

11-13-2011

Administrative Unit Review 2010-2011 : Nelson Poynter Memorial Library

Nelson Poynter Memorial Library .

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Administrative Unit Reviews
[AURs]

2011 – 2012
Due: October, 2011

AURs are the mechanism used by USF St. Petersburg to document continuous improvement in administrative unit performance. On an annual basis, administrative units must update their AURs to reflect ongoing data collection activity, use of results for improvement, and ongoing monitoring of the impact of changes made from previous assessment. The beginning of the review cycle for the upcoming year must reflect any new goals/objectives, changes in performance standards to meet those goals/objectives, and changes in collection tools/methods for the upcoming year. The cycle ends with year-end review of AURs.

The Planning, Effectiveness and Budget Committee (PEBC) is responsible for coordinating the overall university AUR review process and compiling results for use by each of the Regional Vice Chancellors (RVCs). The Office of Institutional Research provides staff support to the PEBC in their annual review of AURs.

It is the responsibility of unit administrators to initiate and coordinate conversations with their staff to: 1) provide a summary statement about their unit performance over the previous year including high points and low points; 2) provide a summary statement of changes that were made as a result of ongoing assessment and the positive/negative impact of the changes that were made; 3) complete the AURs for the previous year; 4) update the AUR for use in the upcoming year; and 5) obtain appropriate sign-off by their respective RVC.

It is the responsibility of each RVC to: 1) provide a summary statement about their division performance over the previous year including high points and low points; 2) provide a summary statement of changes that were made as a result of ongoing assessment and the positive/negative impact of the changes that were made; and 3) develop a matrix of unit goals/objectives are aligned with division goals/objectives.

With the exception of cover/signature pages, materials should be submitted electronically to either the Institutional Effectiveness folder on the Q-drive or should be attached to an email sent to jegon@usfsp.edu. Paper copies of AURs will be maintained in the IR Office.

Signature Page for Division

Division: Nelson Poynter Memorial Library (revised November 2, 2011)

Regional Vice Chancellor: _____ Date: _____

Summary Statement – Division Performance in 2010-11

Provide a summary statement about division performance over the previous year including high points and low points.

2010-11 was an exceptionally busy year for the Nelson Poynter Memorial Library. The Library continued to provide traditional library services (reference, instruction, circulation, cataloging) to a growing number of students and faculty without any additional staff. In addition, the Library increased its level of participation in recruitment and orientation activities, underscoring the centrality of library services to the student experience. The Library also developed and hosted an increased number of events, presentations, and talks to draw students and others in to the library and showcase the collections and services that we provide. In addition to these areas, the Library continued to play a leadership role in distance learning course development and provision, enabling the University to increase the student credit hour production of online courses to over one quarter of the total credit hours. Some of the specific achievements of the year included:

In order to address our changing environment and in response to information received in previous assessments, we arranged in fall 2010 for an external consultant to lead a Library Strategic Planning Retreat involving all staff, College Deans, and select faculty. The new strategic plan is available at: <http://dspace.nelson.usf.edu/xmlui/handle/10806/3302>

Recognizing that a library today is less about being a warehouse for books but rather is a collection of services, this led to the following revised goals in 2010-2011:

- 1) Expand and improve the library's collections by collecting, preserving and providing access to diverse resources in all formats.
 - Established Collections Committee which issued its first report in June 2011 focused on determining the costs to USFSP if the Library no longer had access to the systemwide electronic resources. The figure needed for USFSP to provide access to the identical suite of resources that we currently have through our System partnership would be **\$2,491,604**, compared to the **\$323,000** that we paid for our share of the access in 2010.
 - Began systematic review of reference and other collections in order to ensure that collections were up-to-date and meeting student and faculty needs.
 - Established Campus Digital Archive which enabled the Library for the first time to provide access to many previously hidden collections of resources and which will greatly enhance access to primary resource materials for students and faculty.

- Established Website Review Committee and hired external consultant to review library website to make it more informative and intuitive so that students and faculty would be able to locate information resources more easily and effectively.
- 2) Support USFSP's undergraduate and master's level research and instruction by integrating library data and information research skills across the curriculum.
- Met with College Deans to discuss needs and began review of course syllabi to assess effectiveness of LIS2005, etc.
 - Continued to plan and carry out series of user satisfaction surveys and assessments
- 3) Make effective use of technology to improve library services and support a collaborative learning environment, including the creation and preservation of digital collections and the expansion of virtual library services, as appropriate.
- Established the Campus Digital Archive
 - Brought in consultant to work with Head of Library Systems and Digital Technology to set the archive up
 - Trained the members of the Digital Library Committee to be archive administrators
 - Worked with campus partners (University Webmaster, Executive Assistant to the Chancellor, President of Faculty Senate, Director of Institutional Research, and numerous individual faculty) to train them to use the archive
 - Wrote policies and standards
(<http://dspace.nelson.usf.edu/xmlui/handle/10806/1056>)
 - Established a Steering Team consisting of library faculty and staff and College Faculty to review policies and standards for the archive
 - Presented the archive to College Deans, External Affairs, Faculty Senate Technology Working Group, Faculty Researchers, and key SAPL Board members
 - Implemented self-checkout as a supplement to staff checkout
 - Continued to improve the library's participation in the technology fee process by working with key library managers to develop appropriate proposals, resulting in increased support for the library's infrastructure in support of USFSP students and faculty
- 4) Maximize the use of the physical space to support and enhance services to the USFSP community through creative redesign and regular maintenance of the facility.
- Began systematic review of reference and other collections on the first floor both to revitalize collections and free up space for other uses.
 - Established Space Allocation Committee to review space usage on 1st floor and conducted a trial run of a café area on the 1st floor
 - Arranged site visit to UCF library to review their renovations
 - Combined reference and circulation service desks to provide more effective service
 - Hosted numerous events to increase exposure to the library's space and services including a Graduate Student Reception, Mardi Gras Party, Halloween Party Hosted

- renowned outside speakers: Gail Sheehy, Mary Ann Marger, Dick Jacobs, and other authors
- Hosted several art exhibits and other exhibits with community groups
 - Co-sponsored and hosted the College of Business' reception for their first annual Executive Forum
 - Made sure that the library took part in graduate and undergraduate orientations arranged by Student Affairs and Graduate Studies and personally served at many events
 - Developed Parents' Breakfast events in coordination with FTIC orientations
- 5) Facilitate the retention of skilled professional staff and enable them to succeed in meeting the demands of the changing library workplace and in strengthening the Library's participation in and support of the USFSP mission.
- Continued to write and revise library policies and guidelines to increase efficient operations and accountability <http://dspace.nelson.usf.edu/xmlui/handle/10806/794>
 - Increased professional development for faculty and management staff—mentorship, funding for conference attendance, regional and national committee work, etc.
 - Brought in national experts in cataloging to provide in-depth training for Poynter staff as well as for Tampa Bay library staff
- 6) Continue to champion the advancement of online/distance learning for USFSP through rigorous assessment, professional development, and continuous improvement undertaken in collaboration with the Colleges, individual faculty and external partners.
- Coordinated the Blackboard, Inc. consultation on Distance Learning
 - Worked with COB to hire and train instructional designers for the Online MBA program; also redesigned library space into workspace for the new staff
 - Continue to lead the Distance Learning Steering Committee
 - Advocated for and completed the application for USFSP to join Quality Matters.
 - Library Dean served on the System Online Collaborative Degree Program chaired by Kathleen Moore
- 7) Continue to build partnerships with the external community to maximize opportunities and develop additional resources
- Wrote grant proposal to the St. Pete Times Foundation for the development of a digital collection based on the Midtown Through Our Eyes program
 - Worked with Society for Advancement of Poynter Library to revise the Society's bylaws and re-affirm its mission as a financial support network for the Library

AUR Updates
2010 – 2011

University Mission

The University of South Florida St. Petersburg offers distinctive graduate and undergraduate programs in the arts and sciences, business, and education within a close-knit, student-centered learning community that welcomes individuals from the region, state, nation and world. We conduct wide-ranging, collaborative research to meet society's needs and engage in service projects and partnerships to enhance the university and community's social, economic and intellectual life. As an integral and complementary part of a multi-institutional system, USF St. Petersburg retains a separate identity and mission while contributing to and benefiting from the associations, cooperation, and shared resources of a premier national research university.

Division Link to Institutional Mission-based Goals/Objectives

On the list below, please identify the Strategic Goals and Objectives (Points of Focus, 2009 – 13) that your division is responsible for. A detailed listing of Goals and Objectives are found in Attachment 1.

1. Academic Performance:

1.1 1.2 1.3 1.4 1.5

2. Student Engagement:

2.1 2.2 2.3

3. Diversity and Inclusion:

3.1 3.2 3.3

4. Research and Creative Activities:

4.1 4.2 4.3

5. Environmental Stewardship

5.1 5.2

6. Administrative and Financial Stewardship

6.1 6.2 6.3 6.4 6.5

AUR Updates
2010 – 2011

Division Mission Statement

Please include the Mission Statement and Goals/Objectives for your Division and/or the URL to the location of this information on the web.

The Library's mission, values, and goals were revised as part of a yearlong strategic planning process and are available in the library's strategic plan Gateway to the World's Information : Nelson Poynter Memorial Library University of South Florida St. Petersburg Strategic Plan 2010 – 2014 at <http://dspace.nelson.usf.edu/xmlui/handle/10806/3302>

Nelson Poynter Memorial Library Mission (mission below was in effect for 2010/2011)

- 1) Nelson Poynter Memorial Library supports the mission and goals of USF SP in three ways: In cooperation with the USF Library System, we provide print, media, and electronic information resources required for teaching, learning, and research. We provide the services and instructional opportunities required for using this information effectively. We support student learning by providing and maintaining classroom technologies and online learning.

Unit-linked Division Mission-based Goals/Objectives

Please develop a matrix of Goals/Objectives for each unit in your division that aligns with institutional mission-based goals/objectives. Also, please develop and use a consistent nomenclature unit goals/objectives in your materials.

Library Goals (Goals below were in effect for 2010/2011)

1. In cooperation with the USF Library System, we provide print, media, and electronic information resources required for teaching, learning, and research.
2. We provide the services and instructional opportunities required for using this information effectively.
3. We Implement and support information and instructional technologies that facilitate effective and continued student and faculty learning.

Please complete one AUR matrix for each of the units in your division

Unit: Nelson Poynter Memorial Library

Person Responsible: Carol Hixson, Library Dean

Mission of Unit (if applicable):

Nelson Poynter Memorial Library supports the mission and goals of USF SP in three ways: In cooperation with the USF Library System, we provide print, media, and electronic information resources required for teaching, learning, and research. We provide the services and instructional opportunities required for using this information effectively. We support student learning by providing and maintaining classroom technologies and online learning.

List Unit Goal(s) / Objective(s):

Unit Goals / Objectives must be mapped to Division Goals / Objectives – use consistent nomenclature.

[Please note impact of any changes that were made as a result of 2009-10 assessment]

1. In cooperation with the USF Library System, we provide print, media, and electronic information resources required for teaching, learning, and research.
2. We provide the services and instructional opportunities required for using this information effectively.
3. We Implement and support information and instructional technologies that facilitate effective and continued student and faculty learning.

| Goals/Objectives | Means of Assessment | Criteria for Success | Findings | Plan for Use of Findings in 2011-12 |
|---|--|---|---|--|
| 1a. Provide library collections and research services that support the academic programs and degrees offered at the University of South Florida St. | A link to an online survey was emailed to USFSP Faculty to assess how effectively the library's collections support their teaching and | Over 70% of faculty respondents will indicate their satisfaction with the library's collections and with the process of involving faculty in the selection of | 91% of faculty respondents were <i>satisfied</i> or <i>very satisfied</i> with the library's ejournal /Full text article collection. 82% of faculty respondents | All library liaisons have received a copy of the survey results to address any issues pertaining to their assigned department or college areas. Faculty that volunteered their names for response in the survey – have been contacted by their library liaison in order to address any concern that they |

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| Petersburg. | research needs. The survey also assessed the effectiveness of the library's process of involving faculty in the selection of library resources. | resources. | were <i>satisfied</i> or <i>very satisfied</i> with the library's circulating print book collection. 48% of respondents knew their assigned librarian, while 59% of faculty knew how to request materials for purchase. | may have had. |
| 2a. Provide library research services and resources to support student and faculty research and creative activities and scholarship at the University of South Florida St. Petersburg. | A comprehensive library survey was electronically distributed to USFSP Faculty to measure their use of and satisfaction with library services and resources. A similar survey was previously administered in the 2008/09 academic year. | Over 75% of faculty respondents will be satisfied or very satisfied overall with the library's collection, services, and classroom technology and distance learning support. | 100% of faculty respondents were <i>satisfied</i> or <i>very satisfied</i> with the library's overall service. 80% of faculty respondents were <i>satisfied</i> or <i>very satisfied</i> with the library's classroom A/V support. 67% were <i>satisfied</i> or <i>very satisfied</i> with the library's distance learning course support, however 20% of respondent reported not knowing that this library service existed. | <ol style="list-style-type: none"> 1. An external consultant, Blackboard, Inc., began working with USFSP in the fall of 2010, conducting interviews, faculty and student surveys, working with a Steering Committee, and providing several faculty development modules for online course development. A report and an executive summary have been provided to the University with a number of very specific recommendations for moving forward. 2. Hiring of Instructional Materials support staff. 3. Library has increased the acquisitions budget for videos to increase faculty access to movies and documentaries. |

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| | | | | 4. The library has created a centralized webpage targeting the library support services for distance learning students and faculty. |
| 2b. Provide library research services and resources to support student and faculty research and creative activities and scholarship at the University of South Florida St. Petersburg. | Students were asked to complete a comprehensive online survey of their use of and satisfaction with the Library's services and resources. A similar survey was previously administered in the 2008/09 academic year. | Over 75% of student respondents will be satisfied or very satisfied with the library's resources and services. At least 80% of student respondents will report that the library helps them identify appropriate scholarly resources and effectively use information. | Overall 92% of the student respondents reported being either <i>Very Satisfied</i> or <i>Satisfied</i> with the library's overall services and resources. 80% of the student respondents stated that the library contributed to their ability to obtain and effectively use information for problem solving. | Reported student use of the library wireless network increase while satisfaction levels decreased. Shortly after this survey, the USFSP Library finished installing additional wireless access points to expand the wireless network wireless coverage to all areas of the library. Several students expressed frustration finding appropriate resources and being asked to pay for electronic resources. How to correctly, and freely, access these electronic resources is taught in the library instruction sessions. In the 2010/11 student survey, 30% of the students reported participating in a one- hour library instruction session. In an attempt to better coordinate the library instruction program, librarians are meeting faculty from each College to provide an overview of the program, to solicit feedback on teaching faculty's perception of student research needs, and discuss how to match faculty library instruction needs better with the services that the library provides. |

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| | | | | <p>To adapt the library space to contemporary student technology and learning needs and to maintain the attractiveness of the library, Dean Hixson has created a Library Space Allocation Committee.</p> |
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Administrative Unit Reviews: 2011 – 2012

Unit: Nelson Poynter Memorial Library

Person Responsible: Carol Hixson, Library Dean

| <p>Mission of Unit (if applicable): (undergoing revision for 2011/2012) -</p> | | | | |
|--|--|--|----------|-------------------------------------|
| <p>List Unit Goal(s) / Objective(s): Unit Goals / Objectives must be mapped to Division Goals / Objectives – use consistent nomenclature. [Please note any changes that will be implemented in 2011-12 that resulted from the 2010-11 assessment] (undergoing revision for 2011/2012) Provide appropriate library and media services and technologies to meet the needs of USFSP’s mission and its continued expansion.</p> | | | | |
| Goals/Objectives | Means of Assessment | Criteria for Success | Findings | Plan for Use of Findings in 2012-13 |
| Provide appropriate library and media services and technologies to meet the needs of USFSP’s mission and its continued expansion.(Supports USFSP Goals 1, 3, 4) | A comprehensive library survey will be electronically distributed to USFSP Faculty to measure their use of and satisfaction with library services and resources. A similar survey was previously administered in the 2010/11 and 2008/09 academic years. | Over 75% of faculty respondents will be satisfied or very satisfied overall with the library’s collection, services, and classroom technology and distance learning support. | | |
| Provide appropriate library and media services and technologies to meet the | Students will be asked to complete a comprehensive online survey of their use of | Over 75% of student respondents will be satisfied or very satisfied with the | | |

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| needs of USFSP's mission and its continued expansion. (Supports USFSP Goals 1, 2, 3, 4) | and satisfaction with the Library's services and resources. A similar survey was previously administered in the 2010/11 and 2008/09 academic years. | library's resources and services. At least 80% of student respondents will report that the library helps them identify appropriate scholarly resources and effectively use information. | | |
| Provide appropriate library and media services and technologies to meet the needs of USFSP's mission and its continued expansion. (Supports USFSP Goals 1 and 4.) | Students enrolled in LIS 2005: Library and Internet Research Skills will be given a pretest/post test to assess their learning throughout the course. A similar pre-test/post test was previously administered in the 2009/10 academic year. | 85% of the students will show improvement on the post test. | | |
| Provide appropriate library and media services and technologies to meet the needs of USFSP's mission and its continued expansion.(Supports USFSP Goals 1, 2, 3 and 4) | Undergraduate and Graduate USFSP students will be recruited to participate in a series of web usability tests. | From a student users' perspective, the most important function sand activity links on the library website will be identified. The newly revised Nelson Poynter Library website will continue to be refined as issues of usability surface. | | |
| Provide appropriate library and media | In a series of focus groups, undergraduate | Students will provide new ideas and feedback | | |

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| <p>services and technologies to meet the needs of USFSP's mission and its continued expansion. (Supports USFSP Goals 1, 2 and 3)</p> | <p>and graduate students will be presented with a blank library floor plan and will be asked to brainstorm and diagram how they would like it redesigned to be better meet their research, study, and learning needs. Examples of student floor plans from the focus groups will be displayed in the library atrium to further broader student participation in the redesign effort.</p> | <p>to the library space committee and will react to the furniture and space redesign proposals presented in the focus groups. These ideas and reactions will be considered in the upcoming library 1st floor renovations discussions.</p> | | |
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Attachment 1
USF St. Petersburg
Strategic Goals and Objectives, 2009-2013

1 – Academic Performance

Support and enhance programs that prepare students to be knowledgeable, reflective and engaged citizen scholars

- 1.1 Use sustained evidence of student learning outcomes and student achievement for continuous improvement
- 1.2 Offer certificate, undergraduate, and graduate programs that meet regional needs
- 1.3 Implement and support information and instructional technologies that facilitate effective pedagogies
- 1.4 Enhance programs that specifically support academic excellence
- 1.5 Increase student awareness of participating in a global society

2 – Student Engagement

Enhance learning and achievement and promote retention through active engagement in curricular and co-curricular programs

- 2.1 Create a freshman experience that enables students to thrive and move successfully through to graduation
- 2.2 Foster institutional pride and strengthen connections within the campus community
- 2.3 Enhance opportunities for increased student involvement in curricular and co-curricular activities

3 – Diversity and Inclusion

Create a vibrant, inviting, and enriching university community that values and respects all individuals and whose students, faculty, and staff represent the diversity of its region

- 3.1 Ensure an inclusive community where differences are respected and valued
- 3.2 Attract and retain a diverse student population
- 3.3 Increase the diversity of faculty and staff

4 – Research and Creative Activities

Encourage faculty research and creative activities, and engage students in local, national and international scholarship

- 4.1 Create a vibrant culture of faculty research and creative scholarship
- 4.2 Promote and support undergraduate research as a meaningful aspect of campus life
- 4.3 Enhance and support research and scholarly collaborations with community partners

5 – Environmental Stewardship

Foster stewardship of the environment and embody the values of sustainability

- 5.1 Enhance sustainability through energy conservation and recycling
- 5.2 Create a community that champions environmental awareness and sustainable living

6 – Administrative and Financial Stewardship

Enhance revenue, provide effective and efficient financial management, and ensure institutional sustainability

- 6.1 Create and obtain funding streams to support short and long term initiatives
- 6.2 Increase private and corporate funding
- 6.3 Strengthen academic infrastructure of the university to ensure the proper alignment of instruction, services, and student life
- 6.4 Strengthen institutional infrastructure for the recruitment and retention of faculty and staff
- 6.5 Evaluate and improve facilities and processes that foster services to faculty, students, staff, and the community