

**Dick Smith Library
Institutional Effectiveness Report
2006-2007**

Library Mission:

The Dick Smith Library, as an integral part of Tarleton State University, is *dedicated* to the mission of educating and serving the campus community, as well as extending its services into the larger community. The Library teaches user skills that will enable patrons to use the Library in such a way as to provide lifelong *learning* and enrichment. The Library provides information access through many and varied formats and is dynamic in its approach to the continuous rise of new technologies. While always looking toward the future, it also reveres the past by maintaining and enhancing the traditional collections. Our goal is to provide outstanding *service* with an attitude of respect toward patrons and to each other. Courtesy and appreciation will always be exhibited so that patrons will feel welcome and the staff will feel valued.

Goal 1

We will supplement and enrich university classroom teaching and learning; support individual study and research; and reinforce curricular and recreational programs of the University. (Note: FY06 Goals 1 to 3 were combined for more efficient reporting)

Objective 1.1

The Dick Smith Library will select, collect, organize, and provide access to the majority of materials required for classroom use and research by students and faculty

Strategy 1.1.1

Library will remedy collection deficiencies where evident and as resources allow; collaborate with university faculty and other entities to ensure collection resources meet curricular, research, and other information demands; and provide Student Order Forms for materials which students believe should be placed in the library collection;.

Measurement 1.1.1.1

Increase student and faculty use of the building collection by 1% per year.

Results: Usage of the collection housed in the Dick Smith Library during FY07 was 32,724, a 6.9% increase over FY06 (30,620)

Use of Results: After a significant drop in collection use in FY04, the last three years have demonstrated an average 6.5% increase in collection usage each year. These increases are likely due to two initiatives started at that time: 1) investment in an approval plan for acquiring current monograph publications that is based on academic programs/curriculum and 2) year round inventory activities that help maintain book stacks and materials easy to locate. These efforts will be continued. Additionally, a collection development plan will be established that will guide selection and de-selection decisions.

Measurement 1.1.1.2

Increase library patron visits by 1% per year.

Results: Library patron visits for FY07 totaled 495,836, of which 326,465 entered the main library, a 14% increase over last year (286,139). Access to activities in the foyer (coffee bar, student lounge, instruction classroom, and restroom facilities) increased 24%.

Use of Results: FY07 was the first full academic year after the completion of the building renovation and usage would indicate the renovation was a success; however, an effort will be made to “move” more users from the foyer area into the main body of the library. Activities will include 1) raising awareness of library services and staff available to assist users and 2) ongoing evaluation of space utilization and provision of technology.

Measurement 1.1.1.3

Increase collection size by 10,000 items per year.

Results: Library collection size increased by 12,847 items, an increase of 28% over the established goal.

Use of Results: Like last year, faculty requests and the approval plan were largely responsible for collection growth. In addition, the academic department allocation was increased from \$25,000 to \$50,000 for FY07. Every effort will be made to allocate \$50,000 for the next year. During FY07, faculty recommended almost 300 purchases through the “Suggest a Purchase” service; however, only 22 students made similar recommendations. Making students more aware of their ability to recommend purchases needs to be addressed in the next year.

Measurement 1.1.1.4

Maintain gifts, grants, and donations at \$2,000 or more per year.

Results: Gifts and memorials added 440 titles to the collection valued at approximately \$1,793, furniture and support from the Friends of the Dick Smith Library of \$3,671, and donations from the Tarleton Annual Campus Campaign of \$1,068 for a total of \$6,532. Also, a \$1,500 endowment was established from Dr. Joe Christopher in support of his donation of a collection of works by six British authors from the Victorian period.

Use of Results: TextTreasures grant funding was not made available as hoped last year, but grant funding and other funding partners will be sought to expand the Cross Timbers Historic Images project, digitize legislative records from former Congressman Charles Stenholm and Fort Worth Mayor Mike Moncrief; preserve other special collections and university archives; and microfilm the library’s fragile collection of the student newspaper, the J-TAC. Effective FY08, a half-time Collections Archivist position will be added to the library staff, who will begin to provide the support and expertise necessary to expand the library’s digital collections.

Measurement 1.1.1.5

Increase library database usage by 1% per year.

Results: Library database usage was 689,557 “hits,” an increase of 4% over FY06 usage of 662,395.

Use of Results: Although the goal was met, this result was a significant decrease over double digit increases each of the last several years. The popularity of databases remains high; however, the number of available resources may be overwhelming to many library users. Efforts will be made to improve users’ ability to identify appropriate resources and increase the usability of available databases through 1) the instruction program and 2) website improvements and tools.

Measurement 1.1.1.6

Increase inter-library loan and document delivery transactions by 1% per year.

Results: Inter-library loan transactions totaled 10,423 for a 19% increase over requests made last year (8,717). These data include a lending transactions increase of 36% and borrowing transactions increase of 1.4%. This supports the improved usability of the Tarleton collection in that Tarleton users (borrowing) are requesting materials from other libraries less and using the Tarleton collection more (see Measurement 1.1.1.1), while other libraries (lending) are using the Tarleton collection significantly more.

Use of Results: In order to meet the increased demand, student employee hours assigned to inter-library loan were increased in the spring semester of FY07. This increase will be continued through FY08 and monitored to ensure timely delivery of materials for both borrowers and lenders.

Strategy 1.1.2

The Dick Smith Library will conduct a survey to determine the availability of library resources to its users.

Measurement 1.1.2.1

Increase student and faculty “success rate” in locating library materials by .1 and “availability percentage” by 1% per year as determined in the *Materials Availability Survey*.

Results: The “success rate” on the survey conducted in the fall semester of 2006 was 4.42 (using a scale of 1 through 5, with 5 representing the highest rating). This rating exceeded the 2004 survey of 4.34. In addition, an 87.5% “availability” rate was reported. This rating exceeded the 2004 percentage by 6.5%.

Use of Results: Although the goals were met and the ratings are within an acceptable range, these measurements are used to help inform the progress of strategies listed under *Objective 1.1* above. Further, the titles and subjects listed as “not found” are reviewed by staff for purchase and/or identified as areas for subject enhancement of the general collection.

Measurement 1.1.2.2

Increase student and faculty “usefulness of online sources” by .1 per year as determined in the *Materials Availability Survey*.

Results: The rating for “usefulness of online sources” on the 2006 survey was 4.44 (using a scale of 1 through 5, with 5 representing the highest rating). This rating exceeded the 2004 survey of 3.63.

Use of Results: The usefulness of electronic resources is acknowledged through this result. Efforts to replace both periodical print resources and reference materials with electronic resources are ongoing and will continue as the budget will allow. It had been hoped that an increase this fiscal year of the Library Access Fee from \$3 a semester credit hour to \$5 would further enable this effort; however, a decrease in state funding resulted in less available funds overall than anticipated for FY07. This will require a more concerted effort to address to university administration the growing disparity between the library budget and the rapidly increased cost of electronic resources and tools needed to support Tarleton students and faculty from all locations.

Objective 1.2

The Dick Smith Library will improve communication and collaboration with the faculty and administration in support of research and improved student learning.

Strategy 1.2.1

The Library will proactively market library services and resources through increased communication with academic departments.

Measurement 1.2.1.1

Maintain promotion of new library services through email, on a bimonthly basis.

Results: The effectiveness of email to inform faculty of new or existing library services is not known, but if the limited response to email announcements is an indication, many faculty members do not attend or remember emails unless there is an immediate “need to know.” With this in mind, campus-wide library emails were reduced to no more than one per month. Instead effort was redirected to the new Librarian Liaison program which provides a more personalized approach to the faculty rather than mass emails. Each librarian was assigned one or two academic departments to help tailor library services and communications to the specific needs of the departmental faculty and their discipline(s).

Use of Results: The liaison program will be continued for FY08 and regular meetings of the librarian liaisons will be continued in order to provide opportunities to discuss improvements to the program and effective approaches to the faculty. Methods used last year ranged from customized emails to personal visits with departmental faculty. Like the students, the most difficult group of faculty to reach is those teaching at off-campus instruction sites. The addition of an Outreach Librarian and formalizing Outreach Services is intended to improve the quality of communication to this group in particular.

Strategy 1.2.2

The Library will increase participation of library staff on University committees, insofar as possible.

Measurement 1.2.2.1

Increase library staff committee assignments by 1 every other year.

Results: There were 19 librarian assignments to University committees for FY07, an increase of 2 over the previous year. In addition, library staff served on planning, advisory, search, ad hoc and other campus committees and subcommittees that included activities related to campus printing, public school partnerships, technology user groups, student orientation programs, strategic planning efforts, academic integrity, off-campus initiatives, and search committees. Committee assignments outside of the library involved approximately 55% of the library staff. Finally, every library staff member was assigned to one or two library committees that included Safety, Web Design, Staff Development, Public Relations, Special Events, and two new committees, the Technology Task Force and Strategic Planning Committee.

Use of Results: Committee work is an important connection to the campus community. The Library director and division heads will continue to encourage staff participation on University committees, as well as other ad hoc committee appointments. In addition, library standing committees will be reviewed and evaluated to better align to work groups and strategic planning. New committees will be held to a higher level of accountability for their actions and accomplishments, and minutes will be required to help improve internal communication.

Goal 2

We will provide quality library services by developing a qualified, professional library staff.

Objective 2.1

The Dick Smith Library will build a work environment in the library that will attract and retain a qualified staff through staff development and incentives.

Strategy 2.1.1

The Library will provide a foundation for promotion and pay for all library staff by developing a comprehensive promotion plan and career ladder.

Measurement 2.1.1.1

Provide a library promotion and pay plan, beginning in 2004, which is revised on a triennial basis.

Results: In anticipation of a university-wide audit of the Comprehensive Pay Plan during FY07, a salary survey of other similar academic libraries was conducted in December. The salary survey results, a revision of the Library Promotion and Pay Plan, and new position descriptions/titles for paraprofessionals were submitted in January 2007. Although the new classification/title structure for the paraprofessionals is still under review by Human Resources, this information was used to support salary adjustments for both professionals and paraprofessionals of approximately \$1,000 for the upcoming fiscal year.

Use of Results: The Library will continue to seek approval for the paraprofessional library staff plan and work cooperatively with Human Resources personnel in their review and continued efforts to improve the University's pay plan. As necessary, salary surveys will be conducted in order to keep the salary plan competitive and attractive to current library staff and potential applicants.

Strategy 2.1.2

The Library will establish a pattern for regular meetings between staff at all organizational levels that will include telecommunications technology, published minutes, opportunity for open discussion and reports, and building staff relations; the Library will maintain accountability with regular discussions between staff members and supervisors to monitor ongoing progress in assignments

Measurement 2.1.2.1

Publish minutes of biweekly staff meetings, via email.

Results: Last year a Staff Resources page was created where meeting minutes could be conveniently accessed by library staff in both Stephenville and Killeen. Since then the Staff Resources page now includes a variety of resources and tools to assist library staff in doing their jobs and to provide more informed customer-service. In addition, a staff Blog and a Wiki were established that have improved the staff's ability to share information and work jointly on projects.

Use of Results: Adding new technologies like the blog and the wiki not only provide improved access to information for library staff, but have help build skills in communicating with web-based tools. These new technologies have lead to the establishment of a new library committee, the Technology Task Force, charged with reviewing and incorporating new technologies as appropriate for library users and staff.

Strategy 2.1.3

The Library will provide staff with regular in-house opportunities for skill-building in technology, problem solving, management, and interpersonal communication; staff will be provided with the opportunity to attend relevant professional meetings.

Measurement 2.1.3.1

Increase attendance at professional and/or training opportunities by 5% per year.

Results: In addition to the annual Staff Council Development Day and Library Staff Development Retreat, both held in May, and required training by the A&M System and Tarleton Human Resources, library staff reported participating in almost 200 additional training opportunities, state and national meetings, and workshops. This is a 50% increase over last year. Training included local campus training, web conferences, user groups, software/vendor training, national conferences, in-house programs, and more. In addition, one librarian is an officer in a regional users' group and a nationwide special interest group.

Use of Results: Several new initiatives helped improve participation in staff development opportunities including the incorporation of staff training at the end of monthly staff meetings, access to MindLeaders training, support and communication from the Library Staff Development committee, and additional funds allocated for training and travel. All of these initiatives will be continued for FY08 and some staff training in areas of technology and customer service will be required. The commitment to training and development will be extended to student employees as well with the incorporation of a new student training program.

Goal 3

We will provide a flexible, commodious library facility which meets the needs and expectations of the University community.

Objective 3.1

The Library will expand library hours as resources allow.

Strategy 3.1.1

The Library will hire more student employees, as resources permit, to open the building additional hours.

Measurement 3.1.1.1

Maintain library open hours at 90, or more, per week during the long semesters.

Results: Library hours for last year increased during FY07 by 3.5 hours for a total of 101 operational hours during the fall and spring semesters. These increases were in response to a Student Government Association referendum supporting longer library hours. The library now opens at 12 noon on Sundays and at 7am Monday through Friday. The students also requested a 1am closing time, but staff resources did not support this change.

Use of results: A request for an additional graduate assistant was included in the FY08 budget request. However, this request was denied, and a later closing was not considered further. However, gate counts will continue to be monitored from 10:00pm to 12midnight. If building traffic warrants an increase in operational hours beyond midnight, another request for a second graduate assistant will be submitted. To help alleviate some of the end-of-semester demand for late hours, the library will provide 2am closings the final week of the regular semester in addition to final exam week.

Goal 4

We will provide access to the most advanced technologies which will benefit our patrons.

Objective 4.1

The Dick Smith Library will expand library services to increase the ease of access to information and research collections

Strategy 4.1.1

The Library will maximize technology to provide access to materials by library users regardless of their physical location.

Measurement 4.1.1.1

Increase inter-library loan and document delivery transactions by 1% per year.

Results: Inter-library loan transactions totaled 10,423 for a 19% increase over requests made last year (8,717). Of inter-library loan materials borrowed for Tarleton users, 75% were delivered electronically to users' desktops. Registered distance learners decreased by 22%; however, this was the first year TexShare cards were automatically distributed to all distance students each semester for a total of 2,542 cards. These students may have elected to use these TexShare cards that provide access to materials in over 700 academic, public, and medical libraries across Texas rather than document delivery services available from the Dick Smith Library.

Use of Results: As the number of students enrolled in off-campus instruction sites increases, effort must increase to reach out to these students. Many of these students do not use Tarleton email accounts, so direct mailings to distance students will be continued. In addition, communication with faculty assigned to off-campus instruction sites will be targeted. This faculty is a gateway to the students that has not been used effectively.

Objective 4.2

The Dick Smith Library will develop a public relations/public awareness program to assist and educate users in identifying, accessing, using, and evaluating local and remote information resources and technologies.

Strategy 4.2.1

The Library will expand public outreach programs by offering bibliographic instruction classes, internet instruction, and training for the "electronic library." The Library will create user guides for all library services and technology resources.

Measurement 4.2.1.1

Increase participation in outreach programs (Library Instruction) by 1% per year.

Results: Library instruction sessions totaled 129, a 10% decrease over the previous year (144). The decline in library instruction programs may be due to several factors including a change in course assignments among faculty who are long standing advocates for the library instruction program; frustration by faculty when instruction cannot be provided at the desired time; lack of encouragement to teaching assistants providing freshman instruction in the Department of English and Languages to include library instruction into their course content; less library effort to promote the instruction program; and on a more positive note, the improved availability of library created online tutorials and help.

Use of Results: The library will remain proactive in marketing this program in its effort to improve students' information seeking skills. Contact will be made with faculty who have requested sessions in the past, but have not returned in the last year, as well as new faculty and teaching assistants who may not be familiar with the instruction program. The addition of an Outreach Librarian during FY08 will help alleviate the scheduling problems experienced in particular among the off-campus instruction sites. And finally, a better mechanism for evaluating the service and quality of instruction will be explored.

Goal 5

We will provide outstanding library services to the University and to the larger community.

Objective 5.1

The Library will organize and encourage an active Friends of the Library group.

Strategy 5.1.1

The Library will encourage Friends of the Library membership, both on campus and off; the Library will offer activities and public events which encourage library use.

Measurement 5.1.1.1

Increase membership in the Friends of the Library by 5% per year.

Results: Membership in the Friends of the Library totaled 146, an increase of 8%.

Use of Result: Now that Friends cards are issued directly at the Library, the process is more streamline for the new member. New board members have brought forward a variety of new ideas to sustain membership growth that will be actualized next fiscal year including a partnership with the Stephenville Public Library Friends group to host a historical ghost walk.

Objective 5.2

The Dick Smith Library will integrate library services and resources into the Tarleton State University campus and Stephenville community.

Strategy 5.2.1

The Library will improve marketing strategies to target the needs of specific user populations and will increase its visibility in educational, cultural, and social activities.

Measurement 5.2.1.1

Sponsor at least one event per semester by the Library's Public Relations Committee.

Results: In conjunction with Banned Books Week in the fall, the Library hosted its first Brown Bag lunch, "I Purposefully Read Banned Books" presented by Dr. Marcy Tanter, and during the spring semester a Poetry Reading of original poetry by students, faculty, and staff was held during National Poetry Week. These special events were in addition to a special resealing of the 1956 Library Time Capsule in November, Library Lovers Day; special displays; and participation in other campus events like Texan Tours, Grad Fair, Technology Expo, Study Smart, the Wellness Fair,

Use of Results: There has not been an organized approach to library public relations and outreach. To that end, Outreach Services will be created next year, with a librarian assigned to coordinate these activities and assisted by a new position of Outreach Librarian. A reorganized committee will assist this effort and create a promotional plan.