

ANNUAL REPORT

OXFORD COLLEGE LIBRARY

EMORY UNIVERSITY

2012-2013

Submitted to Dean Stephen H. Bowen by Kitty McNeill Associate Dean and College Librarian

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Notable Library Achievements and Highlights for 2012-2013 Submitted by Kitty McNeill, Associate Dean and College Librarian

Research Practices. In 2012-2013 the Research Practices team faced one of its biggest challenges to date: maintaining a successful library instruction program despite library construction and relocation to a temporary space which had no dedicated library classroom. The team built upon an existing practice to lead library instruction sessions in the regular course classroom when the library space was already booked, and expanded this to become an entirely mobile instruction team for the duration of the year. To support this mobility, the library purchased a set of 20 iPads & keyboards to be dedicated iPads for use in Research Practices instruction. iPads were chosen both because of their portability and because of positive student response to the library's already-existing iPad lending program.

Over the year, the Research Practices team increased the number of instruction sessions taught, including increasing the number of second and third sessions taught for the same course. In addition to this, for the first time the library worked with PALs to lead a session introducing students to ReservesDirect and EasyBib in the Freshman Seminar classes. Other notable new instruction opportunities included developing new instruction sessions for Psychology 200, Economics 341Q, and French and Spanish classes. Andrea Heisel and Sarah Bankston also worked with Amanda Pendleton to develop a new sequence of library instruction for Biology 120, and the three contributed to a panel presentation about unique faculty-librarian collaborations for an ID-COP (Community of Practice) panel at Woodruff Library.

Being able to break new ground in the Freshman Seminar class grew out of a partnership with the PALs developed by the library for the Academic Integrity session during New Student Orientation. This year instead of just leading a lecture facilitated by library staff, the library involved PALs, training them to lead small-group discussions about plagiarism issues during the Academic Integrity session.

The team further developed its assessment of the Research Practices program by continuing to use the one-minute papers as well as experimenting with other assessments such as a 3-2-1 assessment. In addition to this, the team piloted a faculty feedback form to gather critical feedback from faculty with whom we've worked. Each of these methods of assessment is important to the team to help make adjustments to lesson plans and activities in order to improve teaching and increase student learning.

The Research Practices team continued to build upon campus partnerships, contributing not only to New Student Orientation, but also to PAL/RA Orientation, International Student Orientation, and making contributions to the campus assessment plan. Additionally, a few Research Practices team members were able to attend the Faculty Retreat in order to contribute to and learn from conversations about INQ courses and other campus initiatives. Once again a team member offered support to a professor leading a session at IPLA, the Institute for Pedagogy in the Liberal Arts held at Oxford. The Research Practices team values these opportunities to partner with our colleagues across campus and these collaborations have led to a richer understanding of ways the library can best serve the faculty, staff, and students of Oxford College.

Hub of Living and Learning. After 15 years of planning and fundraising by the Oxford College Board of Counselors, the new Library and Academic Commons facility was completed in April 2013. Through the leadership of Hugh Tarbutton, Jr. the library for Oxford College has been transformed into a space that will "build community, increase communication, and inspire achievement." The firm, Brasfield & Gorrie, started construction in the summer 2012 and completed construction on time, within budget, and with high quality in April 2012. We received the certificate of occupancy on April 26, 2013. The move back into the newly renovated and larger library, started on Monday, May 13 using Hallett Movers, a company specializing in libraries. The transfer was completed by May 27 and the library reopened to the public on June 10, 2013. The architectural firm of Collins, Cooper, Carusi designed the transformed library which has opened to rave reviews from students, faculty, staff, and alumni.

The new Oxford Library and Academic Commons was designed with library users' needs in mind. This new facility has so much to offer, including 30 iMac computers, collaborative learning spaces, and furniture in the learning commons; two large, technology enriched classrooms; exhibit space and a special collections reading room with integrated large screen computer display; nine technology enriched study rooms; and a café. The official grand opening and ribbon cutting for the new Library and Academic Commons is scheduled for August 24, 2013.

During construction of the new Library and Academic Commons, all library services were maintained at a high level despite the challenges of operating out of a modular home (library staff offices) and Lovern Hall of Allen Memorial United Methodist Church (student study space). Numerous faculty, staff, and students commented on the seamless transition and unwavering high level of service. Our visitor count was 102,743 (compared to last year's 202,539) and our highest average daily attendance was 523 on Thursdays, a notable achievement considering the circumstances during the year.

In spring 2013, the Oxford College Library co-sponsored the Mind's Eye exhibit, a collection of Myron McGhee's photographs of Tibetan Buddhist monks curated by Myron's wife, Juana Clem McGhee. The event included the exhibit, a lecture and reception which were co-sponsored by the Oxford Chaplain, Lyn Pace and Oxford College's Pierce Institute. The Mind's Eye exhibit was displayed in Phi Gamma Hall. The Oxford College Library also hosted six additional exhibits, including the Georgia Library Association's Speckled Bird traveling exhibit. Events hosted included the ninth annual "Inspired Performance," the seventh annual "Chocolate, Sweets, and Other Treats," and five additional events.

Our student employee program, a model to other Oxford College departments, conducted a focus group with the sophomore library student employees for feedback on community, communication, training, and leadership. We received valuable feedback that will help to improve communication, provide enhanced training, and a clearer understanding of the library student employee job.

Also, 2012-2013 was a year of significant staff transition. Throughout the changes the library team pulled together to maintain excellent customer service. In December 2012, Sean Lind,

Digital Services Librarian, left Oxford College for a position at Georgia State University. After 12 years at the Oxford College Library, Andrea Heisel, Associate College Librarian, moved with her family to Washington State in May 2013. She accepted a position as Associate Dean for Library Operations at Evergreen State College. Ellen Neufeld was promoted to Assistant College Librarian for Collection Management. Jessica Robinson was promoted to Assistant College Librarian for Finance and Operations. Jonathon DaSo and Sarah Henderson were promoted to Library Specialists. Ben Brown was promoted to Computing Support Specialist. Christopher Bishop and Jessie Lowman were hired as new Library Specialists.

Dynamic Information Content. One of the library's key missions is to provide excellent resources and services in a collaborative work environment. One of the decisions we had to make this year was whether to put all of the volumes in an off-site location, with computer stations and DVD/Reserves in various spots on campus. This would have required us to retrieve items from off site and pull/deliver to students, faculty and staff twice a day.

We went with a second option: place most of the collection, including some computers and DVD/Reserves, in a single, smaller space. This allowed students to come directly to one library location, to browse the collection and pick up items immediately. Though the space was small and cramped, it made more sense to adhere to the mission: we provided access to library resources in a collaborative work environment in Lovern Hall. Since the space was reduced and volume count was reduced, it is reasonable that circulation statistics were also reduced for this year. Across the board, circulation of reserve items, books, and audiovisual items all fell around 30%.

Yet we made many positive changes. For the second year in a row, the staff worked diligently to weed the collection. The majority of this reduction focused on items that had become out of date, had fallen into disuse, and were archaic or in irreparable shape. By utilizing the Bowker Book Analysis, we continued to add new, relevant volumes to the collection. We also worked hard to provide popular reading e-book and audio book access for library users, not only at Oxford, but across the University. This service, called OverDrive, has been used by nearly 700 individual library patrons to date.

Goal: Research Practices

Notable Achievements/Highlights:

- Despite a lack of dedicated library classroom space for the Research Practices instruction program, the Research Practices team was able to maintain the same level of service regarding library instruction, even increasing the number of classes taught and breaking ground in new courses
- In response to the lack of usual classroom technology (ie: computers for individual users), the library purchased 20 iPads and accompanying keyboards for use in Research Practices classes which supported hands-on, interactive instruction sessions
- Sarah Bankston and Ben Brown, the Departmental Computing Support Specialist for the library, led a session titled "We're Still Here!: Promoting & Supporting the Library Instruction Program" at the 2013 AABIG Conference which detailed the marketing efforts of the library during the transitional 2012-2013 year, as well as beginning the instruction iPad program

- The library contributed to campus-wide academic honesty programs by leading several sessions focused on academic honesty and plagiarism for New Student Orientation, International Student Orientation, and PALs; this year Andrea Heisel & Sarah Bankston led a training session for the PALs so they could facilitate conversations regarding plagiarism and paraphrasing during the orientation session which led to greater interactivity and involvement of students
- Through collaborations with faculty, the Research Practices team developed new library instruction units in BIO 120, PSYC 200, ECON 231Q, and French and Spanish classes
- Sarah Bankston & Andrea Heisel supported the "Doing Digital Humanities: Transcription, Markup, and Mapping" two-day track at IPLA (Institute for Pedagogy in the Liberal Arts) for Kathryn Tomasek, Associate Professor of History at Wheaton College
- 5.4% increase in the number of library instruction sessions taught
- 23.81% increase in the number of contacts during library instruction sessions
- The number of 2nd and 3rd follow-up library instructions sessions increased in 2012-2013, a trend which reflects the Research Practices instruction program goal to work closely with classes and their assignments in order to teach students research skills at their point-of-need
- In late fall, Ellen Neufeld was promoted to Assistant College Librarian of Collection Management, and has taken on more teaching responsibilities
- In early Summer 2013 Jessica Robinson was promoted to Assistant College Librarian of Finance & Operations, and has taken on more teaching responsibilities

Challenges/Notable Issues:

- The Research Practices team was down one member in late Fall 2012 with the departure of Sean Lind, the Digital Services Librarian, who led the Virtual Services team and was Personal Librarian to several social sciences departments. Despite this challenge, the Research Practices team was able to stay on target with the goal to increase library instruction across campus and built upon collaborations with faculty that Sean had developed
- At the beginning of summer 2013, Andrea Heisel, the Associate College Librarian and Personal Librarian to the natural sciences departments, left Oxford College. Andrea had a long-time collaboration with the Biology department in particular, and her departure opens up opportunity to further develop relationships between the library and the science departments as well as the opportunity to think creatively about ways in which the Personal Librarian program is structured

Metrics (Supporting Data):

- 155 instruction sessions taught in 2012-2013
 - o 2011-2012: 147 classes
- 36 second instruction sessions taught in 2012-2013
 2011-2012: 31 second sessions
- 15 third instruction sessions taught in 2012-2013
 - 2011-2012: 7 third sessions
- 232 individual research and archive consultations conducted in 2012-2013
 - o 2011 -2012: 393

- As expected due to library construction and temporary relocation in a much smaller space, most statistics that involved traffic to the library, including the research and archive transactions, decreased in 2012-2013
- 99.53 total hours spent with students in research and archive consultations
- 2,985 contacts (attendees) in library instruction sessions
 - o 2011-2012: 2,411 contacts
- 5,993 Information Desk transactions in 2012-2013
 - o 2011-2012: 11,382
 - As expected due to library construction and temporary relocation in a much smaller space, most statistics that involved traffic to the library, including the Information Desk transactions, decreased in 2012-2013
- In end-of-class assessments when asked what they would do differently as a result of the instruction session, student responses included "utilize the research tools on the library website," "find data and evidence in a more scientific way," "use databases more," "use Boolean search methods," and "use citations as a source to find other sources," all of which indicate an increasingly sophisticated approach to research. Also, students frequently stated that the interactive and hands-on nature of the sessions, supported by the new iPads, were critical to their learning

Goal: Hub of Living and Learning

Notable Achievements/Highlights:

- Completed construction of new Library and Academic Commons project on time and within budget
- Planned and executed move into the new Library and Academic Commons which included coordinating collection and furniture move from Lovern Hall, High Museum, and an offsite storage location; and recycled via Emory Surplus book shelving not needed in the new building
- Partnered with Dean of Academic Affairs and Chief Academic Officer, Ken Anderson, to develop, install, and host the ninth annual "Inspired Performance: A Celebration of Professional and Artistic Creativity," a major college exhibit and reception, with 28 exhibitors and a collaboration with DAR on dedication of the Steinway piano in Tarbutton lobby
- Sponsored seventh annual "Chocolate, Sweets, and Other Treats," new student orientation event, collaborating with Campus Life to host the party as culminating orientation event following Convocation and a new Candlelight Processional
- Employed 45 student employees
- Hosted seven exhibits: Mind's Eye, Speckled Bird, Poetry Month, Banned Books, National Library Week, Graduating Sophomore's favorite book, and Valentine's Day
- Planned and hosted ice cream party to celebrate opening of new Library and Academic Commons

Challenges/Notable Issues:

- Maintaining all library services out of modular home and Lovern Hall of Allen Memorial United Methodist Church
- Significant transition of library staff
- Lack of student study space

• Developing and hosting "Inspired Performance: A Celebration of Professional and Artistic Creativity," in a different location

Metrics (Supporting Data):

- "Chocolate, Sweets, and Other Treats" was rated third favorite social event during Orientation results from Evaluation for New Student Orientation
- Library attendance high despite relocation: 102,743 visitor count
- Highest average daily attendance was on Thursdays at 523

Goal: Dynamic Information Content Notable Achievements/Highlights:

- In an effort to identify weaknesses in the current collection and provide leaner, more updated resources, we utilized Bowker Book Analysis system to analyze our print collections against base recommendations by RCL (Resources for College Libraries) for undergraduate libraries. Since we began this project in 2010, we significantly increased the percentage of recommended titles owned in several key areas. Examples include an increase in recommended religion holdings by 4.5%, literature 3.3%, psychology 3%, science 3%, with every Dewey category showing an increase for an overall library holdings of RCL recommended titles increasing by 2.5%
- Completed year one of the OverDrive e-book and audio book collection for popular reading for all University faculty, staff, and students. The Oxford library funded the entire subscription and all titles for the University. Currently there are 273 unique titles in OverDrive (combination of both audio and e-books) with 313 total copies. As of June 21, 2013, a total of 674 new users from across the University have registered with Emory's OverDrive service
- Following on the heels of last year's significant weed of reference and bound periodicals, this year library staff began to weed the regular print collection. The overall increase in recommended RCL holdings (bullet one) is even more impressive since, for the second year in a row, the print collection was reduced by more than 4,000 volumes
- Began preparations for web site migration from Drupal to Cascade. Cascade is the web platform currently being used by the main University web site, and will be incorporated by University libraries, including Oxford. The Oxford library worked with University LITS (Library and IT Services) to set up usability testing with Oxford faculty and students, and to develop a web site content inventory in preparation for July migration
- Added a special computer work station offering Lynda.com, a service previously available only to faculty/staff/students at the Atlanta campus. Lynda offers unlimited access to a library of 1,948 courses in various disciplines (free to user) including design, web development, photography, video, 3D business and audio
- Streamlined several work processes including sending automated overdue notices to users, providing receipts via email for checkouts, cataloging of DVDs, obtaining New York Times bestsellers via an approval plan, and establishment of separate Graphic Novel designation in the library system
- Continued to build a presence in social network outlets particularly on Facebook (501 followers, increase of 63% from last year) and Twitter (138 followers, increase of 72% over last year)

Challenges/Notable Issues:

- This year offered one of our greatest challenges: How can a library provide seamless service when there is no library building? We had limited study space for students, so fewer people came to Lovern Hall, therefore fewer items were checked out this year. Another challenge was not having access to part of our collection. It was housed in "dark storage," meaning it was off site and not retrievable for the entire academic year
- Another notable issue was the second year in a row of the withdrawal of over 4,000 volumes. Weeding is an essential component of operating a viable library, though many patrons become uncomfortable at the idea of a reduction in physical volumes. The systematic review of books with limited space was another daunting task that we accomplished. All the withdrawn items (that were not in ruined condition) were donated to Better World Books

Metrics (Supporting Data):

- Total circulation for the year fell by 30% over last year, with a total of 32,777 loaned from the Oxford library
- Total Oxford Collection size: Volumes: 84,543
- Reserve items continue to be a highly circulated item yet fell 28% with 18,512 total circulated
- Withdrew 4,672 volumes from the book stacks
- Added 322 new DVD titles for a total collection of 1,647 titles

Library Goals for 2013-2014

Research Practices

- 1. Increase the reach of the Research Practices instruction program, identifying new faculty, new courses, and new initiatives that could benefit from research instruction, as well as identify partnerships across campus and libraries that will enrich research instruction at Oxford College.
 - Create and identify already-existing online tutorials/videos/digital objects that will allow students to access library instruction at point-of-need through the website
 - Experiment with new teaching models, like the flipped classroom
 - Expand academic honesty materials on our website
 - Work with the writing center to develop services for their tutors as well as identify ways in which we can collaborate with them
 - Evaluate LibGuides and create a best practices for Oxford's guides
 - Present to OSO meetings
 - Partner with OCIT for educational technology demonstrations, creating new one-shot sessions for students that involve using Zotero, making good presentations, and other similar topics
 - Develop an instruction mentoring program for new or emerging librarians
 - Write an article for Emory Report about our instruction program
- 2. Develop and implement assessment plans for assessing student learning, the impact of library instruction upon classroom assignments, and gathering faculty feedback.
 - Continue to work with the faculty feedback form for instruction assessment
 - Hold a Faculty Focus Group in Fall 2013
 - Experiment with assessment strategies for instruction
 - Utilize information learned from the ACRL pre-conference to conduct analyses of student bibliographies
- 3. Develop a culture of self-assessment, peer-assessment, and reflection within the Research Practices team in order to strengthen library instruction.
 - Create Standards-based self-assessment
 - Create Standards-based/rubric-based peer assessment
 - Investigate reflection practices
 - Pilot reflection exercises and self- and peer-assessments
 - Develop "best practices" for these new assessments

Hub of Living and Learning

- 1. Develop new campus partnerships
 - Create a Student Library Advisory Committee/Board
 - Develop an Exhibit Advisory Committee/Board faculty and staff members
 - Formalize working relationships with writing center, tutors, and SI's
- 2. Support students by providing excellent, useful services and maintaining an inviting, clean, and comfortable physical space
 - Implement study and tutor room scheduling solution
- 3. Hire, coach, and mentor excellent student employees
 - Develop student employee leadership program for superlative student employees
 - Develop marketing for student employees to help them promote their work on resumes
- 4. Schedule dynamic and exciting exhibits and events for grand opening of new Library and Academic Commons

- Create event series for grand opening which occurs throughout the year
- Create exhibit series with Exhibit Advisory Group based on campus events, distinguished visitors, etc.
- Develop, with Emory Creative Group, logo and marketing slogan for our "year of the library"
- Plan and host Grand Opening Reception for the new Library and Academic Commons
- Host two exhibits: Transformation of the Oxford College Library and Big Bend
- Host the following events: freshman orientation/convocation party, Halloweek, fall and spring semester study breaks, National Library Week, National Poetry Month, and Inspired Performance
- Continue working with college and university groups on exhibits and events
- 5. Complete move and settle into the new Library and Academic Commons
 - Learn new building layout and create emergency plans, maintenance and cleaning agreements
 - Work with Avyve, campus security/lock shop, and OCIT to learn new technology in the building

Dynamic Information Content

1. Generate and coordinate useful and informative electronic content

- Maintain marketing presence via social media, cable TV, library website
- Migrate library website to Cascade along with all Emory University Libraries
- Develop Camtasia instructional videos for basic library FAQ
- Develop library newsletter through Cascade to push out new resource information
- 2. Enhance library collections to support current curriculum, multiple publishing platforms and student/faculty requests
 - Develop streamlined eBook, marketplace, graphic novel and bestsellers acquisitions
 - Use Bowker Book Analysis to bring core academic titles owned by library to 15% for Social sciences (300), Science (500), Arts (700), Literature (800) and History (900), Fiction and Biography
 - Develop copyright compliant streaming film/video options (SWANK, Media Ed Foundation) for patron access through discoverE

3. Streamline cataloging processes and make all collections searchable/discoverable

- Work with core services to review and streamline EOCR download processes for Oxford
- Work with University roving archivist to catalog unprocessed materials and to develop metadata for digital images
- Work to make DVD collection more easily browsed
- 4. Support Emory University Libraries new software implementations
 - Work with all University libraries to successfully migrate web pages from Drupal to Cascade, from Reserves Direct to Ares, upgrade Primo, and plan for migration to Alma



Appendices I. <u>College Enrollment and Library Attendance</u>







Oxford College Research Consultations 2008 - 2013 1200 1000 800 600 400 200 0 2008-2009 2009-2010 2010-2011 2011-2012 2012-2013

309

393

232

1122

Consultations

751

II. Instruction and Public Services Activity



Instruction and Public Services Activity Continued

Reference							
Short Reference (<15 minutes)	510	87	28	61	1	0	687
Technology							
AV Equipment & Media Booking (was A	41	7	2	1	0	0	51
Computer Assistance	322	50	39	5	0	0	416
Printing/Scanning/Faxing	1001	31	8	4	2	0	1046
Other							
Circulation/Reserves	54	13	14	4	0	0	85
Circulation*	586	287	28	125	3	0	1029
Reserves*	273	127	40	109	0	0	549
ILL/AOR*	78	25	15	6	0	0	124
Directional/Supplies	1418	332	45	29	0	0	1824
Fines*	43	4	8	2	0	0	57
Scheduling Rooms	4	0	0	0	0	0	4
Visitor Check In/Out	6	0	0	0	0	0	6
Other	86	22	3	4	0	0	115
Total	4422	985	230	350	6	0	5993

*New fields were created in August, so the duplication reflects the change since stats were kept both before and after the change.

III. Circulation







Circulation Continued

Oxford Items Loaned to Emory												
Library	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
General	123	19	169	240	212	202	299	273	81	108	114	100
Health Science	2	5	2	9	15	9	11	16	22	16	9	7
Law	3	0	12	7	8	0	3	13	8	8	13	11
Theology	3	2	14	14	16	9	8	24	19	6	18	15
Total	131	26	197	270	251	220	321	326	130	138	154	133

Circulation Activity – Oxford Items Loaned to Emory



Circulation Activity - Emory Items Loaned to Oxford

Emory Items Loaned to Oxford												
Library	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
General	159	12	192	419	434	486	548	381	81	97	111	69
Health Science	1	0	6	2	4	4	0	1	2	3	4	1
Law	0	0	1	1	5	1	1	З	1	0	0	2
Theology	4	2	18	22	21	36	27	6	5	12	17	5
Total	164	14	217	444	464	527	576	391	89	112	132	77



IV. Interlibrary Loan / Document Delivery







Five Year Totals for Document Delivery between Oxford and Atlanta Campus Libraries

V. <u>Resources</u>

	2009-2010	Added	Withdrawn	2010-2011	Added	Withdrawn	2011-2012	Added	Withdrawn	2012-2013
Books and Serials Bound Volumes										
Copies (volumes)	88,911	1,799	204	90,506	1,639	4,648	87,497	1,718	4,672	84,543
Titles	67,176	1,657	158	68,675	1,426	2,927	67,174	1,647	3,793	65,028
Microforms										
Microfilm Reels	0	0	0	0	0	0	0	0	0	0
Other Microform Units	0	0	0	0	0	0	0	0	0	0
Total Microfilm Units (film, other)	0	0	0	0	0	0	0	0	0	0
Microfilm Titles	0	0	0	0	0	0	0	0	0	0
Manuscripts and Archives										
Linear Feet	148	0	0	148	0	0	148	0	0	148
Videocassettes	162	0	0	162	0	0	162	0	0	162
Cartographic Materials										
Physical Units	1	0	0	1	0	0	1	0	0	1
Sound Recordings										
Copies (physical units)	171	4	0	171	4	0	171	0	16	155
Titles	152	2	0	152	2	0	152	0	2	150
Motion Pictures and Video Recordings										
Copies (physical units)	1,637	191	0	1,828	240	284	1,670	616	0	2,286
Titles	1,218	179	0	1,397	238	284	1,325	322	0	1,647
Computer Files										
Copies (physical units)	22	1	0	23	1	5	19	0	1	18
Titles	14	1	0	0	1	5	15	0	1	14

VI. Electronic Transactions



^{*}No data is available for 2008-2009

	Top Library Pages						
Rank	Page	Pageviews					
1	Library Homepage	44,389					
2	Electronic Syllabi	1,782					
3	Citing Your Sources	1,533					
4	Services	1,063					
5	Databases	1,008					

Ratio of Link Resolver Requests to Clickthroughs

