

COMMUNICATIONS LIBRARY
Annual Report
July 1, 2012 – June 30, 2013

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I. Unit Narrative:

1. Major Activities and Accomplishments:

The College of Media (COM) has been growing in enrollment, faculty, and classes for the past several years. Enrollment has increased significantly since August 2009 when the college began admitting sophomores and freshmen. In January 2009, the Agricultural Communications Department transferred from ACES to the COM. In addition, in 2009 the Communications Library assumed responsibility for the Department of Communication (LAS) and for a portion of the Library Science collection when that library was consolidated. The increase in enrollment for the COM and increase in responsibilities of the 2 additional departments have had a substantial effect on the Communications Library in a number of ways, but most notably in the number of students using the Comm Library space and the number of instruction sessions offered, since undergraduate users typically need more assistance using library resources and accessing information.

Service:

During the past year the Library has continued its effort to promote library instruction services to the COM and Dept. of Comm faculty. The increased enrollment of freshmen and sophomores has made the need for library instruction even more obvious to library staff. Services that are promoted included library tours; formal classroom library instruction, where students are provided with hands-on instruction on how to use specific databases and resources; one-on-one sessions for upper level students; and the creation of course guides for specific classes/research assignments. The course guides complement the instruction session by providing hyperlinks to the online resources discussed in the session. Students may then refer back to the course page when working on their assignment for a list of relevant sources. In addition, we actively assess our instruction efforts. At the end of the semester, we use Google Analytics to assess the use of the course guides; we ask students who participated in formal library instruction to complete an evaluation; and we have the instructors for these classes complete an evaluation. These evaluations provide us with valuable input from instructors AND students on how we may improve instruction, library services, and our website.

For the past 2 years, the Communications Library has provided tours/orientation sessions with every new freshman and graduate student in the College of Media and every new graduate student in the Department of Communication. We credit this significant accomplishment to the fact that the departments we serve recognize the importance of the Communications Library to their programs. The opportunity to meet with every incoming student in the COM and Dept. of Comm provides us with an important opportunity to develop relationships with students that contribute to their experience at Illinois.

We are very proud of the increase in 1. Gate Count for the Communications Library 2. Circulation of Communications Library resources 3. Instruction sessions and 4. Reference questions answered. We attribute this accomplishment to the positive relationship with our users and our ability to find creative ways to provide service and meet their needs.

While many libraries on the Illinois campus have decreased the number of hours they operate, due to declining budgets or an increase in minimum wage, the Communications Library views this as unacceptable for its users. Instead, we have applied more creative approaches to staffing so that we can not only maintain our hours but increase our normal hours of operation and offer extended hours of operation the weeks before and during finals week (for fall and spring semesters). We staff our evening and weekend ours with our GA and student workers, we only schedule our student workers during peek times of the weekdays, and our student workers and GA are scheduled only during the fall and spring semesters. This practice allows us to staff the library when it is busiest, during the fall and spring semesters and when our users need the library the most. We do not schedule our student employees during the summer months. During the summer, the Comm Library is only staffed by our full-time staff. We are very proud of the fact that the Communications Library is 5th after Grainger, UGL, ACES, and SSHEL in the number of operating hours, especially considering the fact that our student wage budget is a small fraction of these other libraries.

College of Media Accreditation Study:

In the Fall of 2012, the College of Media participated in the AEJMC Accreditation examination. The Communications Library contributed information to the College's report detailing the Communications Library facilities, services, and resources. The Communications Librarian met with the Accreditation Team to answer their questions and provide them with a tour of the Comm Library facilities. One major concern of the Accreditation Committee from the previous report (2006) was with the Comm Library facilities. During the past 3 years, the Communications Library has worked with Library Facilities to improve the facilities. Those efforts and the International News Lounge resulted in positive feedback about the Communications Library, with no areas that we needed to improve on!

Collections:

The Communications Library continues to inventory and weed its collection to keep it current for communication studies researchers. In addition, we applied for and received a \$10,000 grant from the Stevick Foundation for 1. the purchase of new educational videos and 2. the purchase of newer formats of or reformatting of videos on older formats (VHS or Beta). Instructors all over the Illinois campus rely on the Comm Library video collection for their instruction. This gift will enable the Comm Library to keep its collection current and to contribute to the educational mission of Illinois.

The Communications Library continues the publication of its annotated booklist which is distributed to College of Media and Department of Communication students and faculty.

Promotion and Publicity:

Promotion is an important activity of the Communications Library. We use a variety of vehicles in our promotion efforts: table tents, posters, signage, listserv announcements,

website announcements, Communications Library bulletin board and exhibit case, and digital signage. We use these vehicles to promote new resources, services, and space; additional information on how to access or use resources; and under-utilized resources or services.

2. Major Challenges

From May to December 2012, the west side of Gregory Hall (where the Communications Library is located) was involved in HVAC construction. The construction presented a number of challenges for the library. In May and June, the Communications Library provided service from its upper level only and in July and August, service was provided from its lower level. This arrangement required identifying essential resources and collections for relocation to the upper and lower level; regular communication with departments served and UIUC Library staff so that the Comm Library could maintain service to its users. Thanks to the support and resourcefulness of the Library Facilities Dept, the event went relatively smoothly and things were back to normal a week before the Fall 2012 semester. The College of Media faculty and staff were relocated to another campus building until January 2013. The Comm Library made an effort to provide space for faculty to meet with students and for faculty to use the library for office hours, etc.

3. Significant Changes to Unit Operations, Personnel, Service Profile, or Service Programs

In January 2012, the International News Lounge was established in the Communications Library. During FY 2013, the Communications Library devoted staff time, library resources, and creativity to promotion and assisting library users with the News Lounge which included the following activities:

- Established a webpage for the News Lounge that included instructions on its use; information on how to upload news content, including a youtube video; channel listings; audio information for listening to the news.
- An open house for UIUC library staff and campus faculty and students to visit the News Lounge
- Tours and information sessions for: departmental libraries, UIUC library staff, UIUC Graduate Assistants, Mortenson librarians
- Promotional activities targeting: relevant foreign language and culture departments; Registered Student Organizations for international students; students and faculty in the College of Media and Department of Comm (LAS)
- Participated in instruction for editing software for uploading news content
- Began work on creation of FM app for listening to FM audio
- Created brochure for Quad Day and other campus events
- Created Comm Library exhibit for Greg Hall patrons
- Successfully received funding for purchase of loanable audio devises and flashdrives for users
- Acquisition of funding for cables for use in uploading news content
- In the spring of 2013, we conducted an evaluation of the International News Lounge. We received a 15% participation from students in the College of Media.

4. Contributions to Library-wide Programs

The Communications Librarian contributed the following to Library-wide programs:

- Reference assistance to the Central Reference Hub services for virtual and on-site reference assistance
- Provided information session to Mortenson Center Librarians on communications librarianship and providing access to international news
- Provided tours of International News Lounge to UGL Graduate Assistants, International and Area Studies Librarians, Library Staff Steering Committee members
- Hosted an Open House for UIUC campus for International News Lounge

5. Progress Made on Goals from Previous Year

The FY12 unit goals that were accomplished include:

- The library increased the number of instruction sessions it offered, as well as the number of students that we reached through these sessions.
- The International News Lounge was established in January 2012. During the past year, we have devoted time and effort promoting the News Lounge to faculty and students in the College of Media, Department of Communication, University Library and, remainder of the UIUC campus
- Trained Comm Library Staff in operating and trouble-shooting the new International News Lounge
- Providing service during HVAC construction on Gregory Hall

6. Unit Goals for FY 2014

- Continue the momentum we has maintained since 2009: continue the wide variety of library instruction options for faculty and students; maintain our extensive hours and extended hours service the week before and during finals week.
- Continue to promote the library to new faculty and incoming students in the College of Media and Department of Communication
- Continue to promote the opportunities provided by the International News Lounge to UIUC faculty and students, especially to individuals outside the area of communication studies
- Pursue ways to provide access to additional international 24 hour news channels via the International News Lounge
- Continue the strong relationship with the College of Media and Department of Communication

7. Graduate Assistant Staff

The Communications Library employees one 25 percent Graduate Assistant as part of the stipend for Lisa Romero serving as Division Coordinator for the Social Science Division.

The major responsibilities of the Communications Library GA are:

- Provide evening, weekend and daytime circulation desk/reference service to Communication Library users (provide solo staffing of library 2 evenings per week). Provide staffing for extended library hours the week before and during finals week.

- Develop and provide library instruction sessions; create handouts and web guides; provide tours; one-on-one database instruction sessions for faculty, etc.
- Updates and creates new web pages for library website
- Work with the Communications Librarian in the evaluation of services and instruction methods/tools including Google Analytics, Web Surveys, etc.
- Assist with promotion of library services and resources (posters, listserv announcements, table-tents, signage, exhibits, etc.)

II. Statistical Profile:

1. Facilities

- User seating counts
 - at tables: 76
 - at public workstation or index tables: 12
 - informal/other: 20
- Number of hours open to public per week
 - Summer II 2012: 40 hours
 - Fall 2012: 82.5 hours (+7 hours/week for extended hours the weeks before and during finals)
 - Spring 2013: 82.5 hours (+7 hours/week for extended hours the weeks before and during finals)
 - Summer I 2013: 40 hours

2. Personnel

- Name and % appointment
 - Lisa Romero (Faculty) (100%)
 - Nick Rudd (Staff- Library Specialist) (100%)
 - Erik Chapman (Staff- Library Specialist) (100%)
 - Ryne Leuzinger (GA) (25%) (as part of Division Coordinator Stipend)
- Student Employee Information
 - Student Hourly Employees: .7 FTE
 - Student Wage Budget: \$11,616
- Practicum Student Employee Information
 - Adam Mann (Fall 2012)

3. User Services

In Fall 2009, the College of Media became a 4-year college, admitting freshmen and sophomores. Use of the Communications Library space, collections and services has continued to increase since FY 2009.

- Gate Count (from Communications Library Daily Statistics Sheets)
 - FY2013 Gate Count total: 59,724 users
 - (FY2009 Gate Count: 58001 users)

- Circulation
 - FY2013 Initial (non-reserves): 9604
 - FY 2013 Reserves: 3067
 - Call Slips: 1184

Our (non-reserve) circulation statistics increased 30% from FY2012 and our reserve circulation statistics increased 22% from FY2012.

- Reference & Information Services (from Sweeps Week/Desk Tracker)
 - In Person Questions : 2,800
 - Email Questions: 288
 - Phone Questions: 16
 - Total Questions: 3,104**

In FY13, the Communications Library ranked 7th after the Bookstacks, Central Reference, Grainger, UGL, SSHEL, and Uni High in reference statistics.

- Library Instruction
 - Number of formal instruction sessions: 35
 - Number of individual instruction/research consultations: 130
 - Number of group tours: 50
 - Total Number of participants: 1162

4. Collection Management

The following data will be generated from Voyager and provided by Content Access Management for individual units (if applicable) or Library-wide:

- Cataloged volumes= 342
- Film and video materials= 31
- Serials= 26
- Transfers to STX or Oak Street= 152

III. Preservation Statistics:

As of FY12, we no longer report detailed preservation statistics.