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Annual report of the Nelson Poynter Memorial Library 2007/2008

Nelson Poynter Memorial Library.

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Nelson Poynter Memorial Library
USF St. Petersburg

Annual Report 2007/2008

Poynter Library developed its current mission statement as USF St. Petersburg began its strategic planning initiative in 2003. The mission is as follows:

Nelson Poynter Memorial Library supports the mission and goals of USFSP 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.

Access Services:

The Access Services Department, supervised by Library Operations Manager Virginia Champion, supports library circulation, print and electronic reserves, and interlibrary loans. Library Specialists Cynthia Brown and Carissa Santana and Library Assistants Charlotte Barbour and Lexi Terry are cross-trained to cover 79 hours of circulation desk coverage in addition to their primary Access Services responsibilities. Circulation of books and media was up 10% from 2006/07 levels. Reserve circulation was down 6%, probably because of the faculty's increasing reliance on Blackboard for course readings. Use of library-owned laptops is increasingly popular, with circulation up 47%. (Two additional laptops will be available in 2008/09.) Interlibrary loan was down significantly (17%), primarily due to fewer requests for this service from USGS and Marine Science researchers for unknown reasons.   Requests for materials from outside the USF system, which tend to be more labor-intensive, were up 6%, however. Crowded shelves in the 3rd floor stacks required considerable shifting of collections and relabeling of ranges. Lexi Terry facilitated the transfer of circulating media to the 1st floor over the Summer 2008 term, and the vacated space on the 2nd floor will also require a shifting project in 2008/09. Access Services worked with Student Government to provide extended hours during the spring exam period, and many students took advantage of this extended study time.

Public Services:

Poynter Library's Public Services Department, supervised by Tina Neville, consists of reference librarians Deb Henry, Marcy Carrel, and Kaya Townsend. They provide library reference services, orientations and workshops, and work with teaching faculty to offer research skills instruction tailored to various classes. Media Librarian Jerry Notaro and Special Collections Librarian Jim Schnur also contribute hours for reference desk coverage. Reference desk queries

were up by 28%, although most of that increase is related to questions regarding a new printer/copier system. Public Service librarians also offer individualized research tutorials (Research Assistance Program, or "RAP" Sessions) to both novice students and experienced faculty researchers. Librarians continue to use new technologies to improve services. Marcy Carrel developed a blog to support the College of Business community and Deb Henry also developed an internal blog to provide answers to frequently asked reference questions. In 2007/08, several librarians also participated as "class librarians" through Blackboard, and Tina Neville, along with David Brodosi, participated in intensive online Blackboard training in a new Poynter Library initiative to support USFSP faculty teaching. Librarian Kaya Townsend has additional responsibility for outreach to students, organizing events, displays, and publicity efforts, including her popular "While You Are Here" notices in the library restrooms. She also develops PowerPoint slides featuring library notices and information that are displayed on an over-sized monitor by the library staircase. She organized a "Banned Books Week" lecture for the American Library Association's annual week of emphasis on censorship-related issues as well as a popular movie night in the library studio that featured a documentary and panel discussion of local issues related to homelessness. Public Service librarians, with the frequent assistance of Special Collections librarian Jim Schnur and Carissa Santana, a creative and talented library staff member, developed a range of special exhibits in the library atrium and display cases, including annual celebrations of Hispanic Heritage and Black History Month events. A particularly notable development for Public Services was course approval for a for-credit library research course, LIS 2005, for which librarians Kaya Townsend and Tina Neville developed their syllabus and course plans over the summer. Offered through the College of Arts and Sciences, the course is funded by library resources as a supplement to our reference and instruction programs.

Collections and Technical Services:

The Collections and Technical Services Department rose to the challenges of an extremely difficult year as three vectors converged: First, acquisitions and cataloging functions historically provided by the Tampa Campus Library were transferred to St. Petersburg by Tampa's Collection Analysis and Technical Services unit. Secondly, the Tampa Campus Library proposed tripling the assessment levied to USFSP for joint purchases of electronic information. Although the shared electronic collections and the technical support to maintain them are highly valued by USFSP students and faculty, the increased costs are seriously limiting funds available for print and media purchases. Finally, the contraction of the Florida budget for higher education precluded filling the additional professional and staff positions required to staff the new acquisitions and cataloging functions. These three developments effectively reduced library resources by over 20%, and most of the reductions were felt most deeply by this department.

Nonetheless, librarian Patricia Pettijohn, Library Operations Manager David Cipris, staff member Anne Killenberg, and, briefly, staff member Kay Marshall undertook the requisite cataloging, vendor software systems, and library management system training to assume their new responsibilities. They documented processes and procedures, coped with numerous vendor problems resulting from the transfer of acquisitions to USFSP, and implemented thorough print and microform subscription reviews and cancellations that resulted in significant savings. Although periodical reviews are usually done with considerable faculty input, the urgency of the task required that decisions be made based on extensive usage studies that had been done as a recent SACS assessment.

Patricia Pettijohn also worked with donors to acquire and process some significant gift book collections, providing excellent new resources in the areas of Holocaust studies, World War II, Beat Generation authors, Africana studies, and semiotics and education. 4,683 monographs (compared to 9,163 in 2006/2007) were eventually added to the library collections, of which only 2,100 were purchased. (Because the issue of payment for electronic resources was unresolved at the end of the fiscal year, funds held in reserve to pay the additional costs will fortunately be available to augment materials purchases in 2008/09.) In addition to the collection assessments noted below, Patricia Pettijohn also significantly augmented the Poynter Library Emergency Plan by completing a state-required valuation of library collections and implementing a database of valuable and/or unique pre-1900 items in the library collections.

The accomplishments of this department in a crisis situation are extraordinary, particularly considering the significantly higher staffing levels of comparable libraries.

Special Collections:

Special Collections Librarian Jim Schnur continues to maximize his productivity by working with Florida Studies or School of Information Sciences interns. Poynter Library's Special Collections grew by 22.4% over the 2007/08 fiscal year, now comprising 704 linear feet. (This measurement will be required for the library's IPEDS report.) Newly acquired collections include historical runs of the *Gulf Beach News* (purchased with endowment funds), additions to USFSP archives, additional material related to the Williams House, City of St. Petersburg Comprehensive Plan working documents, and other items of local interest. Collection use increased as well, both for USFSP and off-campus researchers. In all, Jim Schnur assisted 50 academic researchers from institutions outside of USF, including PhD students from Northwestern University and the University of Florida and a faculty member from the University of Aarhus in Denmark, all of whom were working on St. Petersburg-related dissertation or monograph research.

Library Technology:

The fiscal year began with a great challenge for Berrie Watson, Poynter Library's Systems Administrator, when the library's long-term contract for photocopiers was abruptly discontinued. Based on our cost studies and a request from Academic Affairs that we avoid a copy-card system, we selected Ricoh as a new vendor for a cash-based printer/copier contract. The process of advising on vendor selection, overseeing installation of the new system, and extended trouble-shooting of both software and the cash collections process were major focuses of Berrie Watson's efforts. Nonetheless, this year produced major advances in systems reliability and web design. He oversaw installation of a 207 volt power system and an additional power panel in the library server room to allow for increased data storage and system stability. Another major project was a reconfiguration of the Distance Learning support website to a web cluster in order to provide stability and redundancy for a mission-critical service. Web and system support of distance learning are an increasing part of Berrie Watson's position assignment. The library website was also redesigned to harmonize both with changes in both the USFSP and the USF Libraries websites and to increase usability. Routine maintenance, spam control, and upgrades naturally continued, nine new computers were purchased and installed, and older computers were re-purposed as quick reference computers in public areas and the library stacks. In response to the increase in lap top computer use, he designed a special lap top area featuring convenient wiring and bistro-height tables, installed during Summer 2008. Berrie Watson also made major contributions to the library emergency plan. Working with USF Academic Computing, he is implementing plans to ensure off-site emergency access to essential library and distance learning functions. The systems and technology administrator has current responsibilities for over 50 public use computers and associated software for student and public use, a 25-station library instruction lab, numerous library operations computers with specialized library-specific software, library ADA assisted technologies, and library and distance learning systems support.

Media Services:

Media Librarian Jerry Notaro selects and maintains a popular and well-regarded collection of DVDs, CDs, and legacy video and audio tapes, as well as the library's juvenile literature and instructional materials that are acquired for the use of education majors. New materials added to the collection are chiefly children's books, CDs, and DVDs, while many older materials are withdrawn due to damage or obsolescence. Reportable additions to our media collections totaled 11,760, a net increase of 136 items. Since a student focus group revealed that many were unaware of the media collections, Jerry Notaro worked with the reference librarians to implement a shift of the collections to the 1st floor to increase the collection's visibility.

Under the direction of David Brodosi, assisted by Michael Mathon and Robert Vessenmeyer, Media Services also manages the USF ID card center for the USFSP campus. The ID card

software system draws information from both GEMS and OASIS, but, in spite of occasional frustrations resulting from this complexity and periodic replacements of expensive hardware and software programs, revenue from ID card fees provides auxiliary income necessary to fund various library and media requirements for expense, OCO, and OPS. 2127 ID cards were produced in 2007/08, an increase of 284 over 2006/07.

Media Services also provides and supports media technologies for 1,567 courses in 49 USFSP classrooms. Most of this classroom equipment was installed or upgraded in 2005/06 thanks to non-recurring funds support from Academic Affairs. All but the smallest classrooms have data/video projectors. This department also provides video conferencing facilities within the library, including a dish for downlinks of satellite transmissions worldwide. David Brodosi participates in planning for the media and lab facilities required in the new science building. Media Services prides itself on its reputation for excellent faculty support in these endeavors, confirmed once more in 2007/08 faculty assessments.

Perhaps most significantly for USFSP, David Brodosi's team developed 6 new distance learning or hybrid courses that combine video lectures and PowerPoint data, doubling these course offerings and now providing an average of 6% of annual SCH production. David Brodosi and librarian Tina Neville took Blackboard certification training in response to USFSP faculty and student requests for more Blackboard support. Media Services is also planning the hardware and software for a faculty courseware lab to support other learning software such as Captivate and Camtasia. These software programs are not available on site licenses, so the media lab will offer faculty members an opportunity to develop distance learning courses in other formats at no cost to their colleges.

Library & Media Services Assessment:

Administrative Objectives:

1. Poynter Library will provide print, media, and (in association with the USF Library System) electronic collections that support the curriculum of USF SP.
2. Poynter Library will provide user services and instructional opportunities to support and enrich the education and community outreach missions of USF SP.
3. Poynter Library will provide appropriate technologies and services to support library research and classroom instruction.

Assessment Activities Supporting Objective 1: The Collections and Technical Services Department did collection assessments to support the College of Education's application for the National Council for Accreditation of Teacher Education (NCATE) review and to support proposed new degree programs in Graphic Arts, Journalism, and Environmental Sciences and Policy. Print and electronic resources were evaluated for these subject areas and the resulting

data was submitted to the appropriate college or department. Although NCATE is still in process and the outcome unknown, the applications for new degree programs containing documentation of library support were successful.

Assessment Activities Supporting Objective 2: Access Services staff did a Circulation Customer Satisfaction Survey during Spring 2008. Twenty-six people completed all or parts of the survey. 89% thought that the staff members are helpful; 93% feel that they are knowledgeable; 95% thought that they have a clean and neat appearance; and a full 100% are generally satisfied with the way that they are treated by the circulation staff. To sustain these positive results, customer service training will continue to be an ongoing activity for the Access Services Department.

During Fall 2007 and Spring 2008 semesters, Librarians Kaya Townsend and Patricia Pettijohn held focus groups with undergraduate students to determine their feelings about library space and facilities. Students made many positive comments regarding comfortable spaces, good natural light, clean restrooms, new vending machine, mixture of public and quiet spaces, library exhibits, and new magazines and books on display. Students pointed out negative issues as well: tables and keyboards need regular cleaning; laptop printing is complicated; issues continue with the new printer/copier system; better signage would be helpful; and there is need for more power outlets for laptops. Responses to concerns include completion of a new laptop area with custom wiring on the 1st floor, more attention to housekeeping issues, purchase of display cubes to provide more prominence for some library exhibits, new floor plan signage that will include information on contents of other floors, and planned revisions of the library directory found at the building entrance.

Assessment Activities Supporting Objective 3: The Poynter Library Media Department surveyed faculty on the convenience and effectiveness of classroom technologies. 19% of faculty contacted responded. Most faculty respondents seemed to be pleased with classroom facilities, although some had problems with the set up or use of equipment depending on their individual teaching styles and their willingness to take advantage of training opportunities. Faculty requested smart boards (although 53% were unfamiliar with the technology) or wireless remotes. Budget issues preclude upgrading to smart boards, and wireless remotes, formerly provided, quickly disappeared. (Remotes are fairly inexpensive and faculty members are advised to purchase their own.) Two comments seemed to refer to DAV219, a small classroom, now being upgraded with equipment transferred from another unit. Media Services is using "carry forward" funds to create two faculty labs containing computers with Captivate and Camtasia programs installed. The Computing staff was notified about the need for USB extensions for more convenient access for flash drives and these extensions have been installed. Finally, additional document cameras will be installed as funds allow.

Reference librarians conducted both a faculty survey and a student survey in November 2007 on their uses of social networking tools, i.e. MySpace and Facebook, blogs and blog aggregators, wiki software, photo-sharing tools, video-sharing tools, podcasting, social bookmarking, and virtual worlds such as Second Life. Surprisingly few students or faculty were utilizing these tools; in fact, 71.8% of student respondents had never heard of Second Life. (Only 4.4% of students responded to the survey, however, compared to 18.4% of faculty.) Faculty members used blogs and blog aggregators, while students were generally more familiar with video sharing and MySpace/Facebook. Students felt that faculty and librarians should communicate primarily through Blackboard, not MySpace or Facebook. Few faculty members are using social networking tools to enhance classroom teaching.   Two Poynter Library/Media Services staff members are taking Blackboard online certification classes and will be offering classes to enhance faculty members' use of various Blackboard social networking features. Additional faculty training in other social networking tools, proven effective at other institutions, may also be desirable in the future.

Personnel Issues:

Poynter Library personnel milestones include Kaya Townsend's well-deserved promotion to Assistant Librarian rank. In view of the new responsibilities of his department, David Cipris was named Manager of Library Operations in the Collections and Technical Services Department, an Administrative classification. Librarians and staff continue to take advantage of various training opportunities offered by the Tampa Bay Library Consortium and the Florida Center for Library Automation, or in limited cases, through attendance at national or state professional conferences. Others occasionally participate in online training courses offered by the Association of College and Research Libraries. Patricia Pettijohn completed her year-long Sunshine State Library Leadership program. Tina Neville and David Brodosi, as noted above, participated in Blackboard online certification courses.

Fortunately, most library departments have avoided disruptive personnel changes. Two departments, however, face staff challenges. Additional skilled support for library and distance learning technologies should be a USFSP priority if distance learning offerings continue to grow. In Collections and Technical Services, Kay Marshall was hired in a vacant line as a Library Technician, but after a brief period resigned for financial reasons, was briefly replaced by an unsuitable hire, and was finally replaced by Allison Etzel. Low salaries for new library technicians make it difficult to hire and retain employees with the necessary skills to succeed in technical services work. Unfortunately, a new librarian line remains vacant after the successful candidate abruptly withdrew due to concerns about Florida's budget uncertainty.   Although Access Services released one of its staff lines, the position still remains vacant due to pending budget reductions. The staffing of this department continues to be seriously stressed by its new responsibilities for library acquisitions and cataloging. On a brighter note, Saskia Bartsch, an

intern from Humboldt University in Berlin, was an excellent temporary addition to the department throughout Summer 2007, and seemed extremely pleased with her internship experience.

Administrative Support:

Executive Administrative Specialist Zeynep Tufekci and Staff Assistant Jean Ferguson continued with their competent and efficient support for Poynter Library's human resources, purchasing, Foundation, and financial services. They gracefully handled the myriad other details too numerous to mention that result from their responsibilities for a 22-person organization, an 81,000 square-foot building, and a complex budget drawn from E&G, various auxiliaries, and several Foundation funds.

Faculty Research and Service:

Research: Marcy Carrel and Kaya Townsend presented a poster session at the Florida Library Association (FLA) based on their interesting assessment (see above) of social networking tools. Kaya also presented poster sessions at FLA on karst research and presented her geography-related research at the National Cave Conservation and Management Symposium in St. Louis, MO. Marcy Carrel was an invited speaker and workshop presenter at a major library conference in Lima, Peru. Deborah Henry and Tina Neville, frequent co-authors, developed another article for submission to a peer-reviewed library journal. Jerry Notaro, Tina Neville, and Kathy Arsenault continued to produce numerous book reviews in library publications.

Service: Jerry Notaro served as secretary of the Faculty Senate, and each of the other librarians participated in one or more Senate subcommittees. Marcy Carrel, who has an MBA degree, directed an honors thesis for a College of Business student. She also serves on the American Library Association Council International Relations Committee and the International Relations Roundtable as an intern and as a participant for their "Papers" subcommittee. She serves as secretary of the Suncoast Information Specialists, a regional library association. Kaya Townsend serves on two FLA committees and on the JSTOR Education Advisory Committee. Tina Neville serves as secretary to the Advisory Board of the Seminole Community Library, a joint facility at the SPC Seminole Campus. Jim Schnur is active on Florida Historical Society and Pinellas Historical Society committees.

Society for Advancement of Poynter Library:

The Society for Advancement of Poynter Library (SAPL) had approximately 140 members throughout 2007/08. Jean Ferguson provides support for various SAPL activities, including maintaining the membership database, assisting with special events, and editing the "Library

Connection" newsletter. Zeynep Tufekci serves as business manager for the organization and also assists with SAPL events. SAPL's annual "SAPL at Sunset" event was held in April and, with Peter Betzer as featured speaker, was a very popular event. Dues and donations provided for a gift of $3000 for library materials and supported the 2008 Bayboro Fiction Contest, a short story contest for USFSP students that is now in its 23rd year. Donations of library materials from SAPL members over the years have greatly enhanced library collections, and, with funding for print materials significantly reduced, will be ever more important. Kathy Arsenault served as chair of the search committee to hire a new campus development officer when the prior chair needed to take extended leave, and will work closely with Dr. Sarah Purvis on SAPL-related issues.

As USFSP develops its 2008/2013 strategic plan, six areas have been selected for emphasis: Academics, Student Engagement, Diversity and Inclusion, Research, Environmental Stewardship, and Administrative and Financial Stewardship. Although the library's strategic plan and mission statement will be reviewed and updated when the USF SP plan is finalized and approved, Poynter Library is poised to contribute significantly to each of the six focused areas.

Kathy Arsenault
September 25, 2008