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Nelson Poynter Memorial Library.

Samuel Fustukjian

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NELSON POYNTER MEMORIAL LIBRARY

UNIVERSITY OF SOUTH FLORIDA

ST. PETERSBURG

ANNUAL REPORT

1987 - 1988

SAMUEL FUSTUKJIAN
LIBRARY DIRECTOR
ANNUAL REPORT 1987/88

INTRODUCTION

By most standards of measure, Poynter Library keeps growing in content and, more importantly, improving in the quality of the services it provides. It is quite easy to rely upon the physical advances at the expense of services. It is customary to highlight, among other changes, the physical growth of the collection or the increase in budget. And yet, the most significant growth and the ones that we take most pride in, are those in the user services, the increase in circulation, the exponential growth in the media utilization, high staff morale, and the improvement which has occurred in the areas of acquiring documents through interlibrary loan. Patron satisfaction is an important criterion by which Poynter Library measures its effectiveness. (See pages 11-15 in Appendix).

STAFF

For the 1987/88 year, the number of permanent positions filled remained constant, the departure of Dr. Helen Albertson being the only personnel turnover. Helen left us to take a position with University of Miami. Recruitment for her replacement is underway at this time. Another personnel issue is the library's efforts to reclassify Tina Neville from LTA I to LTA II. Because of the increased responsibilities imposed upon her by automation, this effort is quite warranted.

In the areas of staff development and because of the policy of encouragement by library administration, several members of the library take courses and continue their education. The Library Director is pursuing his doctorate; Tina Neville and Jackie Jackson, their Masters in Library Science; and Deanna Bishop, a degree in English. Kathy Arsenault and Barbara Reynolds have taken courses for self enhancement and growth.

FCLA

The Florida Center for Automation (FCLA) continues to perform its functions successfully. Through its funds the library received 19 terminals, 6 printers, 11 tables, 4 chairs, and assorted supplies.

The public (all SUS) online catalog has become a highly successful network and the proposed online Union Author/Title Index will become a greater improvement.

In view of static staffing and Other Personnel Services (OPS) funds, the increased workload could not be met with just state funding. The library was forced to introduce a $50 annual fee for all courtesy cards issued to eligible borrowers. This effort hopefully will help alleviate chronic shortage of personnel resources.

1987/88 was also the year the library received its most significant national recognition for its design and location by being on the cover of
Choice magazine. Several copies of the beautiful color photographs by Jerry Notaro were framed and donated to President Francis Borkowski and Dean Lowell Davis.

Goals for 1988/89

1. Have a clerk to search copy and send inter- and intralibrary loan requests.
2. Longer library hours with increased personnel resources.
3. Library staff increase to ease chronic understaffing.
4. Increased non-book OCO to replace worn-out media equipment.
5. Acquisition of Group III telefacsimile machines to be able to transmit pages from books without having to make a copy first.

Below, we have presented, department by department, the events and accomplishments of the year, the goals attained, and newer ones posed to face.

PUBLIC SERVICE

Poynter Library has undergone a tremendous upheaval in the public service areas, and emerged better than ever. The new automated circulation system and the new circulation person arrived simultaneously at the beginning of the fall semester. After a reasonable period of adjustment, they are both working really well. The new system of charging materials is much faster and virtually free from errors. It can provide a list of items, with due dates, charged out to a patron. Printed overdue and fine notices are provided promptly. It enables us to renew or discharge items borrowed from another USF library. The statistics function is not yet operating, and we are depending on a manual tally for current circulation statistics. There is at present no tabulation of what classification of items is borrowed by what category of patron, only a total figure. Total circulation for this year is 44,181, compared to 31,551 for 1986/87, and the door control figure this year is 151,301, compared to 140,423 for the previous year. The two terminals at circulation were used for 116,589 transactions. This includes charges, discharges, creation of patron records, and other uses.

Another successful innovation at circulation was to remove the microform printers from inside the circulation desk and make them self-service. Patrons make their own copies, and then pay for them at the circulation desk. Microform copies increased from 7449 in 1986/87 to 8328 in 1987/88. Self-service copying (non-microform) increased from 306,825 to 361,185.

The LUIS catalog has become more valuable since the circulation has been added to it. A patron searching LUIS for an item now can see if the item is on the shelf, checked out (with date due), lost, missing, or at the bindery. Since January, 1988, the seven public access LUIS terminals have been used for 312,810 transactions.
The reserve area circulation has increased from 8243 last year to 9678 this year. Short term reference circulation of 1534 items added to reserve circulation brings it to a total 11,212. The short term reference circulation has been reported as part of regular circulation in previous years.

More books, but fewer reprints, have been requested through intra-library loan (REC) by Poynter patrons. Requests totalled 2,010, compared to 2,353 last year. Other USF campus libraries have requested more items from Poynter than in previous years. In 1987/88 we received 1,391 requests for material, compared to 1,202 in 1986/87. Sending requests via the LUIS terminal has made intralibrary loan much faster from start to finish. Since renewals on intralibrary loan books are now done on LUIS, those transactions are counted at circulation rather than at intralibrary loan.

Interlibrary loan activity has also increased this year. Requests for 833 items were sent to non-USF libraries, compared to 664 last year. Requests for 885 items have been received from other non-USF libraries, down from 1146 last year. Marine Science patrons requested 28% of intralibrary loans. This is a clear indication that more library support is needed in that area.

Reference activity has increased in all areas but one. Classroom lectures by reference librarians decreased from 107 last year to 86 this year. Answering questions of all types, giving individual instruction, and solving research problems are the main tasks at the reference desk. The level of reference activity has increased, with peak periods coming at noon and between 4:30 and 6:00 p.m. The acquisition of ERIC and Business Periodicals Index on CD-ROM has altered the profile of bibliographic searches. Last year 188 Dialog searches were done here. A large percentage of those were probably in the ERIC database. This year 111 Dialog searches were done, plus 702 on the CD-ROM! The CD-ROM has been a great benefit to our students and faculty.

In addition to desk duty, the reference librarians all participate in new student orientation, campus showcase, and other special events on campus. The departure of Dr. Helen Albertson has left a gap in the reference staff and has forced temporary cancellation of the library skills class she had been teaching. We hope to hire a new science librarian soon. With all the new technology and our dedicated experienced personnel we can do a good job of serving our public.

<table>
<thead>
<tr>
<th></th>
<th>1986/87</th>
<th>1987/88</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Door Control</td>
<td>140,423</td>
<td>151,301</td>
<td>+ 8%</td>
</tr>
<tr>
<td>Circulation of books</td>
<td>31,551</td>
<td>44,181</td>
<td>+40%</td>
</tr>
<tr>
<td>Microform copiers</td>
<td>7,449</td>
<td>8,328</td>
<td>+12%</td>
</tr>
<tr>
<td>Reserve</td>
<td>8,243</td>
<td>9,678</td>
<td>+17</td>
</tr>
<tr>
<td>Copying</td>
<td>306,825</td>
<td>361,185</td>
<td>+18%</td>
</tr>
<tr>
<td>Library Instruction</td>
<td>107</td>
<td>86</td>
<td>-24%</td>
</tr>
</tbody>
</table>
MEDIA SERVICES

Hardware

As the use of audiovisual equipment increases, as it has steadily for the past five years, so must the purchase of equipment. We need to not only keep up with existing demand, but try to anticipate increased use and changing technology. Aside from purchasing additional video tape recorders for classroom use, we received a lightweight, portable camcorder this year. This will allow easier videotaping on and off campus. Another high quality portable sound system was purchased for large crowd use.

Lack of production space precludes the purchase of production equipment, so we have tried to concentrate on the acquisition of equipment used in the presentation side of software. The expansion of the Open University program has increased the video demand in our Media Center, where the use of equipment rose 15% to 4,794 uses. Classroom and offcampus use dropped 8% to 14,572. The outside use drop reflects our need to start charging for non-university service in order to help defray costs.

Software

This area continues to focus a great amount of energy and attention of the department. We now own 9,500 AV titles in our collection. But owning them is only the beginning. Through the use of grant money this year, we cataloged and processed about 1,000 items. This means our patrons can access them through the computer, circulate them in sturdy containers, and check them out on our computer system. This has, not surprisingly, greatly increased our AV software circulation. Our next step is to find means to continue the process, through additional funds and professional help, so that the rest of the collection, along with future acquisitions, can be equally accessible.

Services

A total of 8,225 AV services was performed by the Media Department this past year. The number is up 834 from the previous year. The services include equipment delivery and set up, audio and video taping and duplicating, photography assignments, film showings, and other media production, both on and off campus.

Our program of going into the classrooms of the public schools and videotaping student teachers and interns has expanded. This program allows the students and critic teachers to closely analyze the student's performance. Production highlights were the creation of a 15-minute promotion tape for the Children's Writers Conference held every year on the St. Petersburg campus; a training video produced in conjunction with USF doctoral candidate Sue Blanchard, which is now being used statewide; and the appearance of our library on the cover of Choice, the widest circulating library magazine in the world.
Circulation

It is unfortunate that our new automated circulation system is not tracking AV. We know that the videotape collection is our most popular of all library collections, and at any given time, more than one-half of our 1,000 tapes are out in use. A gift of over 500 additional music records, given to us by a local music critic, will be added to our collection as soon as they are cataloged and processed. An additional 500 videotapes were acquired this year. Approximately 150 audio cassette tapes, mostly Shakespeare, poetry, and contemporary author interviews were processed and cataloged. They are on the shelves, in Library of Congress order, and circulate.

Summary

As the St. Pete campus grows, technology advances, information in nonbook form increases in availability, so does the Library and its Media Center grow. This does not only point to a future need, but reflects a present reality.

There is a critical need for more space for media, both for production and even for housing its collections. Our patrons now have full access to only a part of the AV collection through the library's catalog. Energies and attention need to be given so that not only our present, but future AV software acquisitions will continue to be bibliographically as well as physically available. It is the very least of a library's responsibilities to its patrons.

Goals for 1988/89

1. Continue cataloging and processing AV collection.
2. Strengthen the children's AV collection.
3. Secure more available space for AV production, storage and shelving.

TECHNICAL SERVICES

We are increasingly using an integrated online system for our public and technical services departments. Because of this, both areas are extremely busy learning the new system and getting our records complete and corrected within the system. As we look back at the effort spent, we are encouraged by the thought of someday having all of our information on line and readily accessible.

LUIS CIRCULATION SUBSYSTEM

The new circulation system went into effect in the summer of 1987. The addition of this new system required considerable planning and involvement with the various universitywide library committees and technical planning for this campus. It was necessary to start up equipment such as light pens, printers, laser reader, 080 terminal and
the new controller. Currently, our inventory of items in this enterprise are as follows: 19 terminals, 6 printers, 4 light pens, laser reader, and the controller.

A major part of the new system consists of personnel records for library borrowers of different categories. Many of these must be entered by the staff even though the majority of the records are put into the system elsewhere. The entire staff needed to be trained in all the procedures. This major project has been working very well, and all the staff has done a fine job.

BARCODING

This year we began the arduous task of barcoding the Multivolume Sets. After last year's efforts, these still needed to be barcoded. The general circulating collection has been completed and yet work on multivolume sets will proceed as time permits. Another project that remains in this area is identification of problems within the database and the bar codes. This will be an ongoing project. It will take some time to identify and correct all of them.

ONLINE CHECK-IN

A new part of the NOTIS system added this spring was the online check-in for periodicals and serials. All the technical service staff has been trained in this new procedure and work is going well on inputting the basic information for the periodicals. At this point approximately 200 titles are being checked in online. The Tampa campus is entering the main record used for this process.

PERIODICALS

The periodicals department is continuing to grow in size and complexity. Thirty-one new titles were added in paper copy, and five titles were cancelled or ceased publication, giving a total of 737 currently received titles.

A major new addition to the collection consisted of CD-ROM titles which require new special handling in the check-in process. Also, the microform collection added 444 reels, 6,626 fiche in periodical titles and 68,928 in other fiche, for a total of 75,998 microforms.

As usual, it was necessary to shift the periodical shelves and interfile new titles and re-label shelves. This event was delayed somewhat this year until we were able to add a new row of shelving in the periodicals area, increasing our space available by 20%.

SERIALS

Online check-in was also begun in the serials department, and approximately 125 titles have been entered and checked. As in the case of the periodical titles, the Tampa campus enters the main record and we record receipt. Currently, we receive 272 serial titles.
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Goals for 1988/89

1. To increase the number of titles checked in online and, wherever possible, move away from manual systems.
2. To insure smooth transition of personnel as our LTA I has indicated that she will resign and pursue her educational goals. We intend to train the new person quickly.

COLLECTION DEVELOPMENT

The Poynter Library collection officially reached 113,843 volumes at the end of fiscal year 1987/88, adding 5501 cataloged volumes. Twenty-eight new periodical titles and 5 new serials were also added.

A 5% budget increase over 1986/87 brought our Book OCO to $270,055. Average 1987 hardcover book prices, however, according to Publishers Weekly, increased 6%. Our budget was spent as follows:

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>$63,734</td>
<td>23.60%</td>
</tr>
<tr>
<td>Approval plans</td>
<td>82,306</td>
<td>30.48%</td>
</tr>
<tr>
<td>Documents</td>
<td>1,000</td>
<td>.37%</td>
</tr>
<tr>
<td>SOLINET</td>
<td>10,035</td>
<td>3.72%</td>
</tr>
<tr>
<td>ILL</td>
<td>400</td>
<td>.15%</td>
</tr>
<tr>
<td>Media</td>
<td>10,454</td>
<td>3.87%</td>
</tr>
<tr>
<td>Periodicals</td>
<td>67,176</td>
<td>24.87%</td>
</tr>
<tr>
<td>Serials/Continuations</td>
<td>34,958</td>
<td>12.94%</td>
</tr>
<tr>
<td></td>
<td>$270,055</td>
<td></td>
</tr>
</tbody>
</table>

Collection Development efforts this year centered upon developing core resources in the areas of classics and religion to accommodate the various new courses offered by Professor Sara Mandell. Other subject areas receiving careful attention were Latin American literature, developmental psychology, science reference materials and local history.
This year marked the first full year of operation of the Yankee Peddler Children's Book Award Plan. Our BNA approval plan was adjusted to include an assortment of primary texts in British and American Literature.

The number of volumes donated to Poynter Library increased dramatically in the past year, a trend we are anxious to continue. Over 3200 volumes were processed. Notable gifts include the collection of the late Professor Emil Kauder, focusing on European social sciences, and Mrs. Hallie Kennedy's donation of her cousin's collection of books and recordings, particularly strong in British and American Civil War history. The donation of Mary Nic Shenk included an excellent collection of classical music scores, a wonderful addition to our small music holdings.

Happily, significant technological developments greatly enhanced the efficiency of Collection Development procedures. The LUIS system has speeded up order searching as well as made acquisitions information immediately accessible to us. "Books in Print Plus" on CD-ROM combines BIP searching with order production and saves considerable staff time.

During the spring months, a long-awaited campus collection development plan was drafted and awaits further revision in 1988/89.

**BOOKS CATALOGED 1987/88**

<table>
<thead>
<tr>
<th>Classification</th>
<th>Number</th>
<th>Percent</th>
<th>%age change</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>30</td>
<td>.5</td>
<td>- .58</td>
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<tr>
<td>B</td>
<td>389</td>
<td>7.1</td>
<td>+2.37</td>
</tr>
<tr>
<td>C</td>
<td>46</td>
<td>.8</td>
<td>+ .24</td>
</tr>
<tr>
<td>D</td>
<td>243</td>
<td>4.4</td>
<td>- .22</td>
</tr>
<tr>
<td>E</td>
<td>191</td>
<td>3.5</td>
<td>- .12</td>
</tr>
<tr>
<td>F</td>
<td>93</td>
<td>1.7</td>
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<tr>
<td>H</td>
<td>1191</td>
<td>21.7</td>
<td>-3.75</td>
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<tr>
<td>J</td>
<td>205</td>
<td>3.7</td>
<td>- .04</td>
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<td>M</td>
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<td>R</td>
<td>188</td>
<td>3.4</td>
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<tr>
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<td>23</td>
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<td>T</td>
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<td>U</td>
<td>54</td>
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<td>- .18</td>
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<tr>
<td>Z</td>
<td>117</td>
<td>2.1</td>
<td>-1.21</td>
</tr>
<tr>
<td>Juv.</td>
<td>215</td>
<td>3.9</td>
<td>+2.37</td>
</tr>
</tbody>
</table>

5501 volumes
Goals for 1988/89

1. Completely revise Collection Development Policy.
2. Assist in planning library resources for the USGS relocation and related Marine Science expansion in geology.
3. Evaluate and upgrade materials in mass communication to accommodate new USF/St. Petersburg program.
4. Develop historical materials relevant to the St. Petersburg area.

BIBLIOGRAPHIC INSTRUCTION

This year our library instruction process slowed down somewhat, because of the departure of the Bibliographic Instructor librarian, Helen Albertson. However, the general performance by other librarians has kept the standards and amount of activity comparable to last year's. In total, the library conducted 86 classroom lectures and reached 1180 students in various subjects, including education, business, criminal justice, nursing, geography and sociology.

A special BIOSIS seminar was hosted in conjunction with Department of Natural Resources, and several tours were given to high school students. Also, the staff met with new students each term, as part of Orientation.

Due to the heavy use of CD-ROMs, online searches declined to 78 searches for the year.
As usual, The Society for Advancement of Poynter Library was actively involved in the library's development and welfare.

One of the major events organized by SAPL was a trip to visit the USF/Sarasota Library and have lunch with that campus' administration. The visit, designed to demonstrate the need for the enlargement of Poynter Library, included Mr. Robert Pittman, vice president of The St. Petersburg Times; Mr. Paul Reilly, Campus Advisory Board member; Mrs. Marion Ballard, SAPL President; Niela Eliason, SAPL Board member; Dean Lowell Davis; Dr. Ralph McKay, Campus Director of Development and University Relations; and Library Director Samuel Fustukjian.

SAPL sponsored an art exhibit. The works of Philippine artist Belen Woo-Siy were displayed at a reception during which 12 of her paintings were sold and one, titled "Market Vendors #1" and appraised at $1200, was donated to the Library.

SAPL also sponsored several lectures, one of which featured distinguished historian Bertram Wyatt-Brown who spoke about George Washington, Gentleman of Honor. This was on the occasion of the library's receiving two handwritten letters — one by George Washington, the other by Benjamin Franklin — which were donated by Mrs. Anne Perry. The letters were appraised at $12,000.

The Society has for the second year in a row sponsored a fiction contest open to all USF students. This contest gets more popular as it becomes better known and carries with it an award of $250 for the first place winner, and $100 each for second and third place winners. The 1987/88 winner was Daniel Catalano for his entry "The Heart is a Scratchboard."

SAPL also co-sponsored two major fund-raising events. The first was a Christmas Gala Reception, hosted by Mr. Evander Preston at his Gallery. The event was quite successful and raised $2,075. The second was a book fair in conjunction with Florida Antiquarian Booksellers Association, which raised $3,935 for the Society.

The Society in turn invested these revenues by providing the following items and services to the Library:

- Microfilm editions of the St. Petersburg Times
  3 years @ 1,400
  $4,200.00

- Copying of the index to the St. Petersburg Times
  and The Evening Independent.
  800.00

- Laserjet Series II Printer
  1,390.00

- Microform Storage Cabinet (11-drawer horizontal)
  1,195.00

**TOTAL**
$7,585.00
AUDIO VISUAL USE STATISTICS
TOTAL DEPARTMENTAL USES
NELSON POYNTER MEMORIAL LIBRARY

1985: 8074 (Aug-Dec)
1986: 24,654
1987: 27,597
1988: 20,898 (Jan-Aug)

Prepared by G. Notaro
Media Librarian