ANNUAL REPORT 2010-2011

Library, FICC, Academic Computing

The following report outlines the major accomplishments of the Library, FICC, and Academic Computing for 2010-2011. Highlights from each area are included, as well as statistics and comments concerning goals and plans for the coming year.

STAFFING

One of the first tasks for new Director Cy Dillon was hiring a Technical Services Librarian. After an extensive, and at times frustrating search, Toni Hamlett returned to the role, adding some stability in a time of change. Shortly before she returned to work the library lost its Assistant Director when Chandra Gigliotti-Guridi resigned to become Director at another institution. At this point Public Services Librarian Shaunna Hunted was promoted to the role of Assistant Director, and the decision was made to use a recent graduate to assist Mike Timma, who provided leadership in Academic Computing while we searched for an Instructional Technology Librarian. This search continued through the academic year, and will be completed in 2011-2012. Timma has been promoted to Blackboard Administrator, a position he will retain when the new Technology Librarian is hired. We have used two recent graduates as interim assistants for Timma and Brian Burns, replacing Josh Bohannon with Andrew Basinger when the former took a position with the Salvation Army. Both of these young men performed well. We also added Tina Major to the staff as our Assistant in Acquisitions and Cataloging, bringing our Technical Services staff up to full strength. Media Librarian Brian Burns successfully completed his sabbatical research project, and made two presentations to librarians’ groups based on that research.

EXTERNAL REVIEW

During 2010-2011 the library conducted an external review combining a self-study report with a report written by two visiting library directors, Dr. John Jaffee of Sweet Briar College and Ms. Anne Chase from Berea College. The process produced some very valuable suggestions for improvement of library services that continue to be implemented as the 2011-2012 academic year begins. A copy of their report is attached in an attempt to avoid repetition.

LIBRARY

Public Services

This area is headed by Assistant Director Shaunna Hunter-McKinney and includes circulation, interlibrary loans, reference services, electronic resources, information literacy instruction, government documents, and some aspects of both periodicals and physical inventory.

Circulation

In 2009-2010 the raw door count number for the main entrance was 215,277 and the back entrance was 79,493. Keeping in mind for every employee or patron that enters, they must also
exit, so the actual counts would be 107,638 and 39,746 respectively. This past year, 2010-2011, the raw number for the main entrance was 217,338, and the back entrance was 86,811. Actual counts are 108,669 and 43,405. This is an all-time high since the building opened in August 2007. The single busiest week was during the 24 hour opening in December when the combined count rose to 8,349. Our small rise in door counts continues, but the average usage in any given week does not change significantly year to year.

Total circulation this year was 28,613. This is a modest decrease from 30,192 in 2009-2010. The library’s laptop computers, which were four years old this past year, still circulated 7,367 times. Other equipment checked out at the circulation desk, such as laptop battery chargers and headphones, circulated 3,558 times. Group study rooms remain quite popular at 3,679. Reserve circulations were low but stable at 1,361. This is due to the increasing use of Blackboard for electronic reserve functions. Students checked out 81% of all items circulated (23,274 items) while faculty checked out only 8.8% (2,512).

This year the library eliminated fines for students with overdue books, replacing the traditional approach with a policy that requires payment for lost books only. Since students with overdue items are no longer allowed to check out additional books or other materials, there is sufficient motivation to return books on time. Note that no student is ever prevented from using a reserve item or any other library material on-site by this new policy. Students were encouraged to clear up fines from previous years by donating food items to local charities, and the policy seems to have fairly quickly become accepted and understood by our users.

Even though most students have their own laptops and some bring them to the library for use, it appears that the majority of students like the option of checking out a laptop for use while they are in the library. Most appear to be using our computers for research and paper writing, rather than for checking emails, playing games or surfing the net. Those who want to do non-research related work seem to prefer to use the desktop computers available throughout the library. Several netbook computers were purchased this year to see if students would adapt to using them rather than the more expensive Dell Latitude laptops. Because of the price differential, it may be advantageous to buy netbooks instead of laptops when the library’s current laptops soon need replacing.

**Interlibrary Loan**

Interlibrary loan continues to provide effective and efficient services for students and faculty. This year we borrowed 721 books or media items and 598 articles for Hampden-Sydney students and faculty and sent 923 books or media items and 257 articles to other libraries. Biology, Psychology, and Chemistry requested the most photocopies; History, English, Rhetoric and Religion the most books. Faculty continue to request the most items, but the students are not far behind. Faculty borrowed 344 articles and 413 books, and students borrowed 285 articles and 325 books. According to the statistics, it looks like this may be the first year we are not a net-lender, meaning we lend more than we request. Nevertheless, the VIVA consortium awarded us over $4,500 to offset our costs in lending to other Virginia academic libraries, indicating the importance of our participation to Virginia higher education. In the coming year the library staff hopes to make the case for budgeting an interlibrary loan fund to help students and faculty cover
the cost of loans that are not available to us at no charge. We believe the expense would be small when contrasted with the benefit of easy access to research materials.

**Periodicals**

The issue facing hard-copy periodicals continues to be ever-increasing costs, especially in the sciences and psychology. In order to maintain other areas of the library’s budgets, i.e., personnel and online resources, it was necessary to cut one fourth of the print titles during the 2008-09 year. Each academic department was asked to review a list of their current print subscriptions and recommend cuts. No significant cuts were made to the periodicals renewal list this past year, as it was the new library director first year, but after a year of discussions with the faculty about their periodical use, and his own observations, more cuts are planned for the 2012 renewal cycle. The library is still maintaining approximately 175 print periodical subscriptions.

Thanks to work with Toni Hamlett, the Technical Services Librarian, the switch from Serials Solutions to EBSCO A-Z as our online vendor for e-journal cataloging and linking went smoothly. This reduced the cost of this service by approximately three quarters allowing us to purchase not only this product but also a federated search product (EbscoHost Integrated Search) from the same vendor. The ease of use of the EBSCO products will be reflected not only in staff time, but also in ease of access for students. Technical Services also took on additional processing responsibilities related to print periodicals, allowing public services staff more time to devote to increased visibility at the circulation and reference desks.

**Information Provision**

In 2010-2011 reference librarians answered a total of 685 reference questions. This is a decrease from the 2009-2010 total of 817 reference questions. More patrons are visiting the library, but traffic at the reference desk still tends to decrease. The new library has two entrances, and is a large building, so patrons are spread throughout the building and may not pass the second floor reference desk. In an effort to increase reference statistics, over the past two years the library advertised research assistance and library services in new ways including attending freshman matriculation and passing out promotional materials, such as library highlighters, advertising online though Facebook, Twitter, and the library’s website, and promoting a new library information phone number: 6411. None of those efforts has produced an increase in the number of reference questions, so public services will now try increased staffing at the reference desk for the 2011-2012 academic year. Each librarian will work at least one daytime shift at the desk, and Bret Peaden will also now work at least two daytime shifts. Shaunna Hunter will fill in the gaps in between scheduled shifts.
**Information Literacy Instruction**

This year Shaunna Hunter provided 23 information literacy instruction sessions to 15 professors and 290 students. This is down from the previous year, but professors/departments new to library instruction (Biology, Religion), are repeating their requests, so there is some encouraging news. Rhetoric, English, History, Fine Arts, Psychology, Religion and Biology requested sessions in the classroom or the library. We need to find ways of interesting others, particularly in the Social Sciences and perhaps Sciences with the use of our services. Library tours were offered in August and September with 126 students attending. Cy Dillon and Mike Timma attended Freshman matriculation in Crawley Forum this year. This was the library’s second year attending matriculation, and they greeted new students, distributed library promotional highlighters, and Mike passed out cards he created with information about logging into Blackboard.

During 2010-2011 the librarians set a goal for the next year of establishing information literacy outcomes for Hampden-Sydney students based on the Association of College and Research Libraries’ Information Literacy Competency Standards. We will explore the possibility of collaborating with the Rhetoric Program and one or two majors to create an assessment methodology appropriate to our curriculum.

**Government Documents**

Our government document collection continues to reflect the ongoing effort by the Superintendent of Documents to migrate resources from print to online. We continue to catalog most documents making them easier for users to find and check out. Kathy Brazee, the Outreach Librarian in the Library Services and Content Management department of the Government Printing Office visited the library on 1 June 2009. She visibly inspected the collection and was pleased with both the location and accessibility of the documents and our appropriate open-to-
the-public policy. In 2011-2012 we will move our DVD and New Book collections to an area near the Government Documents. This will, we expect, make them more visible to our students.

**Collection Development**

Many publishers are now producing and promoting electronic reference titles, and the library continues to subscribe to 211 (up from 190 the previous year) electronic reference books from Oxford University Press and links them in the online catalog for ease of use. The first round of inventory of the circulating collection has been completed, but much of the work and procedures were put in place while the Technical Services Librarian, Toni Hamlett, was not working at the library. It was Toni’s feeling that the inventory process should be streamlined with Ava Corbett physically processing the inventory by scanning each item on the shelf, but with Technical Services staff running the reports of misshelved and missing items. Public Services staff will continue searching for items identified as missing, but Technical Services staff will make sure bibliographic records correctly reflect missing items’ status, correct cataloging mistakes such as incorrect call numbers or locations, add previously un-cataloged books to the library’s system, update library holdings, and mend damaged books when possible. The next phase of inventory will be to start making decisions about withdrawing or replacing missing items, in cooperation with the Library Director.

Several new online resources were added to the library’s collection this year. At the request of Dr. Dan Weese in the Psychology department, the library started an online site license subscription to Scientific American and Scientific American Mind. Country Watch, a resource for finding critical country-specific intelligence and data including demographic, political, economic, business, cultural and environmental subject matter was added, along with Vault.com, an online career resource. Shaunna Hunter and Toni Hamlett worked together to improve access to the online resources from off campus and from mobile devices, and off-campus and mobile links have been added to the library’s website. Also, as will be evident in the Technical Services report, our collection grew quickly in the area of cataloged electronic titles, with over 10,000 added.

The library also began planning a new venture this year as we decided to participate in the LYRASIS Mass Digitization project and have all our yearbooks and alumni magazines scanned and added to the Internet Archive. These titles will be cataloged by the time classes begin in the fall of 2011.

In response to the report produced by our NEH Preservation Grant (attached as “HSC Report”), the library revised and began using a new access policy for using rare books and other special collections material. Taking advantage of newly enhanced video surveillance, the policy requires that these materials be used in an area covered by a camera. We also made plans to upgrade the shelving in our rare book vault based on the same report.
**Technical Services**

This area, headed by Toni Hamlett, is responsible for acquiring and providing access to the items in our collection including books, media, and to some degree, electronic resources such as research databases and e-books.

The Technical Services Librarian’s position was filled in September 2010 after being vacant since October 2009.

The Library Assistant in Cataloging and Acquisitions’ position was filled in October 2010 after being vacant since April 2010.

Technical Services became responsible for checking in periodicals and government documents, maintaining those records, and working with the vendors and their automated systems for claiming materials not received when expected.

Many new types of material and equipment were added to the collection including e-books, streaming videos, e-book readers and iPods. We added e-book collections from NetLibrary, American Council of Learned Societies, American Psychological Association and Oxford Reference and Ebsco.

We created RSS feed pages for new books, e-book and videos.

We made all electronic resources available to Hampden-Sydney faculty/staff/students off-campus as well as on-campus by using the proxy server that is a part of the Millennium Integrated Library System.

We implemented OCLC World-Cat local so that our users can search for an item and see not only whether we have it in our collection, but have the ability to search collections in other libraries to see availability.

We added our electronic serials holdings to OCLC.

The Technical Services Librarian attended a workshop at the Library of Virginia concerning the OCLC Webscale Management Services, the VICULA meetings in November 2010 and May 2011, ALA annual meeting in New Orleans in June 2011, and an online course concerning the RDA cataloging rules to be implemented in 2013, as well as various online webinars given by product vendors.

The Library Assistant in Cataloging and Acquisitions attended the VICULA meeting in November 2010 as well as various online webinars.

The Library Assistant in Cataloging attended the VICULA meeting in November 2010, various online webinars, and took an online course concerning preservation of materials.
Items Added FY2010-2011

Books: 1645 Titles/1724 Volumes
Videos: 101 Titles/158 Volumes
CDs: 4 Titles/8 Volumes
Equipment: 2 Titles/37 Volumes
Streaming Video: 1545 Titles
E-books: 10136 Titles

Items Deleted

274 Titles
526 Volumes

FICC
This report covers the following areas: classroom equipment; Channel 39; student employees, other equipment issues, the external review and its effects, and the annual statistics chart with comparison to the previous year.

Classroom Equipment

With a tight budget for the College overall, there was not much funding for additional classroom installations. However, in January of 2011, Assistant Dean Elizabeth Deis headed up a group whose mission it was to do minor work to learning spaces in an effort to improve them quickly. We were able to remove and discard much unused and outdated equipment from classrooms. Additionally, the Dean was able to fund improvements in Maples 1 and Maples 2 as many faculty did not care for the way they were set up. Two years previously we had permanently installed ceiling mounted projectors, screens, and speakers with a wall mounted touch panel to control the projectors. There was also a wall jack installed that allowed users to plug in a laptop and/or a video playback device (DVD or VHS player). The initial thought was that the rooms were too small to include full teaching stations, and that the FICC could provide the equipment as needed. Faculty felt that this was an inadequate solution to the lack of technology in those rooms. Thus, we reconfigured the rooms to hold teaching stations with a small footprint, desktop computing and a DVD/VHS combo unit.
Channel 39

Channel 39 began the year similar to last year—an internal success, but with some issues on the outside. Primarily we were faced with video quality issues, but with the enthusiastic work of Andrew Basinger and the student survey committee, we were able to conduct a successful student survey concerning Channel 39. The survey revealed, quite clearly, that the students in residence on campus enjoyed the programming, but disliked the poor quality video. In response we worked with the appropriate office, and the video quality was addressed. This success suggests the value of knowing student opinion. In the coming year we will both replicate last year’s study to obtain comparative data and survey more often to stay in touch with what students think of this service.

Student Employees

Student employees were trained to be more helpful and armed with more knowledge and skills than in the past. We were able to teach each of the student employees to scan images and text as well as work with digital imaging programs. We also utilized student employees to do the vast majority of the evening and weekend equipment setups. We began the year, as we did last year, with two students who concentrated on working outside the Center, but one dropped out of school. The student we were left with was a freshman who did an excellent job doing daily room checks and monthly projector filter checks in addition to the equipment setups. A method of attaining feedback was attempted with no results. We sent surveys to several event organizers in an effort to ascertain the satisfaction level felt by them towards our student employee, but we received zero responses. We will try this again in the coming year in hopes that some feedback can be attained for training assessment purposes. In lieu of that information, we are left only with anecdotal evidence of satisfaction.

Other Equipment

This year we were able to add several pieces of equipment including digital still cameras, video cameras and Kindles. Very late in the year we were able to purchase three PowerPoint clickers and three iPod Touches that we will begin to use this fall. With this additional equipment, plans are in the works to market the availability of our equipment and services to the faculty in hopes that they begin to consider including more multimedia assignments in their courses. We feel that Hampden-Sydney is far behind other institutions in requiring students to utilize this type of technology. Our current students are too often considered “digital natives” who know how to effectively manipulate virtually all technology. This is not true, and it is the responsibility of our institution to prepare our young men as many of them will undoubtedly be expected to exploit technology in their future workplaces.

External Review and Follow-up

The FICC took part in the official external review of the Bortz Library this year, and there were many changes suggested for improvement. Some of these have begun already. Upon reading the external review, it was obvious that the Instructional Technologist, the Blackboard Administrator and the Media Librarian needed to work more closely together, and that also meant being closer
to one another physically. Thus the idea of a technology commons was considered and gained favor. The Media Librarian made an official request, though the Vice President for Institutional Advancement, to officially change the name of the FICC to the Fuqua Technology Commons to more accurately reflect our united efforts at service to the campus as well as to have a less outdated name. Plans have been devised to relocate both the Blackboard Administrator and the Instructional Technologist in the FICC area, to move the DVDs and CDs to a more central browsing location on the main floor, and to store the VHS tapes to a non-public area (still visible in the catalog and accessible by library staff when needed). While none of this had been completed as of yet, the staff is working diligently towards completion of most of these tasks prior to the fall semester in an effort to avoid any confusion with a mid-year move. Along with these plans are many others that must be made and implemented such as a unified web site, retraining student employees, revamping our collection of statistics, and marketing our central services to faculty and students.

Statistics

The following chart shows growth in several areas, but not all of them are significant. The small growth in DuPont classroom uses and equipment setups can be attributed to nothing more than annual fluctuation. The growth in Channel 39 is due to the decision during the Spring semester to begin to show films 24-hours a day. We expect this number to grow significantly next year when we show movies 24-hours a day all year long. The growth in the number of production hours isn’t attributable to anything specifically, other than increased need. With this in mind, we hope to continue to increase production hours and the faculty/student instruction in the coming year as the technology commons idea begins to take root. The number that most bothersome is the continued increase in classroom equipment problem responses. We have surpassed 80% saturation of permanently installed technology in classrooms and with that many classrooms being unlocked, I expect the number of problems to continue to increase. This is the third year that disrupted teaching because of equipment problems has been included in this report, and it will likely continue unless the rooms are made more secure.

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Spring 2011</th>
<th>May Term 2011</th>
<th>TOTAL</th>
<th>Percent change¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>duPont classroom uses</td>
<td>363</td>
<td>378</td>
<td>49</td>
<td>790</td>
<td>13%</td>
</tr>
<tr>
<td>Equipment setups (Total)</td>
<td>113</td>
<td>123</td>
<td>6</td>
<td>242</td>
<td>13.1%</td>
</tr>
<tr>
<td>Faculty/student instruction</td>
<td>22</td>
<td>33</td>
<td>3</td>
<td>58</td>
<td>1.8%</td>
</tr>
<tr>
<td>Channel 39 uses</td>
<td>438</td>
<td>1138</td>
<td>621</td>
<td>2197</td>
<td>32.7%</td>
</tr>
<tr>
<td>Production hours (separate from productions listed below)</td>
<td>12.5</td>
<td>23</td>
<td>4</td>
<td>39.5</td>
<td>68%</td>
</tr>
<tr>
<td>Equipment checkouts</td>
<td>50</td>
<td>98</td>
<td>3</td>
<td>151</td>
<td>-16.1%</td>
</tr>
<tr>
<td>Classroom equipment problem responses</td>
<td>31</td>
<td>40</td>
<td>2</td>
<td>73</td>
<td>30.4%</td>
</tr>
<tr>
<td><strong>Production</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ Pages scanned</td>
<td>363</td>
<td>111</td>
<td>15</td>
<td>489</td>
<td>-12.7%</td>
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<td>■ CDs/DVDs copied</td>
<td>24</td>
<td>28</td>
<td>7</td>
<td>59</td>
<td>-28.9%</td>
</tr>
</tbody>
</table>

Overall, it was a very good year for the FICC, but with the advent of the new technology commons, we hope to have an even better year in 2011-2012.
**Academic Computing**

Blackboard was used extensively again in 2010-2011, in spite of the absence of an Instructional Technology Librarian. The complete statistics in the attached spreadsheet, reveal that eighty percent of our faculty now use the course management system in 548 separate courses. Plans have been made to upgrade Blackboard to the latest version during the summer.

Mike Timma and his assistants in Academic Computing were called upon 378 times for technology support in 2010-2011, with 357 of those requests coming from faculty. The complete statistics are attached in the spreadsheet titled Academic Computing Statistics.

Our new Instructional Technology Librarian, to be hired in the fall of 2011 will be housed in the technology commons created in the former FICC space. The proximity of this librarian’s office to those of the Blackboard Administrator and Media Librarian should promote collaboration and focus our Academic Computing work in one section of the building.