

PUBLIC SERVICES

Circulation Services
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User Engagement

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Public Services had a very successful 2017-18 year. The biggest project is the library-wide inventory project that is still on-going. We began planning for this project in August of 2017 and have since completed inventory of the “Stacks” items on the 1st and 3rd floors. We have collaborated with several Technical Services departments to work on this project.

Public Services has hosted a couple of events that had a significant number of attendees including faculty, staff, and students. During Freshman Welcome Week in August of 2017, Emily Deal and I hosted a Pups and Popsicles event. Pet Partners of Acadiana participated and we had 200 popsicles donated by Pops and Rockets out of Lake Charles, LA. We estimated that about 400 incoming freshman attended this event. On the first day of classes in August 2017, I collaborated with Dining Services and the Physics Department to host a campus-wide Eclipse Viewing Party. We have estimated an attendance of about 1200+ members of the university community.

To help with event planning and provide instruction assistance, I added the Head of User Engagement and Instruction position to the library’s faculty. This position has the responsibility of creating library events and maintaining the library’s social media presence. This position also provides instruction assistance to our Head of Instruction.

I attended a university-wide programming meeting to make more connections for collaborative opportunities between the library and other campus departments. I shared information with our Head of User Engagement and Instruction and got the library added to “OrgSync” to help promote our library events to a larger number of students at one time.

I worked with Circulation, Reference, and Cataloging to weed a portion of the “AE” section of the 3rd floor. We had run out of space for books in that area and saw an opportunity to weed a number of books that were outdated and damaged.

I collaborated with Reference and Mentoring Matters to expand the use of our Reference area to include space for informatics, computer science, and chemistry along with biology tutors that were already using the space. Mentoring Matters has representatives for those departments available to assist students five nights per week during the Fall and Spring semesters.

I worked with Heather Plaisance and Jennifer Hamilton to create 360 tours for Public Services, Special Collections, Government Documents, the Ernest J. Gaines Center, and several subject guides. We have added a link to the Public Services tour on the main page of the library's website.

I also attended a Lafayette Consolidated Government meeting to accept the proclamation of National Library Week on behalf of the University of Louisiana at Lafayette.

Circulation Services

Circulation Services statistics show an increase of 938; from last year's figures of 15,382 to 16,320 for this year. The amount of fines collected is great by \$487.65 than the 2016-17 year.

Circulation experienced the following personnel changes during the 2017-18 year: Anne Bruno was hired as the Circulation Night Supervisor, resigned from that position, and was hired as the Head of Circulation. Daniel Falcon was hired as the Head of Circulation Services and Supervisor. Patrick McCarty was hired as the Night Supervisor for Circulation in January of 2018 and resigned in February of 2018. Stephanie Robichaux was hired as Circulation Night Supervisor in April 2018.

The staff of Circulation Services have completed multiple projects over the past year, including, barcoding the "Master Key" and the "Collaboration Station" bags for easier tracking; hiring "Weekend Only" student aides; setting up and training student aides using TimeTrex and When2Work; removed all duplicated user accounts from WorkFlows; forgave fines and marked books older than 10 years lost; updated and corrected reporting of items Overdue and Late Fees; updated notices to send emails for all fees; moved "Z's" back down to the first floor; helped get the Materials Center setup with an online payment center; assisted in weeding the "AE" section; and created "End of Semester" notices.

The Circulation staff collaborated with the Assistant Dean of Public Services and several other departments in the library to begin a library-wide inventory project. To date, inventory of the 1st and 3rd floors is complete. At this point, 311,952 items have been inventoried. 2,047 items were sent to cataloging for record changes, 2,769 books have been withdrawn because they were missing barcodes, extra copies, or heavily damaged, and 171 have been sent to repair. In total, 318,113 items have been inventoried, discarded, repaired, or modified.

The front entrance gate count for the 2017-18 year was 1,070,822, an increase of 45% over the 528,518 count from 2016-17. The back gate entrance increased 63% to 463,054 over the 2016-17 number of 168,273. For reasons unknown, the back gate malfunctioned in March and April 2017 and April and May 2018, so this number is actually higher than this count and the previous count.

Distance Learning & Online Services

Ian Richardson took over as the Distance Learning Librarian in January of 2018 following the departure of Emily Deal in November of 2017. His primary responsibility is to meet the needs of the online community of both students and faculty in the area of distance education. As the library open educational resources specialist he works with the Office of Distance Learning assisting faculty on sourcing open educational materials for the online MBA degree program. As the departmental librarian for both the College of Business and College of Nursing and Allied Health Professions he provided reference and research services for distance students and faculty in these areas. Faculty needs primarily require resource location, tutorial and instruction requests, copyright concerns and integrating materials for their courses into the LMS. Student needs are focused on research collection and delivery, technology issues and access to materials.

For the spring 2018 semester he was embedded in eight course sections and is embedded in three for summer 2018. These all consist of upper level undergraduate and graduate courses. In the embedded role, the instructor enrolls him as a fellow student in the Moodle course and includes links to his contact information as well as to the subject specific research guides on the library website. The majority of my reference duties have been focused on students in these courses.

He received 128 direct email requests from students for reference related information and conducted 20 phone consultations with nursing students. There were 64 nursing related questions entered into Gimlet from Jan 1 to June 30th. Statistics for virtual reference through the library chat feature show questions related to “nursing” increased about ten per cent from 2016-17 (106) and 2017-18 (117).

Gimlet the program that reference uses for recording in-person, phone and chat transactions shows a decline in interactions registered with “nursing” 2016-17 (226) and 2017-18 (166). This could be attributed to research intensive nursing courses having an embedded librarian available at the point of need for direct consultation.

The Library’s Distance Learning Appropriations Committee continued to use 222002 account funds sourced from student fees from online and hybrid courses acquired by the Office of Distance Learning. This provides monies for the purchase of databases and journals to support specific online programs. This amount available to the library for purchases from this fund is \$100,000 annually.

For the most part funding was used primarily for the renewal of existing journals and databases. For journal subscriptions, in addition to renewals, five additional titles were purchased using distance learning funds. The total cost for the new journal titles was \$4,944.00. Journal expenditures increased by \$5,705.00 (32%) over 2016-17 which includes price increases for renewed titles.

Database purchases included the subtraction of one and the addition of two. CCH Omnitax was not renewed based on small, targeted usage by one department in the College of Business. The

renewal of LibraryHelp continues the previous year decision to purchase with DL funds along with the approval of using DL funds to renew the Springshare Libguides database. Database expenditures increased \$13,091.00 (10%) over 2016-17 including price increases for renewals.

Overall, total expenditures increased \$18,796.40 (12%) over the previous fiscal year. I have been working on updating the eight research guides related to distance learning. Primary areas that needed work were creating tutorials that assisted student research needs.

In April he presented at the Board of Regents eLearning Conference with Claire Arabie on UL's experience on implementing OER materials as a recipient of a BoR eLearning Innovation grant. It was a presentation to over 200 library administrators from across the state. This grant provided an opportunity for UL to determine the feasibility of larger implementation of OER across university departments. As a result of this presentation he was invited to present at the upcoming LUC conference in the fall.

To continue the efforts to expand the opportunities to increase student affordability at UL he presented to a group of twenty-five UL faculty members in June on this subject. This was made possible with support from Robert McKinney, Assistant Vice President for Faculty Affairs. The presentation was well received and several faculty members have already followed up about this. Further presentations for fall semester are being discussed with Office of Distance Learning and the Department of Academic Affairs. Expanding open education initiatives at UL will continue to be an added responsibility of the Distance Learning Services department of the library.

Instructional Services

In the 2017-18 school year the Dupré Library instruction team made at least 5,967 student contacts through 328 classes, outreach sessions, individual research requests, and tours. In addition 238 library instruction classes, Dupré librarians provided 64 one-on-one research sessions (75% provided by the very active Gaines Center), led 23 Ernest J. Gaines Center, archives, and general library tours, and gave three outreach presentations in the 2017-18 school year.

Nine dedicated librarians and one graduate teaching assistant taught information literacy and library instruction sessions across 19 departments. In terms of department requests for instruction the top two were English with 80 class requests, and UNIV 100 with 64. Other departments that scheduled a significant number of instruction sessions included History (16 class requests), Modern Languages (12), and Performing Arts and Education (7 each).

Interlibrary Loan

The State Library of Louisiana continued to work with other Louisiana libraries and Statewide Delivery service to improve Interlibrary Loan deliveries throughout the state.

The Lending Assistant continues to volunteer at the University's radio station, KRVS.

The Interlibrary Loan staff placed 2,547 requests to borrow items from other institutions, a 9.58% increase from 2016-17 borrowing totals. The staff received 4,579 requests to loan materials to other institutions, a 3.34% decrease from the 2016-17 totals.

Reference and Research Services

The Reference and Research Services department provides informational resources in support of the university's academic and research programs. Staff provide professional and expert reference assistance and instruction to library patrons in their research or information-seeking processes through face-to-face interactions at the reference desk, and via telephone and electronic reference services.

The department underwent numerous personnel changes during the fiscal year, and had turnover at all positions except department head. After the retirement of the Library Specialist Supervisor in March 2018, the Microforms department underwent a reorganization and is now a part of Reference and Research Services.

Following the departure of the Head of Distance Learning and Online Services in November 2017, the management of Library H3lp, the library's virtual reference service, is now the responsibility of Reference and Research Services.

The number of reservations in the Reference Online Center (ROC) computer lab decreased 15% (from 54 to 46). Academic departments reserving the lab for class instruction included English and UNIV 100. In addition, groups not affiliated with UL Lafayette made use of the ROC lab when the Bibliographic Instruction Lab was not available.

The department offered its Roving Reference Service from September to November 2017. Librarians went to different locations across campus to provide reference assistance to patrons who may not normally visit the library. Locations included the Student Union, Griffin Hall and Moody Hall. Unfortunately, the service was not utilized by patrons, and was suspended for the spring due to personnel turnover. Department staff will revisit offering the service at a later date.

From July 2017 – June 2018, the number of in-house and virtual reference questions increased from 10,259 to 10,772, an increase of 5%. In-house reference questions accounted for 78.3% of total questions received.

Other Support is composed of seven categories used to track non-research related questions. This includes questions about library policies and procedures, technology support, campus related questions, supply requests and assistance in other Public Services departments.

The Reference and Research Services staff provides reference assistance and instruction to University students, faculty and staff and to the public. Statistics kept monthly track the classification of the patron asking a question. The categories include Student, Faculty/Staff, and Unknown. Students ask an overwhelming 84% of questions.

Each recorded reference transaction is assigned a Reference Effort Assessment Data (READ) Scale score to better understand the nature of help needed. The six-point scale helps measure the type and complexity of reference questions asked, and highlights the knowledge and skills used by the staff member to answer a question.

From July 2017 to June 2018, the number of completed virtual reference questions (instant messaging, text messaging and email) increased from 1,556 to 2,342, an increase of 51%. Reflected in this report are the number of IM/SMS questions answered via the library's IM service, Library H3lp and email.

There were 53 responses to the library's Virtual Reference Survey from July 2017 – June 2018. In an effort to increase the number of responses, a link to the survey now automatically appears in the user's chat window.

Responses to the survey were overwhelmingly positive. Most patrons indicated that librarians responded promptly to virtual chat questions, rated the quality of librarian answers as "excellent," and said they would use the service again for future questions.

Included in this report are statistics for the Reference Online Center (ROC) web page and two access points to the library's electronic databases. Compared to the electronic databases web pages, total page views for the ROC web page accounted for 19% (25,624 of 138,131) of all recorded page views. In February 2018, the IT Systems Specialist deactivated one database access point as both web pages linked to the same information.

After the retirement of the Library Specialist Supervisor in March 2018, the Microforms department underwent a reorganization and is now a part of Reference and Research Services. The Library Specialist Supervisor reports to the Head of Reference and Research Services, and now serves as the direct supervisor to the two Library Specialists. The position is currently vacant.

Staff began inspecting the *Daily Advertiser* microfilm reels as they presented a strong vinegar smell and showed signs of deterioration. The project required the examination of each individual reel and documentation of its status concerning smell, the presence of mold, and evidence of warping. It became evident that the entire holdings of the *Daily Advertiser* were contaminated and immediately needed to be discarded as to prevent damage to the remaining collection. Online subscription options to the digital version of the newspaper are being explored. Due to the issues with the *Daily Advertiser*, staff will continue to inspect the entire microfilm collection and remove any reels that contain mold as needed.

Microfilm copies of theses and dissertations housed in the department were searched in the online catalog and ProQuest's dissertation database. Staff located over 300 theses and dissertations awarded by the University. These reels will be relocated to Special Collections. This project should be completed by the end of July.

From July 2017 – June 2018, microform usage decreased from 549 to 208, a decrease of 62% from the previous fiscal year. Both the Library Specialist Supervisor and the Reference and Research Services staff kept usage statistics. Moving forward, all microform statistics will be tracked in Gimlet as it will allow for more accurate usage reports in the future and assist in the upcoming weeding project.

User Engagement

The Head of User Engagement & Instruction Librarian is a newly created position that began July of 2017. This position has a dual purpose that serves in two departments, User Engagement and Instruction, with the primary responsibility being User Engagement. As an Instruction Librarian Tiffany Ellis works closely with the Head of Instruction to develop and implement a comprehensive literacy program. As the first ever User Engagement Librarian her responsibilities are to form collaborative relationships within the University community and to promote and design services based on user needs. Inspiring returning users and attracting new users to the Library is done through the coordination of outreach efforts, social media, and publicity.

In the role as Instruction Librarian, Tiffany taught twenty six instruction sessions and conducted three one-on-one reference appointments with students ranging from high school to the graduate level. For the first time, in April of 2018, an instruction session was taught to dual enrollment students off campus at a local high school. In conjunction with the Head of Instruction, various lesson plans and activities were created specifically for this class and any future classes that may not have access to our facility or digital resources during the instruction session. In addition to the instruction sessions, she also conducted nine tours of the Library to incoming freshman parents as well as one tour to a high school Library Club. The one hour guided tours expose attendees to the facilities, services, resources and collections that the Library has to offer.

Programming in a public university library consists of planning and presenting a variety of events and activities that are relevant, interesting and meaningful to audiences of different ages, backgrounds and educational levels. The building's first floor has the heaviest traffic and is therefore the primary location for organized activities and outreach efforts. Requests to use the space are accepted from the University community at large. She managed the scheduling and execution of twelve exhibits, nine events and three outreach activities throughout the year.

The Grand Hallway has floor space and glass display cases available for exhibition purposes. Exhibits are intended to promote the programs, publications and activities of the University and its affiliates. Twelve exhibits were showcased of which five were curated through partnerships with the UL Foundation, Office of First-Year Experience (OFYE), College of Engineering, Graduate School and fellow librarians.

Throughout the year nine events were delivered with a total attendance of 736. Events were brought together through collaborations with University departments and organizations as well as community partners such as Unitech Training Academy and the Lafayette Public Library. Along with organized events, the Library's users are presented with ongoing outreach activities that are considered passive programming. In passive programming users are allowed to participate and digest the information at their own pace. The three outreach activities this year were student submitted videos about inspirational women, a Valentine's Day selfie station and Library Therapy. Library Therapy is located on a wall that users can anonymously express themselves using sticky notes based on a monthly theme or question. Library Therapy was available for four months and received a combined 821 responses.

In order to engage new and prospective users she, as Chair of the Publicity Committee, oversees the marketing and promotion of the Library and its mission. This is achieved through the management and creation of broadcast emails, the University Calendar of Events, digital signs, social media, Dupré Library News and Events rolls and flyers. With 57 publicized items throughout the year, they were divided into four separate categories: Library hours (15), events/outreach (19), news (19), and new databases/resources (4).

Facebook, Twitter and Instagram continued to be the social media platforms for the Library. The Library's social media is used to provide information and basic instruction, and to promote its services, resources, and events. Throughout the year, the Library has grown its reach across all social media platforms. As of June 30, 2018, the Library had 1,120 page likes on Facebook, 1,040 Twitter followers, and 622 Instagram followers.