Undergraduate Library
Annual Report, July 1, 2011 – June 30, 2012

Submitted by Lori Mestre

I. Unit Narrative

A. *Major Activities and Accomplishments*: This past year the Undergraduate Library: implemented the physical infrastructure and service points for the Media Commons; continued to expand its loanable technology program; improved physical facilities; finished the conversion of media from Dewey classification to Library of Congress; enhanced technology integrated group and individual workspaces; created a student help desk on the lower level; developed a management model for Social Media which expanded the type and amount of information produced by the UGL; expanded use of unique collections and services such as the Gaming Initiative, and conducted an aggressive weeding project to free up space and transfer duplicate and low use items to Oak Street. These services and conversions were undertaken to enhance student access, research, instructional, and space needs.

Reference Activity: Student use of online reference services (chat reference) continued to climb in FY 13, while in person use of services continued to drop. Phone numbers are up due to better reporting at the Circulation Desk, and should continue to rise as reporting becomes more consistent. The pilot roving reference service was converted to a full time service, and the reference desk replaced with a small café table to serve as a "home base" for in person reference services. As with previous years, statistics reported for Virtual Reference are a sum of Hub services, since most shifts involve staff from multiple units. Additionally, we are using a different algorithm for separating reference from directional questions this year, which is resulting in slightly different results than last year. Our current methodology scores the following as directional questions:
- READ scale is 1, OR
- Question Type is "Directional/Hours" or "Technical Issues"
- All other questions are scored as Reference

Major Projects:
- **Expanded subject specialty in chat reference.** UGL continued to collaborate with subject specialists on expanding participation in the library-wide chat service. ACES reference staff were trained in IM Collaborator and began participating in chat regularly in FY 13.
- **Library-wide Reference training**. The UGL collaborated with libraries from the new Main/UGL hub on training in a variety of areas, including chat transcript training for analyzing reference interview techniques, READ training, Desk Tracker training, and other key areas.
- **Roving reference.** This service became standard in 2013, and will likely increase in FY 14 as new apps become available for the iPads.

Library Instruction:

Library instruction continued to grow from the previous academic year. This is due largely to two things: an LAS decrease in class size to 19 and an increase in international students on campus that increased the instruction for ESL 115 sections. There were 326 classes taught to 5,252 students. Susan Avery contributes to content related to the library and research assignments in the Rhetoric e-text, the CMN101 text, and the CMN 111/112 course manual. Usage of LibGuides created for CMN 111/112 and CMN101 remain among the top ten guides at the Library.

Major Projects:

- **LibGuides:** UGL created LibGuides received 73,913 hits during the past academic year.. UGL has authored 120 LibGuides and they are now on a schedule for systematic updating.
- **Clicker Usage**: The Undergraduate Library continues to be the major user of clickers as an assessment tool in library instruction.
- **Office Hours:** Office Hours @ the UGL continued on Monday afternoon and on Tuesday evening.. Despite our best efforts to encourage attendance at Ikenberry Commons in 2011-2012, there was little use of the service in this location and both sessions of Office Hours were held in the UGL. A decline in use of the service was noted during 2012-2013 and one of the goals for the coming academic year will be increased promotion of the service. The Office Hours for Student Athletes continued in the Irwin Academic Center and saw some increases in use this past year.
- **Loanable Technology:** In response to expressed needs of the Rhetoric program additional audio and video recorders were added to the loanable technology. A large number of students take advantage of the opportunity to conduct interviews as primary sources for their research papers. Indications are that demand for this technology will continue to grow as students increasingly take advantage of this opportunity.

Web Activity:

- The Undergraduate Library web page was modified, based on user feedback. More revisions, including a new footer, and an integrated design with the pages of the Media Commons is underway. http://www.library.illinois.edu/ugl/.
- In addition to regular updates to the UGL Blog, Facebook and tweets, the social media team, mainly graduate assistants, created a pinterest board to highlight collections and services of the UGL. http://pinterest.com/askundergrad/

Orientation: Various programs were supported by orientation services including the LAS101 first-year community, General Studies 101, transfer students, and outreach orientation services. Library Information for LAS101 was included in course packet material that goes to thousands of first-year students. General Studies 101 is also supported with requests from the section leaders for introductory library orientation and tours. Sections of GS101 first-year students began participating as a UX pool for the Optical Character Recognition research (e.g. Snapshot Module) during the Spring 2013 semester.

In the Fall 2012 semester, transfer student orientation programming support was held for the incoming classes of new transfer students. These students are provided tours and dedicated online help guides that will help them to make the transition to University study. This sustained support lends persistence to degree support for an important and underserved population.

The Orientation Services and Environments Librarian, as part of his research, continued development of wayfinding Apps and desired apps that are of direct benefit to the library patrons in the UGL. The first iteration "library helper http://go.illinois.edu/libraryhelper" is available on the Android Market as a free download. It guides new students to resources in the Undergraduate library. This type of application is unique to the University of Illinois and helps distinguish the Undergraduate Library in its cutting edge services to undergraduate students. The next iteration of

this project "Minrva" is now available on the Google Play App store: https://play.google.com/store/apps/details?id=edu.illinois.ugl.minrva
Minrva 2.0 is being developed under the IMLS National Leadership Grant with an expected release to take place in conjunction with CARLI.

Technology Prototyping Service [Project portfolio**:**http://dunatis.grainger.uiuc.edu/]

This new service, which is coordinated by the Orientation Services and Environment Librarian, is centered on creating efficiencies for library services and helps to develop and prototype next generation technologies, as well as to help libraries rapidly develop new services and IT efficiencies through design of middleware, APIs and lightweight web-services. This service developed out of mentoring and diversity programming related to the Orientation Services and Environments research and librarianship. The evolution of the Summer 2012 Diversity Internships into the Technology Prototyping Initiative continues the work of recruiting diverse perspectives into library IT work. The lab had developed a rapid prototyping pipeline (codebase, server space and project workflow) that could be useful for other Library units who want to quickly develop new tech services in their library, particularly mobile applications. Part of this role includes mentoring 3-5 interns in library IT work, including mobile services design and user study training and data collection from use studies.

<u>Gaming Initiative</u> (http://www.library.illinois.edu/gaming/)

Major Projects:

- **Classroom integration of gaming collection and services**. Continued multidisciplinary support of gaming in the classroom, including courses in GSLIS and English. Investigated support of emerging needs for classroom gaming support, including purchase of online-only games through Steam and vintage games.
- **Support of grant funded research**. Continued development of vintage gaming collection; worked with GSLIS faculty on project to define ways for long term archiving of gaming materials. Provided games and support for the Preserving Virtual Worlds II grant at GSLIS.
- **Improved in-library gaming spaces.** Developed gaming space on upper level to integrate with Media Commons space, including purchasing and installing additional consoles.
- **Collections**. Continued to expand gaming collection, including both modern and vintage gaming materials. Began re-housing project for vintage games, working with Conservation to devise appropriate long term storage containers. Devised methodology for digitizing vintage game content, and worked with other library faculty to discuss storage of digital game content.

<u>Media Commons</u> (http://www.library.illinois.edu/ugl/mc/)
As part of the Library IT/Fee requests, individuals from the Library, in collaboration with CITES, the Office of the CIO, CME colleagues, and faculty and students users with an interest in the creation, dissemination, use, and curation of digital media, worked to develop a plan for the Media commons at the UGL. The initial plan, with suggested equipment, furniture, floor plan, services and training requests was realized in Spring of 2013.

Major Projects:
o Conducted a successful search to hire a Media Commons Technology Support Specialist, who began February 2013.

- o Developed a short and long term plan for implementation of services, programming, and training
- o Installed most of the needed furniture and equipment
- o Planned and implemented software and hardware on the machines in the Media Commons
- o Planned, designed and coded the Media Commons website
- o Conducted an Open House in March 2013
- o Planned, budgeted, created and constructed phase one of the Video Production Studio
- o Initial training of staff and coordination of services
- o Facilitation of the Beckman Institute's Audio Booth move to the Media Commons
- o Marketing and promotion of the Media Commons

Publicity
- **Signage:** All of the brown signage was removed and is being replaced by themed banners for the various service points.
- **Publicity Standards.** Staff, librarians and GAs revised a publicity guidelines document and templates in order to create consistency and good standards in our communications, flyers, handouts, signs, web and social networking efforts
- **The Undergraduate Edge.** This newsletter that highlights UGL events, and activities is undergoing further formatting changes, as well as a new title change due to the campus "edge" initiative. (http://www.library.illinois.edu/ugl/theedge/index.html).
- **Exhibits** Monthly themed exhibits continued. These are created by staff and students to promote and highlight our collections, services, programs. The online exhibit archive (including photos and an animated version of the exhibit is available at: http://uiuc.libguides.com/exhibit.
- Marketing brochure: We received a marketing grant from the Library to create a brochure to publicize the Media Commons. This will be sent to faculty and departments this fall.

Collection Development and Maintenance:

Major Projects
- **Continued reformatting of media collection.** We provided better classroom access to media content by purchasing DVDs for VHS and older formats, and transferred the VHS tapes to Oak Street. This is an ongoing project, due to the expense involved.
- **LC Conversion**. The media collection was converted and RFID-tagged this past year. The print collection of the Undergraduate Library was converted to LC by late Fall 2011.
- **Collection Transfers**. Because materials in our reference collection are mainly online now, the entire reference collection was moved either to the circulating collection on the lower level or transferred to the stacks or to oak street.   We also began a massive evaluation of our print collection and are transferring duplicate, dated and unused materials (especially those published prior to 1980) to oak street. We also evaluated our entire periodical collection and cancelled several publications held in subject libraries or that are online. We are in the process of transferring to oak street or to stacks volumes older than five years (unless they are high use or unique to the UGL). These transfers will free up several ranges that can be removed and allow us to shift the study carrels from in front of the courtyard windows and position them along the back walls and make use of the electricity there.

- Finished reclassifying all print materials from Dewey to LC and most of the media.
- SA project to search and record all bound serials that still had "bindery or missing or in process" statuses, pull the bound vols. and clear the statuses. It is almost complete. Our

Voyager citations will look clean for bound serials.

Partner Programs: During the past year the Partner's Desk provided weekly hours from the Career Center (resume reviews) and Division of General Studies (DGS/academic advising). DGS also took advantage of the opportunity to provide workshops in the UGL and provided evening session several weeks in both semesters. The Office for Inclusion and Intercultural Relations (OIIR) including the LGBT Center, La Casa, Native American House, African American Cultural Center, and Asian American Cultural Center provided hours in Spring Semester only. Personnel changes at OIIR impacted the continuation of hours in Fall Semester.   McKinley Health Center continues to provide monthly flyers to post in the restrooms, provided two flu shot clinics at the Undergrad, and distributed stress packs prior to finals.

Facilities/IT Enhancements:
a. Media Commons: Furniture, painting, collaboration areas; and equipment (including electrical work); conversion of Classroom 295 to that of a video production studio; removal of ranges in the lower level to make room for the building of a donated audio studio; shifting of tables on both levels to allow for the new furniture for CITES computers.   These enhancements resulted from student requests, library usage needs and available Library/IT Fee money and UGL funds.
b. New collaborative technology in two of the existing collaboration rooms
c. Instituted a collaboration room web booking service, which freed up staff time for booking and monitoring reservations for those 13 rooms.
d. Reformatted the Partner's area once the Virtual Reference desk area was relocated to the Main Library
e. Created the first phase of a "welcoming area" at the entrance of the UGL

B. *Major Challenges Faced By Unit During The Past Year* :
- **Reference:**
  o **Staffing to meet student demand**. The UGL continues to cut weekend, evening, and early morning in person reference services to match patron demand.
  o **Mentoring Graduate Assistants for in-person Reference.** Librarian time is now split between in person and virtual shifts. This shift means less librarian time available for mentoring Graduate Assistants on in person reference best practices. One option under investigation in Summer 2013 is having 2nd year GAs staff the info desk with most of their in person hours, and first year GAs staff the UGL in person desk
- **Have gaps in the schedule where there is only one staff available**, which is problematic if there is an illness or vacation.
- **Loanable Technology/Media Commons**:
  o There is an ongoing need for replacement parts/equipment and ability to satisfy the requests, as well as the time needed to check out (with forms) and check in items. Additionally, certain classes are now contacting the UGL to reserve 15 or more items at a time for their class. We are not set up to accommodate this type of request.
  o The major challenge has been the sheer scope of creating an entirely new department and service within the Undergraduate Library within the year and the coordination and collaboration from a variety of different departments and groups within the library and on campus.
  o Another challenge has been the delays for ordering and installation of furniture, and ordering new carpeting for the Media Commons, installation of the audio booths, and other elements for the Video Production studio. The demand is high for touring and use of the spaces.

- **Library Instruction**: There are several changes that will have a direct impact on the library instruction provided by the Undergraduate Library in the coming year:
  - A new coordinator of the Rhetoric program
  - A still increasing international student population
  - Refocusing the CMN 101 course in which library instruction will be provided by TAs, following a library-led "train the trainer" session
  - Determining best practices to promote Office Hours and increase participation
  - o **Gaming:** The interdisciplinary nature of gaming use across the curriculum and lack of a home program for gaming studies on campus makes identification of classes and research related to it a moving target.

C. *Significant Changes To Unit Operations, Personnel, Service Profile, Or Service Programs*
   a. Hired an additional overnight Library Specialist, a Media Commons Coordinator, and a Media Commons Support Specialist.
   b. Upgrades: Bernita Brownlee, Jessica LeCrone and Janelle Sander were upgraded to Library Senior Specialists and Pam Ward was reassigned from Office Support Specialist to Library Assistant.
   c. Implemented the Media Commons, which pulled staff from current operations so they could assist in expanded loanable technology and assistance.

D. *Ways in Which the Unit And/or Its Staff Contributed To Library-Wide Programs*

E. **Progress Made on Unit Goals for FY13:**
   - Fully implement the Media Commons space and services in collaboration with campus partners**. *Status:* Achieved**. Based on the first implementation, the Media Commons Steering Committee and campus partners also discussed future plans, including staffing the area, workshops, further training and web page development and consultation services. The first phase of video production studio was accomplished and plans for the second phase were developed.
   - o Continue to increase the marketing efforts of the UGL, using the UGL guidelines developed in 2012. *Status:* **Achieved.** As a result, a new social media effort (pinterst) was implemented, old signage removed and new consistent signage templates have been developed. A new design for the UGL Edge Newsletter was implemented and plans are underway for continued improvements. A Library marketing grant was secured to develop a brochure for the media commons and the UGL and Media Commons web pages are being redeveloped to adhere to our new standards.
   - o Expand opportunities to receive feedback by all patron groups for input into short and long term operational planning in order to improve the user experience. Continue with formal and informal assessment for our website, reference and circulation services, collections, loanable technology, technology and physical environment. *Status:* *Ongoing.* Through mostly informal means we have gathered input to guide us in redesign of spaces, collections and services. We continue in these efforts.
   - o Continue efforts to keep staff training and skills up-to-date with new technologies and developments in library services, as well as skills necessary to perform their jobs at a high level (including additional training in cataloging, web design, libguide creation, spreadsheets and reference and customer service). *Status:* *Ongoing.* Several staff members participated in Library and nonLibrary training programs to upgrade their skills. We also integrated some weekly training in our staff meetings (especially pertaining to loanable technology). Some staff members requested specific training (such as in cataloging, web development, management, and software) and arrangements were made for the training.

- o Continue to provide core and late night reference services, and serve as front line (with main reference) for library chat reference. *Status: Ongoing* We have been able to provide these services and have developed additional reference training with late night staff to help after midnight and even during the early evening hours.
- o Investigate ways to create/provide online learning opportunities for students to augment our instructional efforts. *Status: Ongoing* The instructional video was modified, additional libguides were created and webpages were modified to help in this effort. Four new tutorials were developed (using Camtasia) to provide online training.
  Webpages: http://www.library.illinois.edu/ugl/about/videos.html;
  http://www.library.illinois.edu/ugl/subjects/subjects.html; http://www.library.illinois.edu/ugl/find/findstuff.html; http://www.library.illinois.edu/ugl/find/articleguide.html ;

F. *Unit Annual goals for FY14*
- Continue with the assessment of the print collection and transfer/de accession titles no longer useful at the UGL.
- Continue with the full implementation of services and marketing in the Media Commons in collaboration with campus partners.
- o Continue to increase the marketing and social media efforts of the UGL, using the UGL guidelines developed in 2012.
- o Continue to receive feedback by all patron groups for input into short and long term operational planning in order to improve the user experience. Continue with formal and informal assessment for our website, reference and circulation services, collections, loanable technology, technology and physical environment.
- o Continue efforts to keep staff training and skills up-to-date with new technologies and developments in library services, as well as skills necessary to perform their jobs at a high level (including additional training in cataloging, web design, libguide creation, spreadsheets and reference and customer service).
- Shift evening reference staffing to combine Media Commons and Reference support. Cross-train library staff to provide more reference service up to READ scale 3.
- Continue to investigate ways to create/provide online learning opportunities for students to augment our instructional efforts, perhaps creating modules in the campus online management system (Blackboard Collaborate/Compass).
- Rearrange furniture on the lower level of the UGL to make a more accommodating, appealing and productive environment
- Integrate kiosks throughout the Library that patrons can use to find mobile applications developed for the Library, to reserve collaboration rooms, and to find resources.

G. **GAs 3.5 FTE** (state funds)

Graduate Assistant Projects

Category	Project Name	Description
Collection Development and Maintenance	Award List (Collection Development)	Update list of award winning fiction owned by the library/identify titles to purchase
	Collection development	Audio books and DVDs
	Cataloging	Assist with various cataloging projects

Reference	QB editing	Develop a process for editing QBs/complete edits
	Question Board Podcast	Created, developed, recorded, edited, and produced new podcast series available on iTunes and on the UGL QB website.
Gaming	ALA National Gaming Day	Organize, promote, and supervise National Gaming Day activities
	Gaming Collection Development	Researched/evaluated/ordered gaming print materials and video games
Instruction	Subject Guides	Research and create subject guides (libguides) for UGL's page
	Videos	Prepare videos for in class instruction
	Tours	Conduct tours for student orientation and high school students
Tweets	Service Tweets	GAs produce 5-7 tweets each day, highlighting library resources and collections, services, and events in the UGL, the Library, campus, and CU community
	Detailed library resource Tweets	Develop a set of Tweets highlighting library resources and services, use HootSuite software to schedule regular posting on Twitter
Supervision	Student Assistant Orientation	Assisted with introducing new SAs to the UGL and providing a basic overview of their roll in it; Also helped train all SAs on new media procedures in Voyager; Write and perform skits, assist with training
	Update Staff Manual	Periodically update the staff manuals (ISD and Supervisor) to clearly reflect any changes in policies or procedures

II. Statistical Profile
1. **Facilities**

User Seating	
a. At 152 tables	699 seats (mostly 4 at a table)
b. At 15 fabric paneled computer tables	90 seats (mostly 4 at a table)
c. At carrels	139
d. Informal (big chairs/couches)	131
e. At public work stations	110
f. In 15 group study rooms	108 (8 per room)
g. Extra chairs	15
h. At media viewing stations	8

Number of Hours Open to the public per week:

Semester	Hours
Summer II 2012	144
Fall 2012	54.5
Spring 2013	144
Summer I 2013	54.5

2. **Personnel**

Direct Services	Undergraduate Library FTE
Professional Staff, FTE 4 Associate professors, 2 Academic Professionals	6.0
Staff, FTE 1 library assistant, 4 library specialists; 5 senior library specialists, 1 library operations associate	11.0
Graduate Assistants, FTE	3.5
Students, FTE	6.3
Personnel	
Susan Avery (Faculty)	1.0
Jim Hahn (Faculty)	1.0
Lori Mestre (Faculty)	1.0
David Ward (Faculty)	1.0
Eric Kurt (Academic Professional) Began Sept 2012	1.0
Jake Metz (Academic Professional) Began March 2013	1.0
Paula Adams (Library Senior Specialist)	1.0
Bernita Brownlee (Library Senior Specialist)	1.0
Lonnie Clark (Library Specialist)	1.0
Madeline Gibson (Library Senior Specialist)	1.0
Josh Hankemeir (Library Specialist)	1.0
Gregg Homerding (Library Operations Associate)	1.0

Jessica LeCrone (Library Senior Specialist)	1.0
Mitch Loyd (Library Specialist) Began October 2012	1.0
Stefanie Postula (Library Specialist)	1.0
Janelle Sander (Library Senior Specialist)	1.0
Pam Ward Office (Library Assistant)	1.0

Personnel from Grants	
Visiting Project Manager for IMLS grant	.50
Visiting Research Programmer for IMLS grant	1.00
Graduate Research Assistants from Campus Research Board: 2 at .25 each- working on OCR and RDF in a mobile application	.50

Student Wage Budget
- $ 139,459 coverage for regular shifts (equals FTE 8.7)
- $1,487 for finals late night coverage

3. **User Services**
   a. **Gate Count**: 1, 987, 482 (total)
   b. **Circulation/Reserves/Loanable Tech:**

	Charges	**Renewals**	**Discharges**
Circulation	124221	75896	124129
Reserves	13722	2537	12872
Loanable Technology	53,111		

   c. **Reference Statistics/UGL:**

In Person		Virtual		Phone	
Directional	Reference	Reference	Directional	Directional	Reference
4596	3707	145	30	220	508

   Note: UGL answered 3 email reference questions in FY 13

   d. **Instruction Statistics:**

Semester	*Classes*	*Students*
Fall 2012	175	2848
Spring 2013	151	2368

   Office Hours
Fall	24 students
Spring	22 students

Libguide Use: 73,913   for academic year
Total guides in the undergrad@library.uiuc.edu account: 120

e. **Orientation Statistics:**

Semester	*Classes*	*Number of sessions/students*
Fall 2012	GS101 (tour of UGL and Main)	200 students

Handout support: 70 sections of LAS101 (Fall 2012) (thousands of first-year students) with assignment handout.

Outreach services at other locations:

1. Quad Day 2012
2. Campus Services Booth in Illini Union for Campus Wide New Student Orientation, (May 2013– July 2013)
3. Majors and Minors Fair Fall 2012

f. **Mobile Application Statistics:**
   "Minrva 1.0" –discovery of library resources in UGL incorporating wayfinding modules.
   - 284 total user installs
   - 129 active device installs
   "Library Helper" – Experimental Wayfinding App
   - 269 total user installs
   - 29 active device installs

g. **Media Commons Statistics** (gathered since February 2013 when the Media Commons opened)
   - Tours: 23 tours to 140 individuals
   - Class Use: 6 sessions for 256 individuals
   - Video Production Studio use: 11 sessions for 45 individuals
   - Presentations: 12 to 115 individuals
   -

h. **Additional tours to groups** (note: presentations were included above in d.)

   - tours to six school groups during the past year ranging in age from middle school through high school
   - 5 tours to international librarians: 65 participants
   - 1 tour to participants from Mom's weekend: 25 participants.

i.   **Collection Management Statistics for the Undergraduate Library from Voyager**

	New Titles	Total New Items
Undgrad	5,693	7,814
-- Archival Collection	1	16
-- Monographs	3,414	3,959
-- Serials	10	64
-- Projected Medium	1	1

-- Nonmusical Sound Recordings	1	1
-- Computer Files	5	8
-- Manuscripts	5	7
Undgrad [noncirc]	3	4
-- Monographs	1	2
-- Computer Files	2	2
Undgrad Loanable Tech	48	225
-- Loanable Tech	48	225
Undgrad Media Collection	2,148	3,011
-- Monographs	7	23
-- Serials	9	16
-- Projected Medium	1,685	2,498
-- Nonmusical Sound Recordings	159	165
-- Graphic Images	1	1
-- Computer Files - Games	279	297
-- Computer Files Serials	1	1
-- Kits	6	6
-- Realia	1	4
Undgrad Per [noncirc]	4	404
-- Serials	4	404
Undgrad Resrv	53	114
-- Monographs	1	1
-- Serials	15	15
-- Projected Medium	27	28
-- Computer Files	3	3
-- Mixed Materials	2	2
-- Realia	5	65

j. Cataloging Statistics

Cataloging Projects:
- Cataloging: 8374 LC and Graphic Novel call number Corrections
- Marking/Labels: 8736 LC Corrections and new graphic novel call numbers
- Oak St. Transfers: 3854 UGL Weed from Mary Laskowski's Oak Street Report
- Withdrawals: 2375 UGL Weed
- Binding Sent 544
- Special Projects:
  - Graphic Novels: 755 Cataloging to allow these to shelve as sets.
  - DVDs/Books: 100 Transferred from International Area Studies Library
    . to house at the UGL