assessments confirmed that the library offers appropriate technologies for storing and retrieving research materials in a variety of formats. Stronger partnerships with Information Technology Services and the Center for Instructional Technology and Distributed Education have resulted in better connections with the university's technology infrastructure. Throughout the year, technology was an important focus of staff training. For example, the library's two-semester program *Discover, Support, Learn* (DSL) was derived from a national program called *23 Things*, which is designed to introduce library staff to new technologies that can be used to enhance services.

While an assessment of the library indicates well-used services, effective outreach efforts, enhanced quality control, appropriate technology support, and strong staff support, some areas still need attention: revising additional usage and collection evaluation instruments, creating partnerships with campus academic integrity efforts, and coordinating promotion activities. More challenging will be activities that require funding: support for archival projects, additional library computer workstations, and staff training programs.

Action plans for the next academic year have been created that address some of the above mentioned concerns. Activities are already underway to:

- complete a library promotion plan,
- evaluate the Materials Availability survey, and
- evaluate strategies for measuring library usage.

These plans, along with the priority goals and strategies for FY10 will guide Dick Smith Library's efforts to enrich existing services and resources, obtain desired resources, and enhance the library's user-centered approach to delivering value-added services and resources. In addition, the library's action plans and FY10 goals and strategies will further enable Dick Smith Library to contribute to the following University goals:

- Create living and learning experiences that support the achievement of student success.
- Utilize innovative delivery methodologies to maximize nationwide access to university programs.
- Foster supportive and safe learning environments for all students, faculty, and staff.
- Develop off-campus, on-line, continuing education, and community education learning opportunities.
- Maximize the use of faculty, staff, and facilities to increase community awareness and goodwill
- Create opportunities for students to learn and develop socially and academically.
- Promote greater levels of professional/personal growth to encourage higher levels of thinking.
- Promote greater levels of professional/personal growth to encourage constituency interactions.
- Increase accountability/responsibility through effective assessment/management.
- Provide and maintain the highest levels of safety and security.
- Commit to a robust collaborative technological environment.
- Develop and implement a comprehensive promotional plan to increase and shape public awareness.

Contributions to the Institution

The services and resources offered by Dick Smith Library support TAMUS Compact 2.2, to "improve the advising and academic support services offered to Tarleton students," and contribute directly to FY09 University Initiatives and Division & University Strategic Plans as illustrated below:

Student Success and Faculty Research

Univ. 1.4 - Create living and learning experiences that support the achievement of student success.

Univ. 2.8 - Foster supportive and safe learning environments for all students, faculty, and staff.

Univ. 5.1 - Create opportunities for students to learn and develop socially and academically.

Univ. 6.4 - Provide and maintain the highest levels of safety and security.

PVPAA 5 - Encourage, support and promote scholarly endeavors/research opportunities for students and faculty.

PVPAA 9 - Academic Standards/High Expectations: Importance of academic honesty and integrity

The library provides a variety of meeting rooms, study spaces, and group gathering areas that facilitate interaction among members of class, community, and social groups. This interaction provides opportunities for the exchange of ideas, discussion of issues, and personal interchange. In addition, the library sponsors and co-sponsors programs designed to solicit attendee interactions. The library also extends use of its facilities to campus and community groups for such programs. Finally, the library's central location and extended hours afford opportunities for casual and structured interactions among members of the Tarleton community, as well as area residents.

In addition to providing facilities and programs, the library provides support for the achievement of student success: curriculum-based collection development policies, library instruction, point-of-need reference assistance, interlibrary loan item delivery, online tutorials and subject guides, 24/7 access to electronic periodicals and books, and individualized assistance.

Outreach

Univ. 4.1 - Develop off-campus, on-line, continuing education, and community education learning opportunities.

Univ. 4.3 - Maximize the use of faculty, staff, and facilities to increase community awareness and goodwill.

Univ. 8.1 - Develop and implement a comprehensive promotional plan to increase and shape public awareness.

To increase awareness, both on and off campus, Dick Smith Library is proactive. The library promotes its resources, services, and programs via various media and seeks opportunities to foster partnerships with other entities to provide resources and programming. For example, the library often offers sessions for public school groups to help students with research projects, as well as show the students the range of research tools offered at Tarleton. In addition, Dick Smith Library is a TexShare participant, which has increased traffic to the library from other communities in Texas.

Technology

Univ. 2.1 Utilize innovative delivery methodologies to maximize nationwide access to university programs.

Univ. 6.3 Increase accountability/responsibility through effective assessment/management.

Univ. 7.1 Commit to a robust collaborative technological environment.

Dick Smith Library is committed to providing current and applicable technology for its users and staff. To that end, the library offers public computer work stations equipped with ample software, confers with IT and other technology groups to determine user needs, holds in-house technology training sessions, and offers communication forums via public and staff blogs and a staff wiki.

Staff Development

Univ. 6.1 Promote greater levels of professional/personal growth to encourage higher levels of thinking.

Univ. 6.2 Promote greater levels of professional/personal growth to encourage constituency interactions.

PVPAA. 2 - Faculty/staff enrichment through salaries/benefits, professional development & recognition.

Dick Smith Library staff are encouraged to enhance their professional skills/abilities, as well as personal growth through an in-house focus on technological training, administrative support for attendance at professional conferences and workshops, and an in-house information network regarding online training opportunities. Staff members who attend sessions share their findings at staff meetings and by creating online summaries, so all staff can benefit.

In addition, the library is committed to obtaining user feedback regarding library services and resources. The library administers the *General Satisfaction Survey*, *Materials Availability*, *Reference Survey*, and *Instruction Survey* on a rotating basis and bases future actions on the results. The library also keeps statistical data on its services and resource usage so needed modifications can be identified and pursued.

In preparation for FY10, the Dick Smith Library staff held its annual spring planning retreat to discuss how library efforts will support the University's new strategic plans. The following support strategies were identified.

Excel in Scholarship, Teaching, and Learning: Supported by the Library's focus on providing essential library resources and services that sustain the University's curricula,

student coursework and campus involvement, and faculty/student research.

Expand our Horizons: Supported by the Library's efforts to provide a collection that represents diverse points-of-view, as well as library programming and exhibits that showcase diversity -- historic, contemporary, vocational/professional, topical, etc.

Encourage Leadership, Service, and Student Success: Supported through the Library's provision of a facility, services, and programs that support the student-learner and through the Library's collaborations with other campus entities that help instill the value of academic integrity, leadership, and service.

Extend our Reach: Supported through the Library's extension of services to the Stephenville and surrounding community as a regional library, through outreach to distance/online students and faculty, and through collaboration with the Friends of the Dick Smith Library.

Highlights

- Experienced across-the-board increases in user contacts: patron queries (28%), liaison interactions (54%), and acquisition communications (34%).
- Continued to experience collection usage growth: 25% increase in the use of materials housed in the Dick Smith Library and over one million searches in the electronic resources.
- Enhanced communication on the Library Online Lounge blog through routine posts highlighting library staff, departments, and new services, as well as a series on Tarleton history, which contributed to a 500% increase in user views.
- Acquired the remaining political records of former Congressman Charles Stenholm, as well as his desk and office memorabilia now on display in the Special Collections suite.
- Hired an outreach librarian, which enabled the library to develop partnerships outside of the library with campus programs including Residential Living and Learning and Student Success Programs.
- Offered round-the-clock library hours during fall and spring final exams, serving almost 500 students each semester during extended hours.
- Completed a Collection Development Policy and conducted a comprehensive review of approval plan profiles that will help guide purchasing decisions and maximize use of material allocations.
- Realized a 26% increase in library instruction sessions through its growing reputation via promotion activities and word-of-mouth referrals among faculty about the program's quality.
- Worked with campus Risk Management to improve building safety and security through the expansion of security cameras, connection to the campus alert system, installation of an emergency defibrillator, acquisition of a weather radio, and participation in training.
- Supported the creation of a reading/resource room at the Hickman Building instruction site in Fort Worth by donating furnishings and shelving, as well as creating a basic ready-reference collection.
- Doubled in-house staff development and training activities (FY09=59 and FY08=30) offered through the efforts of the Staff Training and Organization Development Committee and encouraged exploration of new technologies through the "Discover, Support, and Learn" (DSL) program organized by the Technology Task Force.
- Worked with the Friends of the Dick Smith Library to create new business membership categories and helped with the membership campaign.
- Reorganized library staff with new positions in Access Services and Periodicals, restructured the library's management team, and promoted six librarians.
- Expanded collection area for reference and government document collections and reduced shelving space for periodicals to create an area for additional public

computers.

Teaching Activities

Professional librarians support faculty and University efforts to produce information fluent students by providing library sessions that offer instruction on information seeking and evaluation skills. These sessions are most often tailored to specific disciplines and assignments. This past year librarians also expanded their collaborative partnerships with faculty and other campus entities to improve students' knowledge of and abilities to utilize library resources and services:

- Experienced a 26% increase in library instruction sessions.
- Collaborated with Dr. Marilyn Duran to create an online module to facilitate nursing students' abilities to locate evidence-based research articles.
- Collaborated with Student Success Programs to offer sessions that combined topics like time management and note taking with library research skills.
- Created database usage tip sheets for distribution by Residential Living and Learning staff in Centennial Hall and Texan Village library/learning areas.
- Held weekly library hours in Crockett Hall.
- Extended outreach activities and research assistance to Tarleton's remote campuses with weekly librarian hours at the Hickman Building and library instruction classes at the Hickman Building and the R.C. Schaffer Building.

Research and Scholarly Activities

The Library and its staff provide support for university research through the delivery of services/resources and professional expertise. This year the library:

- Purchased permanent access to Literature Criticism Online, which gives users electronic access to 10 vital Gale reference sources and supports Humanities research.
- Increased electronic article delivery by 79% over the previous year. Interlibrary Loan staff utilized desktop article delivery whenever available in processing requests received from students, faculty, and other institutions.
- Increased communication with faculty through the Librarian Liaison program to provide better resources and stronger support for research and academic activities.
- Completed Collection Development Policy including guidelines that support undergraduate studies as well as graduate and faculty research by creating and maintaining balanced library collections.
- Reviewed and revised Blackwell Book Approval program profiles with the assistance of librarians and faculty representatives to ensure profiles reflected each department's teaching and research needs. New profiles were implemented in May.

Public/Community Service

The Library actively seeks opportunities to serve both the University and surrounding communities by welcoming events to the facility, participating on university committees and professional organizations, and partnering with the community. This year the library:

- Continued to see growth in meeting space usage with room reservations increasing by 21.6% (1,548 bookings) over FY08.
- Supported the second *Spirits of Erath Cemetery Walk* sponsored by the Friends of the Dick Smith Library and the Friends of the Stephenville Public Library. Preparations are already underway for the upcoming November walk.
- Assisted the Friends of the Dick Smith Library in the creation of new business

membership levels which will enhance their ability to support the library.

- Kay Wiley was honored as Staff Council's July Employee of the Month. Jennifer Barrera was elected Staff Council President-elect for FY10.
- Staff presented in a variety of venues outside of the library:
 - Glenda Stone presented a lunch program to the Stephenville Rotary Club on the *Spirits of Erath Cemetery Walk*.
 - Jennifer Barrera and Tracy Holtman presented *Blogs, Wikis, and RSS: You heard all the hype--but really...what can they do for me?* at the 2008 South Central Unicorn Users Group Conference in Lubbock, Texas.
 - Gary Spurr lectured about archivist careers to the Public History Seminar class and presented *Preserving your Family Documents* at the W.K. Gordon Center.
 - Spurr also wrote an article about the Stenholm papers for and co-edited the *Congressional Papers Roundtable Newsletter of Society of American Archivists*.

International Activities

The Library seeks to acquire a diverse collection and create an environment that welcomes diverse users, supports the diversity initiatives of the university, and raises campus awareness of the diversity of our community. This year the Library:

- Sponsored a brown bag presentation focusing on the siege of the Alamo and how it influenced the interpretation of Texas history.
- Participated in Tarleton's first African-American Read-In.
- Cathy Wilterding is a member of the Task Force for Diversity within the Curriculum.
- Created displays throughout the year in recognition of national, local, and university diversity events. Some of these included:
 - Inauguration of the first African-American U.S. President
 - International Education Month/Study Abroad
 - "Shaping Texas History: The Alamo"
 - Texas, Women's, and Black History
 - African-American Read-In Literature

Challenges

Major challenges for FY10 include:

- Maintaining desired quality of services and resources in the current economic climate.
- Obtaining funds to meet user demand for additional library computer workstations and increased library hours.
- Providing services and resources to meet user needs in expanding online and off-campus programs.
- Developing a comprehensive methodology for measuring building and virtual library usage.

Priorities for FY10 directly relate to these challenges:

- Increasing demands on shrinking budgeted dollars will require the library to stretch available funds to maintain current level of service. Both Objective 4, *Acquire resources to support curricula, research, and intellectual inquiry* and Objective 5, *Offer accommodations that facilitate study, research, respite, and group interaction* guide library expenditure decisions.
- Maintaining quality of services will require utilizing the staff training strategies in place to keep abreast of changes in the field and new technologies. Objective 6,

Foster professional growth and encourage staff to participate in educational and skill enhancement opportunities will be continued.

- Expanding and/or adding online and off-campus programs will require additional support for services such as outreach, interlibrary loan, instruction, collections, and academic integrity endeavors. Both Objective 2, *Foster student academic success, information fluency, and lifelong learning* and Objective 3, *Increase visibility of library resources and services* address user needs.
- Measuring the effectiveness of services and resources will require revision of data collection instruments in order to gain more useful information. Realizing Objective 1, *Provide welcoming and effective learning environment* depends on useful data.