Ball State University Libraries

A destination for research, learning, and friend

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University Libraries' Performance Summary against Goals: 2011-2012

The *core responsibility* for the University Libraries' professional and paraprofessional personnel is to provide a sophisticated range of library and information services for our students, faculty, and other community members in a welcoming and customer friendly environment. It is noteworthy that for the period **July 1, 2011 through March 31, 2012**:

- The Libraries' turnstiles recorded 1,136,188 visits for the 267 days open, an increase of 6.4% over the same period one year earlier for the 267 day-period. This turnstile count represents a daily average of 4,846 visits. At this time, the Libraries are at 80% of its year-end goal for 1,615,000 visits for the fiscal year.
- During Fall Semester 2011-12, there were 18,416 undergraduate and graduate students enrolled at BSU. Of these, 16,460, or 89.4%, used at least one Libraries' service from among circulation services, interlibrary loan, public computers, and printing in the Libraries.
- Students, faculty, and others printed 3,831,000 pages for their research and learning during the period July 1, 2011 through March 15, 2012. Of these, 44% were Word documents, 25% were PDFs, 17% were PowerPoints, 4% were Web pages, and the remainders were other types of documents.
- The Libraries have expanded student and faculty access to all the common software used on campus through a key server, including some specialty applications requested by faculty.
- Bracken Library is open 122.5 hours per week, longer during finals, including 20 hours per day for five days each week.

Summary of Significant Performance in Achieving the Libraries' Six Objectives

- 1. Provide uniformly gracious services to all in a user-friendly environment that supports learning, research, classroom instruction, and academic achievement
- Answered 19,077 information questions, 14,015 technical questions, and 36,795 directional questions for students, faculty, and others in the University Libraries
- Continued to expand the Archives and Special Collections as a "teaching archives" by increasing the number of specialized instructional sessions on archival resources to 101, an increase of 60 sessions (59%) compared to last fiscal year 2010-11.
- Began offering three-day check-outs of the majority of Reference Collection materials for user-friendly access to thousands of resources previously reserved for on-site usage.
- Maintained and provided frequent postings to the Libraries' Facebook site, providing a popular, social-media Web 2.0 access point for students to connect with the Libraries' community, now garnering over 2,700 'likes.'
- Expanded Educational Resources Collections to incorporate the Leveled Reading Collection to assist student teachers in training with tutoring area school children in developing reading skills, and unit personnel created supporting resources for student use.

- Hosted regional visitors to demonstrate the design and technology used in the Schwartz Digital Complex as a model for projects they have in progress or are contemplating.
- Upgraded computers in individual scholar study carrels to improve the online research experience for student and faculty researchers in these spaces and provided prompt technical support for people using the advanced media and technology in the Schwartz Digital Complex, meeting rooms, public access workstations, and other computer teaching spaces.
- In response to faculty and librarian selections of informational materials in all formats, placed nearly 6,600 orders and received over 8,250 new items to serve the educational, instructional, and research needs of Ball State students and faculty.
- Prepared comprehensive reports and accreditation documentation for four academic departments and continued to maintain records for other units when they have accreditation.
- Established a pilot program to allow graduate students and faculty in three science departments to expend funds from their departments' library materials allocations to pay for interlibrary loan requests.

2. Increase access to information resources at the desktop and through mobile devices for students and faculty

- Re-launched a newly re-designed Libraries' mobile Web site to provide students and faculty an attractive and usable interface with more flexibility built on the jQuery Mobile framework in response to their expectations to obtain library services via their small-screen devices.
- Implemented a newly created *CardCat Call Number Texting Application* (SMS messaging) for users to send call number and location information to personal mobile devices on demand to improve locating material in the collections of the University Libraries.
- Updated the Libraries' mobile device Web interface for faster loading and included a mobile friendly interface to the recently enhanced *OpenRoom System Application* to schedule group study spaces in Bracken, thereby saving students time and staff considerable time.
- Developed and successfully implemented the *Stacks Locator Web Application* to direct students and faculty to specific locations of books, journals, and other Library resources on shelves, reducing user confusion about locations and time spent looking for materials.
- Increased discoverability through CardCat to the Libraries' e-resources by loading 16,779 new records and deleting 10,916 records, resulting in a net growth of 5,863 accessible titles.
- Improved discovery and access to Ball State electronic theses and dissertations (ETDs) by migrating Cardinal Scholar to a dSpace platform, transferring digitized Ball State theses and dissertations to the new Cardinal Scholar instance, and reviewing/reworking collection metadata to include access by abstract, advisor, and subject.
- Began implementing QR codes at various sites and on selected resources to provide students, faculty, and others with enhanced information and research assistance points.
- Began providing free access for the Ball State academic community to several newly acquired Geographic Information System (GIS) resources that allow students, faculty, and community members to manipulate, manage, and analyze all types of data for research, learning, and classroom instruction.

3. Accelerate the transition from a print to a predominately-digital environment through the acquisition of electronic resources for research, learning, and classroom instruction

• University Libraries are making steady progress toward its goal of transitioning to a predominately digital environment, as reflected in the nearly 64% of total acquisitions money

- expended this fiscal year to purchase digital resources, an increase of 12% from two years ago for fiscal year 2009-2010.
- Acquired 118 signature research collections from donors and began to digitize the resources for accessibility through the Digital Media Repository. Collections include scrapbooks, photographs, papers, and other documents about local and area personalities, political personalities, organizations, and collectables.
- Received a 2011-12 Library Services and Technology Act Digitization Grant for \$12,179 to digitize Grant County (Indiana) Veterans Oral Histories in collaboration with the Marion Public Library, a project that is nearly completed.
- Collaborated with University and various external groups and organizations to build digital collections of their materials to support teaching, learning, and research. These collections are accessible in the Digital Media Repository.
- Changed subscriptions to digital format for 15 scholarly journals and acquired additional digital archives for key resources such as the *Social Sciences Citation Index* (1965-1980) and the *United States Serial Set* (1980-2003).
- Increased the Libraries' number of e-journals by 4,300 titles (14%) to over 35,000 unique titles, including digital archives for use by students and faculty to support research, learning, and classroom instruction.
- 4. Expand the University Libraries' initiatives to transform analog resources to digital collections, increase the visibility and ranking of the Libraries' assets globally, and facilitate development of emerging media opportunities for learning, research, and classroom enhancement
- The University Libraries made significant progress in developing digital content by increasing the number of Digital Media Repository (DMR) assets by 75,368 items, raising the total number to more than 370,000 items for learning, teaching, and research. This accomplishment brings the Libraries closer to achieving our goal of creating 1,000,000 digital assets by 2015.
- Began project to digitize 900 reels of historic16mm films of Ball State and Muncie area, completing of about 700 reels. Of those available, almost 200 films (28%) are accessible for research, learning, and teaching through the Digital Media Repository.
- Developed successful computer application for processing, reviewing, editing, and creating timestamps for digitized films to streamline workflow, communication, and collaboration between Libraries' personnel for the 16mm film digitization project.
- Using Google Analytics, an analysis of Digital Media Repository data revealed 834,326 page views of digital collections by students, faculty, and local, state, and international researchers from April 1, 2011 through March 15, 2012, an increase of 39.6% compared to the same period in the previous year. Data also showed 121,130 visits to the Digital Media Repository, a 48.5% increase over the same period last year.
- 5. Provide a broad range of computer-based learning resources, applications, and services to enhance student learning and that support our undergraduate research culture, and expand technical training opportunities for students, faculty, and staff
- Information services librarians, in academic partnership with classroom faculty, conducted 834 research instructions sessions, reaching 14,649 students (some duplication of students).

- Created Web-based video tutorials on selected research topics for on- and off-campus Ball State Students to facilitate independent student learning anywhere and anytime.
- Began offering distance education students extended research appointments via Skype software to mirror the experiences provided to on-campus students.
- Provided 119 subject-based or course-related guides to assist students with research and learning tools that have been accessed over 36,000 times this fiscal year to date.
- Acquired over 20,000 items via Interlibrary Loan Services for BSU student, faculty, and staff.
- Expanded workshops and free classes to include more sessions and/or topics related to online applications, including three of the more popular *EndNote for Students, Mobile Technology: Library Research in the Cloud,* and *Google: Beyond the Basics.*
- Began a pilot project to incorporate the use of i-clickers in the Libraries' research instruction classes to promote immediate feedback and enhance student participation.
- Reorganized the Archives and Special Collections information and research area to incorporate public workstations to provide easier and faster access to digitized primary source materials that support an undergraduate research culture.
- Increased by 5 the number of flatbed scanners available on public access workstations in the Libraries to facilitate increased demand from students to convert print material to digital.

6. Increase diversity within the University Libraries' workforce, including expansion of programming in the academic community to promote awareness of diversity

- Hosted well-attended multi-cultural events, such as "Saudi Day," and "The Amazing Taste Fair International Food and Cultural Festival," and participated in Explore Ball State Day (part of diversity recruitment).
- Provided research instruction and/or library orientation sessions to 12 Intensive English Institute short-term classes, reaching 177 students for whom English is not a first language.
- Hosted a Staff College session for Libraries' personnel on working with international students both as employers and in providing library services.
- Created Bracken Library lobby displays promoting materials in multiple formats on a variety of topics including Black History Month, Disability Awareness Month, Women's History Month, Martin Luther King Day, Native American Heritage Month, among others.
- Created an exhibit, *The 1968 Poor People's Campaign: A Visual Memory* featuring the photographs of photojournalist and Ball State faculty member Prof. Ken Heinen. The exhibit documents the historic campaign and march on Washington D.C. that was part of the second phase of the Civil Rights movement, and includes images of Coretta Scott King, Ralph Abernathy, and other prominent Civil Rights figures.
- Angela S. Gibson, GIS Specialist, participated in a presentation at the Jerry Malloy Negro League Baseball Conference in Indianapolis, and along with Robert C. Bass, later coauthored an article about the use of GIS to identify the original Indianapolis baseball park where the first negro league game was played. The article appeared in the Fall 2011 *Journal of Sport History* 38(2):401-409, 2011.
- Enriched University Libraries' collections with multinational and multicultural resources from designated grants and gifts, resources for use by students, faculty, and community members.