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## Tarleton State University

### Detailed Assessment Report 2009-2010 Office of the University Librarian

#### Mission/Purpose

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**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."

**Documents:**

[Assessment committee feedback](#)  
[FY10 Budget request](#)

#### Goals

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**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 in a variety of formats 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 library staff.

**G 7: Employ appropriate management techniques...**

**Administrative:** We will employ appropriate management techniques to develop, implement, and evaluate library services, programs, and resources for all campus locations.

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

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### **O 1: Provide welcoming & effective learning environment**

Provide a welcoming and effective learning environment in all settings through the strategies:

- 1) offer approachable and accessible service points that optimize access to library resources,
- 2) provide instruction services that facilitate research and information fluency, and
- 3) assist users with information and research needs.

#### Associations:

##### **Institutional Priorities:**

- 2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students
- 1.13 UNI - Ensure efficient resource use while seeking additional funding to enhance the learning experience

##### **Strategic Plans:**

##### **Provost and Vice President for Academic Affairs**

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

##### **University**

13.1 Excel in Scholarship, Teaching, and Learning - Foster an environment that encourages innovation, develops programs of national prominence, engages students in research and learning

13.3 Encourage Leadership, Service, and Student Success - Create opportunities beyond the classroom that foster a continuous learning environment, assure student success and prepare students for leadership and service as alumni in their communities, careers and the world

#### Related Measures:

##### **M 1: Conduct General Satisfaction survey.**

The General Satisfaction survey is conducted online to all instruction sites during the fall semester in odd-numbered years. Responsibility: Associate Director for User Services.

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

##### **Achievement Target:**

- Maintain "ease of use" at a level of 4.0 or higher.
- Maintain "overall satisfaction" at a level of 4.0 or higher.

##### **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 3% over FY09.

##### **M 3: Count off-campus user contacts and transactions.**

Track number of distance user contacts (i.e., information packets, email communications, registrations, etc.) and off-campus material transactions (i.e.,

TexShare participation, document delivery, courier usage, interlibrary loan transactions, etc.) to determine level of support at all instruction sites.  
Responsibility: Head of Access Services.

Source of Evidence: Activity volume

**Achievement Target:**

- Increase number of distance user contacts by 3% over FY09.
- Increase number of off-campus material transactions by 3% over FY09.

**M 4: Survey instruction program & count sessions.**

An annual Library Instruction survey is conducted online and in print for all instruction sites. Number of participants and instruction sessions are tallied each semester. Responsibility: Coordinator of Instruction/Outreach Services.

Source of Evidence: Service Quality

**Achievement Target:**

- Achieve at least 90% agreement that there was a "positive impact on research."
- Increase number of instruction sessions by 5% over FY09.

**O 2: Foster student academic success...**

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

- 1) participate in university 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
- 1.10 UNI - Enhance student engagement to promote personal development and academic/learning success

**Strategic Plans:**

**Provost and Vice President for Academic Affairs**

- 7 Academic Standards/High Expectations: Importance of active engagement and student responsibility
- 9 Academic Standards/High Expectations: Importance of academic honesty and integrity

**University**

- 13.1 Excel in Scholarship, Teaching, and Learning - Foster an environment that encourages innovation, develops programs of national prominence, engages students in research and learning
- 13.3 Encourage Leadership, Service, and Student Success - Create opportunities beyond the classroom that foster a continuous learning environment, assure student success and prepare students for leadership and service as alumni in their communities, careers and the world

**Related Measures:**

**M 5: Record participation in academic integrity efforts**

Record participation in University academic integrity initiatives. Responsibility: Coordinator for Instruction/Outreach Services.

Source of Evidence: Activity volume

**Achievement Target:**

- Participate in a minimum of two (2) integrity programs with Division of Student Life or other university groups during FY10.
- Distribute library-focused brochure on integrity at a minimum of four (4) appropriate university venues during FY10.

### **O 3: Increase visibility of library resources & services**

Increase on- and off-campus visibility of library resources and services in all settings 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
- 1.9 UNI - Develop/implement marketing/branding strategy to increase Tarleton's visibility globally

##### **Strategic Plans:**

###### **University**

13.2 Expand our Horizons - Continue enrollment growth, expand the faculty and staff, and enrich the student experience by increasing access, expanding cultural competence and global awareness through the curriculum, and fostering a learning environment that values diversity

13.4 Extend our Reach - Develop and maintain relationships and partnerships that will extend the reach, services, reputation, and impact of the university on its alumni, families, and the people of Texas and beyond

#### Related Measures:

##### **M 6: Count contacts of librarian liaisons with faculty.**

Require Librarian Liaisons to contact assigned on- and off-campus faculty throughout the year regarding pertinent library services and resources.  
Responsibility: University Librarian and Librarian Liaisons who report annually to librarian in charge of reference statistics.

Source of Evidence: Activity volume

##### **Achievement Target:**

- Increase contacts to individual departmental faculty by 3% over FY09.

##### **M 7: Track library outreach activities.**

Organize or partner with other University entities to provide programs/events 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: Coordinator of Outreach/Instruction, Reference/Outreach Librarian, Marketing and Outreach Committee, and University Librarian.

Source of Evidence: Activity volume

##### **Achievement Target:**

- Complete promotional plan started in FY08.
- Provide or facilitate four (4) events during FY10.
- Participate in 100% of orientations offered during FY10.
- Identify appropriate venues for advertising library activities.

##### **M 8: Publish one (1) faculty library guide.**

Publish a library guide for distribution to all new Tarleton faculty.  
Responsibility: Marketing and Outreach Committee.

Source of Evidence: Activity volume

**Achievement Target:**

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

**O 4: Acquire resources to support curricula, research...**

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

- 1) ensure relevancy and currency of library resources with a collection development plan and evaluation of resources, and
- 2) preserve and improve access to university archives, research, and other significant collections.

**Associations:**

**Institutional Priorities:**

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

1.13 UNI - Ensure efficient resource use while seeking additional funding to enhance the learning experience

**Strategic Plans:**

**Provost and Vice President for Academic Affairs**

12 Encourage the appropriate use of technology to support, enhance, and extend learning

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

**University**

13.1 Excel in Scholarship, Teaching, and Learning - Foster an environment that encourages innovation, develops programs of national prominence, engages students in research and learning

**Related Measures:**

**M 9: 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 increase communication regarding acquisitions through the library liaison program.  
Responsibility: Librarian Liaisons and Acquisitions librarian.

Source of Evidence: Activity volume

**Achievement Target:**

-Increase acquisitions communication with faculty by 10% over FY09.

**M 10: Count resource usage & new holdings.**

Count new holdings (print and electronic), on/off campus usage of print and electronic library collections, and interlibrary loan borrowing requests 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 5% over FY09.

-Increase database usage by 5% over FY09.

-Increase ILL lending transactions by 3% over FY09.

-Increase new library holdings by 7,500 items during FY10.

**M 11: Enhance access to archival materials.**

Enhance access to unique, archival materials through creation of both print and electronic retrieval mechanisms and finding aids. Responsibility: Collections Archivist, Assistant Director for Serials and Electronic Resources, and Assistant Director for Monographs and Technical Services.

Source of Evidence: Activity volume

**Achievement Target:**

- Identify appropriate finding aid for J-TAC project.
- Enhance bibliographic description for 5% of the Cross Timbers Historic Images Project.
- Complete 100% of box-level inventory for the initial Stenholm collection.
- Conduct needs analysis for archive staffing by October 1, 2009.

**O 5: Offer accommodations that facilitate study...**

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

- 1) evaluate existing facility and usage patterns,
- 2) increase student access to technology and resources, and
- 3) maintain area for safety and security.

**Associations:****Institutional Priorities:**

- 2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students
- 1.13 UNI - Ensure efficient resource use while seeking additional funding to enhance the learning experience

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

12 Encourage the appropriate use of technology to support, enhance, and extend learning

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**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 and room usage by 3% over FY09.

**M 12: Enhance searchability & functionality of SIRSI.**

Increase accuracy of SIRSI database by taking actions revealed by regular database maintenance, special bibliographic and item reports (i.e., duplicate records, authority control, missing fields, and so on), and evaluation. Responsibility: Database Maintenance Oversight Team and Assistant Director for Monographs and Technical Services.

Source of Evidence: Service Quality

**Achievement Target:**

- Hold monthly meetings of the Database Maintenance Oversight Team.
- Implement procedures established by Oversight Team for maintaining currency of acquisition and associated bibliographic records.
- Identify a viable solution for improving authority control.
- Establish routine procedures for inventory control (i.e., lost and paid, missing items, and so on)

**M 13: Expand computer access in library.**

Based on needs identified (i.e., user feedback and surveys) during FY07 and FY08, usable space in the Dick Smith Library will be reallocated for optimal placement of additional computer workstations. Responsibility: University Librarian and Head of Library Systems.

Source of Evidence: Administrative Measure

**Achievement Target:**

- Identify space and funding for one (1) additional bank of public workstations by October 31, 2009.
- Add at least 25 public workstations to the Dick Smith Library by March 31, 2010.

**M 14: Assess facilities for optimal functionality.**

To determine usage and safety needs and optimize library space at the Dick Smith Library, we will survey the literature and best practices regarding library facilities, solicit user feedback, and monitor usage. Responsibility: Head of Access Services and Facilities Assessment Working Group.

Source of Evidence: Administrative Measure

**Achievement Target:**

- Complete survey of literature by September 1, 2009.
- Assess current functionality of the Dick Smith Library via survey.
- Provide a minimum of two (2) safety training programs to library staff/student workers during FY10.

**O 6: Foster professional growth.**

Foster professional growth and encourage library staff to participate in educational and skill enhancement opportunities through the strategies:

- 1) provide comprehensive training for the library's student workers and
- 2) provide and facilitate library staff training opportunities designed to improve service to patrons.

**Associations:****Institutional Priorities:**

- 2.2 TAMUS Compact - Improve the advising and academic support services offered to Tarleton students
- 1.13 UNI - Ensure efficient resource use while seeking additional funding to enhance the learning experience

**Strategic Plans:**

**Provost and Vice President for Academic Affairs**

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

**University**

13.2 Expand our Horizons - Continue enrollment growth, expand the faculty and staff, and enrich the student experience by increasing access, expanding cultural competence and global awareness through the curriculum, and fostering a learning environment that values diversity

**Related Measures:**

**M 15: Record library staff participation in training.**

Record attendance, completion, and scores, if appropriate, of required and optional training for library staff and student workers. Responsibility: Chair, Staff Training and Organizational Development Committee and Student Worker Coordinator.

Source of Evidence: Activity volume

**Achievement Target:**

- Provide annual training opportunities in customer service and principles of privacy.
- All staff and student workers will participate in at least one (1) customer service and one (1) principles of privacy training during FY10.
- All staff members will attend a minimum of six (6) training/staff development activities during FY10.
- All student workers must achieve a 95% or higher on all training quizzes and assessments.