EMORY

OXFORD
COLLEGE

ANNUAL REPORT

HOKE O'KELLEY MEMORIAL LIBRARY

OXFORD COLLEGE

EMORY UNIVERSITY

2008-2009

Submitted to Dean Stephen H. Bowen

By

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Notable Library Achievements and Highlights for 2008-2009
Submitted by Kitty McNeill, Associate Dean and College Librarian

Research Practices Instructional Program. The Research Practices team of librarians orients students not only to the use of library resources but also to the nature and processes of research and critical inquiry. By providing classroom-based library instruction to students as they prepare research papers, the library supports the College's Liberal Arts Intensive philosophy, which emphasizes critical and creative thinking, inquiry analysis, and problem solving. The team taught 73 library instruction sessions this academic year, reaching 712 students in fall 2008 and 443 students in spring 2009. While two other professional librarian positions were vacant, Andrea Heisel was the only instruction librarian available to teach for a significant portion of the year. The team was strengthened in the spring semester by the recruitment and hiring of two professional librarians – Mary Murray, the new Learning Commons Librarian and Research Practices team leader, and Mark Swails, the new Digital Services Librarian.

The team's efforts in the spring semester to implement steps for the assessment of student learning, faculty satisfaction with our instruction program, and the effectiveness of librarians' teaching have led to the development of a systematic instruction assessment plan. This assessment plan includes regular implementations of the nationally recognized Research Practices Survey. In collaboration with Institutional Research Associate Satu Riutta, the team oversaw two successful administrations of the survey this year, and the data are already being used to refine our instruction program as well as to bolster our conference presentation in the fall.

Additionally, the team members continue to be active in professional development activities: Andrea Heisel and Biology professor Nitya Jacob are slated to present "A Faculty-Librarian Partnership for Investigative Learning in the Introductory Biology Laboratory" at the Georgia Conference on Information Literacy in September 2009 in Savannah, GA, and Andrea Heisel, Mary Murray, and Institutional Research Associate Satu Riutta will present "Bridging the Information Gap: Partnerships for Student Learning in the Digital Age" at the Association for General and Liberal Studies conference in St. Louis, MO in October 2009. Andrea Heisel and Mary Murray also participated in all four days of the Institute for Pedagogy in the Liberal Arts at Oxford College in May 2009.

Virtual Services. The Virtual Services team extends library content and services to the online realm, allowing us to reach as many patrons as possible in ways that are quick and accessible. This year, the Oxford College Library was successful in its campus-wide promotion of *discoverE,* the Emory Libraries new online search tool for books, databases, and electronic resources, significantly outranking all other Emory divisions in measures of awareness, importance, and satisfaction of the tool by students and faculty. eJournal requests increased 42%; we attribute this increase to the ease of linking directly to the complete electronic articles through *discoverE.*

In May, Mark Swails assumed leadership of the Virtual Services team, working with Kitty McNeill and the other team members to outline a plan for streamlining digital developments and building a stronger and more dynamic online presence. The need for us to serve our users through digital channels is seen in the dramatic increase in the number of Ask! Desk Instant Message (IM) transactions – 245 chat sessions this year, nearly 4 times as many as the 62 sessions completed in the previous year. In working to develop an active and accessible web presence, Kitty McNeill successfully coordinated the design of the college's Commencement website, while Mark Swails undertook a complete overhaul of library website usage statistics for FY10 by taking advantage of new procedures and technologies. These new methods for collecting statistics will create compelling, direct indications of library success, resulting in clearer assessment and better decision making. Mark Swails also facilitated the use of new digital collaboration and project management tools among library staff members, allowing for more efficient and sustainable workflows between library staff members and their College and University collaborators.

Hub of Living and Learning. The Hub of Living and Learning team aims to create dynamic, flexible, and inviting library spaces that encourage student learning, growth, and collaboration. Kitty McNeill continued to collaborate with Dean Bowen, Development and Alumni Relations (DAR), the Board of Counselors (BOC), and Hugh Tarbutton, Jr., chair of the BOC Library and Academic Commons fundraising committee, to promote and raise funds for the new library facility. New fundraising strategies, including a revised scope and cost for the project, are in progress. In order to address significant student concerns about the current library facilities space and furnishings, the team conducted a student focus group in the spring. Based on the feedback and suggestions we received, we have already taken steps to improve the internal appearance and functionality of the existing library. Phi Gamma Hall, Oxford College's oldest academic building, has been redesigned as a student study space as well, open for 24-hour access beginning in the spring. The space also houses popular periodicals, new furniture, additional lighting, and a book swap.

Last fall, the Hub team coordinated with Oxford College Information Technology (OCIT) and University Technology Services (UTS) to implement Pharos Pay for Print, replacing unlimited free printing with a more economical and sustainable solution for student printing. The transition to Pay for Print was surprisingly smooth due to an emphasis on sustainability, advance notice about the change along with free mouse pads to all students, and a $10 print subsidy for each student per semester.

The library continues to be both a popular place for students – library daily attendance on Mondays averaged 777 students, while the highest college enrollment for the year was 753 students – as well as a successful environment for student employees, as Jennifer Sirotkin was asked to develop and present a discussion of student employee best practices for other Oxford College departments. Jessica Robinson, Library Specialist, watched over the library's busy late night hours.

Throughout the year, the team strived to create dynamic and interactive learning opportunities for library users. Ellen Neufeld coordinated the organization and installation of 15 exhibits of books, artwork, and archival material in the library, Phi Gamma, and the Student Center, with content reflecting timely issues. In collaboration with Kent Linville, Dean of Academic Affairs and the project leader, Ellen Neufeld, the library developed, installed, and hosted the successful fifth annual "Inspired Performance: A Celebration of Professional and Artistic Creativity," a major exhibit and reception honoring the scholarly and creative work of Oxford faculty and staff. For the third continuous year, the team has collaborated to sponsor "Chocolate, Sweets, and Other Treats," a highly attended New Student Orientation event at the library, rated the fifth favorite New Student Orientation social activity.

Dynamic Information Content. The Dynamic Information Content team works to provide library users with relevant, accurate, up-to-date resources for research as well as for personal and professional growth. This year, the team provided valuable suggestions and assessment of electronic resources to the Emory Libraries Collection Development Working Group, instituted a McNaughton collection of circulating New York Times bestsellers for patrons' leisure reading needs, and published a library newsletter every month whose success was noted by departments across campus. Future issues will include a regular feature from Dr. Jeff Galle, Director of the Center for Academic Excellence at Oxford. The team worked to enhance and refine the library collection based on patron needs and requests, starting with a significant review and weeding of the reference collection. Our DVD lending collection, built almost entirely on patron requests, has grown to almost 800 titles. The library's print collection has grown to more than 92,000 volumes and 361 periodicals, while our online resources include 55,000 electronic journal titles and 600 databases. This year, the Oxford library loaned more items to Atlanta campus patrons than other Emory libraries loaned to Oxford patrons. The usability of our collection is reflected both in our circulation statistics – 27,978 checkouts this year, a 22 percent increase over the previous year – and through student feedback, with focus group members expressing satisfaction with our circulating collection, noting in particular the religion section and DVD collection.

Goal: Research Practices
Leader: Mary Murray; Members: Andrea Heisel, Kitty McNeill, Mark Swails

Notable Achievements/Highlights:
- After national searches, the library recruited, hired, and trained two professional librarians, both our top candidates for the positions. Both librarians are key members of the Research Practices instructional team.
  - Mary Murray, Learning Commons Librarian, Jan. 26, 2009. Background: classroom teaching; previously the coordinator of the library instruction program at Juniata College; M.L.S, Indiana State University; leader of the Research Practices team and instructional program.
  - Mark Swails, Digital Services Librarian, May 1, 2009. Background: M.L.S. and Digital Curation Fellowship, N. C. State University; second Master's degree in history. Leader of the Virtual Services team and member of the Research Practices team.
- Andrea Heisel, Associate College Librarian, taught almost 80% of the total number of instruction sessions for the entire year (41 in fall 2008 alone, while two other professional librarian positions were vacant, and another 17 in spring 2009).
- Librarians nearly matched last year's figures for number of instruction sessions taught, despite being understaffed.
- Librarians taught repeat instruction sessions for four classes in the spring semester, allowing us to be less rushed in our teaching and allowing more time for students' comprehension and questions
- Andrea Heisel and Nitya Jacob, Associate Professor of Biology, will present "A Faculty-Librarian Partnership for Investigative Learning in the Introductory Biology Laboratory" at the Georgia Conference on Information Literacy, September 25 – 26, 2009 in Savannah, GA. They will discuss the importance of embedding library instruction into course curricula and the benefits of co-teaching with faculty.
- In October 2009, Andrea Heisel, Mary Murray, and Satu Riutta, Institutional Research Associate, will present a conference panel presentation at the Association for General and Liberal Studies, in St. Louis, called "Bridging the Information Gap: Partnerships for Student Learning in the Digital Age," focusing on the use of assessment as a continuous tool for developing our library Research Practices instructional program.
- Andrea Heisel and Mary Murray attended the Association of College and Research Libraries conference in Seattle, WA in March 2009.
- Andrea Heisel and Mary Murray participated in all four days of Oxford College's Institute for Pedagogy in the Liberal Arts, May 12-15, 2009.
- The Research Practices team participated in the Oxford Institute for Environmental Education again this summer, providing instruction to Institute participants about finding and evaluating information online.
- The team implemented several assessment strategies, including:
  - The development of an overall program assessment plan.
  - One-minute papers to assess student experiences in instruction sessions.
  - Freshman Council focus group to help identify primary areas for improvement and expansion of services.
  - Anonymous surveys to assess faculty satisfaction with library instruction program.
  - Two successful implementations of the nationally recognized Research Practices Survey, with high response rates (34% in the fall, 40% in the spring).

Challenges/Notable Issues:
- The Research Practices team was notably understaffed for the entire fall semester, with only one instruction librarian (Andrea Heisel) available to teach instruction sessions.

- We still struggle to communicate the importance of library instruction to faculty, who may believe that students receive adequate instruction through other classes or that one library instruction session teaches students everything they need to know about academic research.

Metrics (Supporting Data):
- Total number of instruction sessions taught in 2008-2009: 73, reaching 712 students in fall 2008 and 443 students in spring 2009 (figures for each semester may include students who attended more than one instruction session). The number of instruction sessions taught in 2007-2008 was 82; the 2008-2009 figure represents a 10% decrease in the number of sessions taught this year; however, the instruction sessions were led by one librarian for the first half of the year.
- Faculty and student response is positive, with faculty commenting on our "very helpful" instruction sessions and "excellent work," and students responding positively to librarians' "positive, upbeat attitude[s]" and our "open personalit[ies] and willingness to answer questions."
- Total number of research project consultations (RPCs) conducted in 2008-2009: 751. (A dramatic increase compared to our 2007-2008 RPCs, which numbered 157. However, in fall 2008, we began to include walk-up, in-depth reference consultations in our count; previously, we had only been counting scheduled appointments for research assistance as RPCs).
- ASK! Desk transactions in 2008-2009: 6,272 (2007-2008: 6,347). While the 2007-2008 figure is slightly higher than the 2008-2009 figure, the difference is not proportionate to our decreased gate count, indicating a level of ASK! Desk activity comparable to the previous year's, despite a lower number of students in the library. Also, our new method of counting unscheduled, longer, in-depth work with individual students as RPC's contributed to the decrease in this number as well.
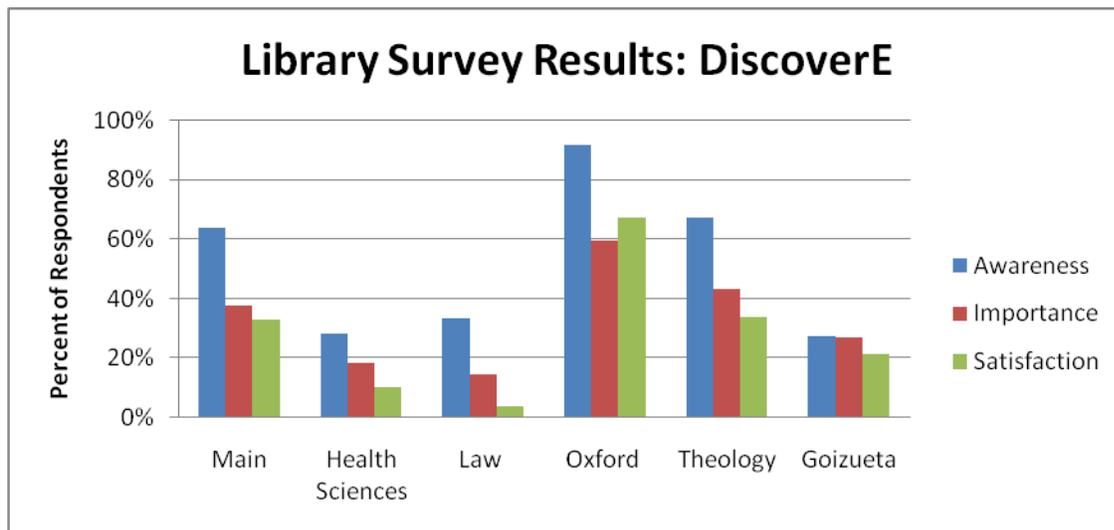
Goals for the coming year:
- Continue to use the results of the Research Practices Survey and other assessment data to refine and enhance our instructional program.
- Lay the groundwork for embedding library instruction into course curricula by pursuing sequenced repeat instruction sessions with humanities, history, and social sciences faculty.
- Build on our assessment work to develop a more systematic approach, including:
  - Assessing student learning and information retention.
  - Formalizing faculty assessment.
  - Participating in self- and peer-evaluations among librarians on the Research Practices team to improve teaching skills.

Goal: Virtual Services
Leader: Andrea Heisel; Members: Lee Howard, Ellen Neufeld, Mark Swails

Notable Achievements/Highlights
- Kitty McNeill continued to lead the Digital Library Services and Next Generation Systems Strategic Planning group. This group of library and information technology staff from all Emory libraries developed cutting-edge search and discovery strategic initiatives that are designed to meet the needs of our digital age users. The group finished planning in spring 2009. The Next Generation 2 Group (NG2) has recently formed, with Andrea Heisel serving as Oxford's representative.
- Library staff successfully promoted *discoverE* across campus. *discoverE* is the Emory Libraries' new online search tool for books, databases, and electronic resources. In a survey conducted by Emory libraries about d*iscover*E, Oxford significantly outranked all other Emory divisions in measures of awareness, importance, and satisfaction.

- Mark Swails, under the mentorship of Kitty McNeill, created a plan to lead the Virtual Services team in a new direction, using it not only as a working group for digital initiatives, but also as a testing ground for new tools and technologies to keep library workflow and services abreast of rapid technological change.   This re-envisioning will result in better digital services, a stronger digital presence, and will prepare the library to meet the needs and expectations of an increasingly technologically focused student body.
- The library extended IM chat hours and completed 245 IM reference chat sessions, resulting in nearly 4 times the amount of chat sessions completed in the previous year.
- Kitty McNeill successfully coordinated the redesign of the college's Commencement website based on the library's website redesign.
- Lee Howard continued working with faculty members Christine Loflin and Adrianne Ivey and members of the Woodruff library staff to implement the Oxford Experience digital archives project for fall 2008. The Oxford Experience Project was completed by Oxford students as part of their course work for English 181. As students accessed archival material at Emory's Woodruff Library, they learned how to digitize these primary sources as part of their class project.

- Andrea Heisel worked with Dotmarketing and OCIT to develop and make live the new Oxford College Library website. The new library website and improved visibility on all college pages were in place September 2008.
- Mark Swails undertook a complete overhaul of library website statistics procurement by taking advantage of new procedures and technologies. This new way of harvesting statistics will create compelling, direct indications of library success, resulting in clearer assessment and better decision making.
- During summer 2009 Mark Swails undertook a project to investigate and optimize digital collaboration, communication, project management, and reporting among library staff and partners. This project will result in the selection and implementation of a comprehensive, streamlined digital workflow solution for greater sustainability, accountability, workflow efficiency, and direct cost savings.
- In spring 2009, Andrea Heisel conducted a second round of usability testing on *discoverE* in coordination with the other Emory libraries.

Challenges/Notable Issues
- The architecture of the Oxford College Website situates the library web page deep within the file-structure with a long URL that is difficult to remember: (http://www.oxford.emory.edu/audiences/current_students/library/). To overcome this problem two dummy URLs for the library have been established: (http://www.oxford.emory.edu/library/) and (http://www.oxford.emory.edu/Library/). These different modes of entry impede the library's ability to count web-traffic that comes from these dummy URLs. Therefore, library's webtraffic is likely higher than reported.

Metrics
- For the year 2008-2009, the library homepage was consistently ranked within the top ten college web pages accessed online.
- The library recorded 245 Virtual Reference IM interactions from June 2008-May 2009, nearly 4 times as many as the 62 sessions completed in the previous year.
- eJournal requests increased 42%; we attribute this increase to the ease of linking to articles directly through *discoverE.*
- Library website visits increased by 19% over the previous year due to availability of a direct link to the library on all college web pages.

Goals for the coming year
- Improve and expand the library's virtual presence in existing and emerging media including: Facebook, Twitter, Blackboard, Learnlink, the library's website, and other sites on the web.
- Expand the library's virtual reference services including new hours, workflows, and services.
- Continue to evaluate and promote *discover*E in collaboration with other Emory Libraries.
- Improve the digital workspaces and workflows of library staff, including a new statistics tool, new document repository, and new collaboration spaces.
- Systematically keep the library abreast of rapid change in library technology.
- Promote and expand Emory Libraries' digital collections, including those directly related to Oxford College.

Goal: Hub of Living and Learning
Leader: Kitty McNeill; Members: Andrea Heisel, Mary Murray, Ellen Neufeld, Jessica Robinson, Jennifer Sirotkin, and Mark Swails

Notable Achievements/Highlights:
- Kitty McNeill collaborated with Dean Bowen, Development and Alumni Relations (DAR), the Board of Counselors (BOC), and Hugh Tarbutton, Jr., chair of the BOC Library and Academic Commons fundraising committee, to promote and raise funds for the new facility. New fundraising strategies, including a revised scope and cost for the project, are in progress.
- The entire library staff partnered with the Dean of Academic Affairs, Kent Linville, to develop, install, and host the fifth annual "Inspired Performance: A Celebration of Professional and Artistic Creativity," a major college exhibit and reception.
- The library staff sponsored the third annual New Student Orientation event, "Chocolate, Sweets, and Other Treats." The new students loved the welcoming party in the library and the sophomores returned to attend it, as well.
- Other library exhibits throughout the year included:
  - **Library foyer**
    - 2008 Presidential Election.
    - Martin Luther King, Jr. Day.
    - Black History month.
    - Women's History month.
    - Poetry Month.
    - Honored library student employees and student marshals.
    - Commencement speaker James T. Laney.
  - **Library Learning Commons**
    - READ posters featuring Dean's Council and staff members of the college.
    - *discover*E official release advertisement and announcement.
    - Women at Emory exhibit.
    - Partnered with Jim Honeycutt to display his Astro-Photography exhibit.
    - Created the Atticus Haygood exhibit in conjunction with Susan Ashmore's lecture.
    - Partnered with Woodruff library to bring the Cartooning for Peace exhibit to Oxford.
  - **Phi Gamma**
    - Created the history of Phi Gamma and the Phi Gamma Literary Society exhibit.
  - **Student Center**
    - Created history of Dooley and Dooley's Dolls exhibit.
- Other library events throughout the year included:
  - *discover*E birthday bash and official launch of the new search system.
  - Partnership with the Phi Gamma Literary Society for Halloween Treats at Phi Gamma Hall to promote late night study hours.
  - Partnership with student group Dooley's Dolls for Hot Chocolate on the Quad.
  - Held a National Library Week Popsicle Party.
  - National Poetry Month contest every day in the month of April.
- The library established Phi Gamma Hall as a reading room for quiet study.

With the help from the College budget, we installed card access and security cameras in Phi Gamma, enabling us to keep it open 24 hours a day, seven days a week without necessitating a staff presence. We developed a bestseller collection using the McNaughton book leasing program and added additional leisure reading, periodicals, and a book swap area for people to take or donate used books in good condition.
We added comfortable furniture and more lighting in response to student needs and feedback.
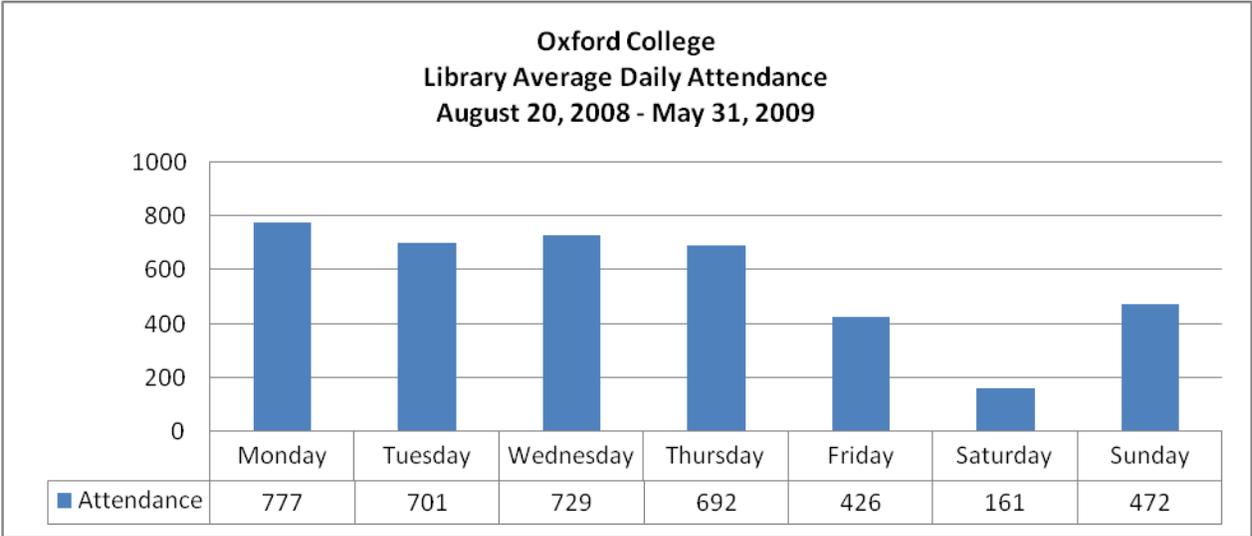
- The library coordinated with OCIT and UTS to successfully implement the Pharos Pay for Print project to reduce expenses caused by free printing and to support sustainability. The transition to Pay for Print was surprisingly smooth due to an emphasis on sustainability, advance notice about the change along with free mouse pads to all students, and a $10 print subsidy for each student per semester.
- We began our staff outreach program by hosting various staff groups in the library for introduction to library resources sessions and by regularly publishing Dooley Noted, our library newsletter.
- Jennifer Sirotkin developed and presented, with Sue Dale, a student employee best practices session for other Oxford College departments.
- The library conducted and compiled information from a student focus group and the Research Practices Survey about student responses to the library building; the following developments are in response to the student feedback:
    - Kitty McNeill is working with University interior designer, Stephanie Davies, to develop a proposal for updating our current furniture.
    - We added additional moveable and fixed white boards in both the library and Phi Gamma.
    - Reupholstered the VCC chairs.
    - Removed study carrels to add more space for tables so students can have a larger work surface area.
    - Added additional electrical outlets throughout the library.

Challenges/Notable Issues:
- We are still in need of a lead donor for the Library and Academic Commons project.
- Setting up various exhibits is difficult without proper exhibit equipment and flexible, moveable furniture.
- Limited space in the Learning Commons makes exhibiting difficult. We need appropriate space that is sound buffered and sufficient for larger exhibits and that does not impinge on student study/quiet and collaborative spaces.
- We currently must resort to using the students' study and collaborative spaces for exhibits and library instruction sessions.

Metrics (Supporting Data):
- Chocolate, Sweets, and Other Treats was rated the 5th favorite social activity in the Freshman Seminar Evaluation of New Student Orientation.
- Library attendance decreased 23.72% from last year, but we know that possible contributors to decreased library attendance are the opening of the new dormitory, East Village, across campus and the availability of more study rooms in the dorms.
- Library attendance during peak times was strong, with our highest average daily attendance for the year on Mondays at 777 people. In comparison, the highest college enrollment during 2008-2009 was 753 students.

Oxford College
Library Average Daily Attendance
August 20, 2008 - May 31, 2009

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
■ Attendance	777	701	729	692	426	161	472

Goals for the coming year:
- Continue to support the efforts to successfully raise funds for the Library and Academic Commons Project.
- Partner with the Woodruff Library to bring more University exhibits to Oxford.
- Host library resource luncheons for faculty and staff.
- Update existing library furniture.
- Collaborate with other student groups and departments across campus for special events in the library and Phi Gamma.

Goal: Dynamic Information Content
Leader: Ellen Neufeld; Members: Andrea Heisel, Mary Murray, Jessica Robinson, Jennifer Sirotkin, Mark Swails

Notable Achievements/Highlights:
- The team provided a list of new reading materials for the Phi Gamma collection of periodicals, newspapers, and books to check out, as well as books for a used book swap.
- Each member of the team assessed and recommended new electronic resources to Kitty McNeill, who made recommendations to the ElCoDe (Emory Libraries Collection Development Working Group). One of the recommended databases included the new Philosophy database POIESIS.
- Because of the establishment of Phi Gamma as a quiet reading and study space, we instituted a McNaughton collection of New York Times Bestsellers for that space. The McNaughton collection is a group of books that are leased by the library, and may/may not be added to the permanent collection according to weekly book evaluations made by this team.
- We successfully published the library newsletter *Dooley Noted* on a monthly basis, with excellent feedback from both faculty and staff including Dr. Jeff Galle, Director of the Center for Academic Excellence. Because of the visibility of the newsletter, Dr. Galle has aksed for a featured column each month regarding teaching and pedagogy resources. His column will appear beginning August 2009.
- Delicious is a popular bookmarking tool used to highlight free web sites that have been vetted and deemed appropriate to support the curriculum. We have populated the Oxford library del.icio.us.com site to more than 400 useable web links. A link to the Oxford library's Delicious site may be found on the library home page.
- In an effort to reach students in a dynamic way, we established a library Facebook page.
- The Dynamic Information and Content team worked with the Research Practices team to ascertain collection needs based on feedback from RPCs (research project consultations.) For example, the team found a need to add additional resources to support biology (lichens), the classics, and psychology (stress/anxiety) research projects.
- We continued to grow the successful DVD-lend collection, based on student suggestions, faculty/staff requests and noted award-winning films. The collection is currently approaching 800 titles.
- The team provided content to and supported the successful creation of the Commencement web site (now managed by Communications director).
- The team has undertaken a significant review and weeding of the established Reference Collection.

Challenges/Notable Issues:
- Due to understaffed librarians during fall, we have not been able to pursue the automated collection analysis system.
- Students/faculty/staff all get their information in different places, and establishing the best place to post information is challenging (e.g. printed text, Facebook, Twitter, e-mail, blog, newsletter, web page, IM).
- The library bookstacks are crowded and require shifting/reorganizing, which requires significant manual labor by all library staff.

Metrics:
- 4,057 Oxford books were checked out to Atlanta campus patrons, more than the items loaned to Oxford patrons from the other Emory libraries (3497).
- Total Oxford collection size: Volumes = 92,681; eJournals = 55,000; databases = 600; print periodicals = 361.

- 8,811 audiovisual items circulated (includes DVD and VHS) during 2008-2009.
- Interlibrary loan items borrowed: 214, loaned: 127; articles obtained: 220; articles supplied: 70.
- 27,978 overall circulation, a 22% increase in circulation over the previous year.
- In focus groups, the students expressed satisfaction with the book collection (particularly religion section) and the movie/DVD collection.

Goals for the coming year:
- Review standing orders (what is available online and no longer needed in print).
- Purchase and implement automated collection analysis system.
- Investigate more avenues to push out library content, and generate more content (e.g. blog, wiki).
- Begin initial weeding process of collection to make room for more books and to integrate gift book collection.
- Develop faculty liaison program for Choice reviews and other acquisition recommendations.
- Begin work on generating content for digital curation. This means finding content to collect and preserve digitally for the College, such as the Oxford Review and the Spokesman.