

**Undergraduate Library
Annual Report, July 1, 2013 – June 30, 2014**

Submitted by Lori Mestre

I. Unit Narrative

- A. Major Activities and Accomplishments:** This past year the Undergraduate Library:
- a. Collections: Conducted a thorough assessment of the collection and deaccessioned over 34,000 items that were low use, duplicates, dated or no longer representative of the materials needed by our undergraduate population. This also included our periodicals, and vhs collection. This reduction, plus targeted collection development efforts, resulted in a more up-to-date and relevant collection and allowed us to remove 15 stack ranges and to incorporate additional seating options for patrons. Also searched for in Process items, and used the pull sheets from the project to search for items that were indicated as missing or not on shelf and then cleaned up Voyager records. Began systematic cleanup of Voyager records for games and media
 - b. Facilities: Improved physical facilities including: rearranging the whole lower area to put the study carrels in a single row all along the walls of the lower level (thus opening up a lot of the floor area for tables); adding electrical power strips and pop-up electrical/usb pods to the tables in the lower level, and reflooring the whole upper level of the undergraduate library. Also had columns on the upper level painted blue and additional painting to “tidy up” areas. In the process, we reconfigured services on the upper level to be more in-tuned to needs of our users (some evidenced through recent usability studies and post assessment efforts. These services and conversions were undertaken to enhance student access, research, instructional, and space needs.
 - c. Technology: Were the initiators of incorporating the DiBs scheduling system for group and collaboration rooms. Increased mobile app options in Minrva. Added additional loanable technology.
 - d. Personnel: Successfully advocated for a 12th staff member to help cover gaps in coverage and for increased need for evening assistance and media commons support. Successfully upgraded two staff members (one to Senior Library Specialist and another to Library specialist). Hired an Academic professional as Instructional Services Specialist for the Undergraduate Library and another as Uni High Librarian.

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:

- Continued to refine roving reference service and investigated consultation partnerships with the Writer’s Workshop to expand the Library Office Hours program
- Collaborated with RRSS to send second year GAs to work on the Info Desk as a supplement to their reference experience
- Planned for a reconfiguration of Reference Services at the UGL. Instead of the Reference Café table in the front of the library, office hours will be provided every afternoon in collaboration rooms by the writer’s workshop, which is where the students are working. We will still have librarians and GAs who “rove”.

Library Instruction: There were some changes in library instruction in 2013-14 that impacted the class numbers. 236 classes were taught to 3,842 students. Both of these numbers are reduced from the 2012-13 totals as the CMN101 program director made a decision for the TAs and instructors of CMN101 to teach the library instruction themselves. The lack of adequate classroom space to support the instruction played a major role in this decision. When class sizes were decreased in 2012-13 the sections numbers increased and required us to teach two sections together and to utilize ACES509 to a much greater degree. In an effort to avoid these two undesirable situations the decision was made to forego library-led instruction for CMN101. Susan Avery provided a training session to all of the CMN101 TAs in Fall 2013 so that they could provide the instruction themselves. During the course of Fall Semester a significant increase in chat questions from students in CMN101 was noted. Following discussions with the CMN101 program director it was determined that the first semester a new TA is in place they will have library instruction provided by the UGL. Following this initial semester they will be provided the option of scheduling a library instruction session or teaching it themselves. It is anticipated there will be additional fluctuations in the instruction numbers in the coming years as this situation is resolved.

Instruction for ESL classes continued to grow to reflect the increased international student population.

Major Projects:

- **LibGuides:** UGL continued a systematic process for updating and creating in Subject Guides and Course Guides. A summer 2014 project resulted in format updates to the Subject Guides and the creation of infographics to quickly present introductory information for each subject.
- **Clicker Usage:** The Undergraduate Library continues to be the major user of clickers as an assessment tool in library instruction and provided training to other librarians in the use of clickers.

- **Office Hours:** Office Hours @ the UGL continued on Wednesday afternoon and on Tuesday evening with the Writers Workshop also providing drop-in service during these times.
- **Instruction Infographics:** We purchased subscriptions to three services to allow for better infographics and handout production (Gliffy, Picktochart and Powtoon)

Orientation: Orientation outreach to courses included the LAS101 first-year community, General Studies 101, transfer students, and outreach orientation services. Library Information for LAS101 was included in course packet material for Fall 2013 that was provided to 80 sections (thousands of first-year students). General Studies 101 is also supported with requests from the section leaders for introductory library orientation and tours. Ongoing orientation support included the seven-week New Student Programs summer outreach with a library booth at the services fair (May-July), Quad Day for Fall 2013 and General Studies Student Research Fair in Spring 2014.

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 across the library system. In the Minrva 2.0 app Wayfinding maps are now available for MPAL, ACES, and the Main Stacks library locations. Minrva 2.0 is now available on the Google Play App Store and the iTunes app store -- developed under the IMLS National Leadership Grant. <http://minrvaproject.org/download.php>

Technology Prototyping Service (TPS)

[Project portfolio: <http://dunatis.grainger.uiuc.edu/>]

This service has completed 1.5 years of a three-year budget group funded initiative. It is coordinated by the Orientation Services and Environment Librarian, is centered on creating efficiencies for library services and helps to develop and prototype technologies, as well as to help libraries rapidly develop new services and IT efficiencies through design of middleware, APIs and lightweight web-services.

Major Projects:

- *IWonder:* <https://chat.library.illinois.edu/> The production virtual chat service for the Library was developed (spring 2013 – summer 2014) in conjunction with the NLG grant, “The Student/Library Collaborative,” and with support from the TPS fund.
- *Minrva Web app for Desktop Wayfinding Access:* <http://minrva-dev.library.illinois.edu/>
- *Web services and middleware construction for Wayfinding in Unit Libraries:* http://minrvaproject.org/services_wayfinder.php This is now functioning for the UGL, the Music and Performing Arts Library, the Funk ACES Library, and the Main Stacks. The Main Stacks Library location encompasses over ninety miles of shelves. As a next step, the TPS is consulting on building a Wayfinder module for the

International & Area Studies Library. This will support the IAS Summer institute as users not familiar with their collections navigate a complex reference layout and ordering system.

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

Major Projects:

- Wrote Vintage gaming collection development policy in collaboration with University archives
- Began digitization of vintage gaming collection, including initiating Medusa space for materials
- 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.
- 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. .

Social Media

- Collaborated with Student Life and Culture to integrate historical materials into Social Media program
- Continued with active posting to the UGL Blog, Facebook, Twitter and Pinterest

Media Commons (<http://www.library.illinois.edu/ugl/mc/>)

Major Projects:

- Marketing and promotion of the Media Commons
 - Developed (with funds from the Library Marketing Grant program) a brochure of the Media Commons that was distributed to Faculty and departments on campus with past interest in video and audio recording
 - Created banners and signage for the Media Commons and UGL
- Opened the Audio studio and had instant demand for patrons to record voiceovers, audiobook recordings, vocal track recordings, narrations, interviews and podcasts
- Provided some live event video recording for the Library (by exception), including for the Library Research Showcase, the IAS Concert, and the BEAP training
- Discussed student assistance for the Media Commons with Jim Dohle, Library IT. This support will help with the increased use of the studio, thus allowing Jake and Eric to tend to more complex needs and liaison work for the Media Commons

Publicity

- *Signage:* All of the brown signage was removed. The first phase of themed banners were developed and installed. We are now submitting the second version of banners,

posters and artwork to create a more professional and consistent look, in addition to motivational posters representing campus and research efforts

- *The Undergraduate Newsletter*. Launched the revised newsletter (with a new name of *The UnderGround Letter*) and disseminated it beyond the Library. This newsletter highlights UGL events, and activities (<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>). The video montage site we used went out of business so we switched our subscription to Animoto.
- *Marketing brochure*: From the marketing grant funds we created a brochure to publicize the Media Commons and disseminated it late Spring to faculty and departments who work with media.

Collection Development and Maintenance:

Major Projects

- *Completed 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. Finished the project of transferring VHS tapes to Oak Street.
- *Collection Transfers*. Because materials in our periodical collection are mainly online now, we were able to cancel or transfer many periodicals to Oak Street. A decision was made to only keep the current five years of print periodicals in our collection (except for some heavily used backfiles that students need). Older volumes were moved either to the circulating collection on the lower level or transferred to the stacks or to Oak Street. We finished a massive evaluation of our print collection and transferred 29,750 duplicate, dated and unused materials (especially those published prior to 1980) to Oak Street and withdrew 3, 649 items. We also evaluated our entire periodical collection and cancelled several publications held in subject libraries or that are online. These transfers freed up fourteen ranges that were removed and allowed 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.

Partner Programs: During the past year the Partner's Desk provided weekly hours from the Career Center (resume and cover letter reviews) and Division of General Studies (DGS/academic advising). McKinley Health Center provided three flu shot clinics at the Undergrad, and distributed stress packs prior to finals.

Facilities/IT Enhancements: These enhancements resulted from student requests, library usage needs and available Library/IT Fee money, facility moneys and UGL funds.

- Finished the work needed to make the Audio Studio functional (lower level)
- Completed the moving of study carrels on the lower level to be around the peripheral of the floor and tables and chairs relocated
- Drilled holes in study tables and inserted power strips or power hubs to provide added electrical access to students.

- Removed 14 ranges of shelving as a result of our “weeding/assessment of the collection) and created more open seating areas
- Recarpeted and refloored the upper level of the ugl. Columns upstairs were painted blue and other touches were done.
- Removed all brown shelving from the upper level of the ugl and replaced with beige shelving and new cabinets.
- Reconfigured of various service points on the upper level (partners desk, Reference services, Circulation services, printer services, information kiosk area, media commons help desk) to provide better access and visibility.
- Ordered new loanable technology cabinets (which will allow us to eliminate the old gray metal cabinets).

B. Major Challenges Faced By Unit During The Past Year :

- **Reference:**
 - While overall reference transactions were comparable to FY13 (due in part to better reporting of Circulation desk transactions), in person research questions (READ level 3+) continue to drop; some sort of tiered reference service may be needed, in collaboration with Hub staff in the Main Library, should the experiment with Office Hours not generate sufficient patron interactions or interest in research help.
 - Declining in person reference is also creating issues for training GAs to prepare them for library environments where there are more robust in person reference services.
 - Additionally, full time staff and SAs need additional training on common READ 2 and 3 questions to provide sufficient point of need service for the most common questions received by the unit
- **Loanable Technology/Media Commons:**
 - 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.
 - Another challenge had been the delays for ordering and installation of furniture, and ordering new carpeting for the Media Commons. The project was delayed about a year.
 - The demand is high for touring and use of the UGL and Media Commons spaces and we hope to have video tours available this fall.
- **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 (although in October the new Library instructional specialist begins, so her assistance should help with demand):
 - 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
- **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.

- **Social Media**

- The success of the Social Media program is leading to higher staffing demands to produce ongoing fresh content

C. Significant Changes To Unit Operations, Personnel, Service Profile, Or Service Programs

- a. Hired an additional overnight Library Specialist (who did not successfully complete her probationary period, so we had to hire and train someone new), an Instructional Services Support Specialist (AP) and a Librarian for Uni High School (AP).
- b. Upgrades: Stefanie Postula was upgraded to Senior Library Specialist and Pam Ward was upgraded to Library Specialist

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

- Reference assistant provided by librarians and staff
- Technology prototyping work done by Jim Hahn and his students (and grant funding) in which he extended to other libraries

E. Progress Made on Unit Annual goals for FY14

- Continue with the assessment of the print collection and transfer/de accession titles no longer useful at the UGL. **Status: Completed.**
- Continue with the full implementation of services and marketing in the Media Commons in collaboration with campus partners. **Status: Ongoing.** We did create a marketing brochure that was disseminated and outreach to departments and programs continued. Due to the unexpected level of activity in the Media commons, the Video production studio and the new Audio Studio, the Media Commons Staff were not able to complete the marketing and web page as anticipated.
- Continue to increase the marketing and social media efforts of the UGL, using the UGL guidelines developed in 2012. **Status: Successful.** We believe we now have a robust suite of social media efforts at the undergraduate library. We revamped the UGL's newsletter and began distributing that outside of the Library. We will continue our efforts.
- 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. **Status: Successful and ongoing.** Through informal and formal means (polls, surveys, marker board questions, brief interviews and usability studies) we have gathered input to guide us in redesign of spaces, collections and services. These have been instrumental in our efforts.
- 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: Successful and 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.
- 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. **Status: Successful and ongoing.** A staff member (with M.L.S. and trained in reference and media commons aspects) provided joint service this past year for reference and media commons help. Due to the limited questions while at the Media Commons desk, she will offer these services while at the circulation service desk. We will keep the goal of training 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). **Status: Begun and Ongoing.** The UGL now has a Compass site that we are populating with staff and student training modules, procedures and policies and exercises. We will continue to populate this begin to use it as our training resource.
 - Rearrange furniture on the lower level of the UGL to make a more accommodating, appealing and productive environment. **Status: Completed.** Study carrels were moved to around the peripheral of the lower level, power strips and power hubs provided, tables were rearranged to optimize learning environments. Fourteen book ranges were removed, which created more study space.
 - 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. **Status: Almost complete.** We have developed the content for the kiosks and have ordered the hardware to house four ipad kiosk stations. One will be by the collaboration rooms to book those rooms; two in front of the library as information kiosks about the UGL, map of the ugl getting started; and one for the lower level with a map and location identifier. We will increase kiosks to include the Minrva mobile app modules.

Goals for FY15

- Finish digitizing vintage gaming collection; upload everything to Medusa
- Shift reference to Office Hours only format, investigate implementing research consultations and tiered reference service
- Develop more shared staffing options for GAs and full time staff working reference with other Hub libraries
- Continue to build partnerships with SLC and University Archives to share content of interest to Undergraduate Students
- Implement findings from Spring 2014 UX data
- Implement kiosk applications (currently under development) into production
- Install the grid in the Video Production studio and train students from Library IT to provide video assistance
- Develop a more robust Media Commons web site with training modules, videos, self help tools and resources

F. **GAs 3.5 FTE** (state funds)**Graduate Assistant Projects**

Category	Project Name	Description
Collection Development and Maintenance	Collection development	Areas include New fiction, popular culture, music, and DVDs
	Cataloging	Assist with various cataloging projects, including graphic novel classification
	Weeding	Assist with ongoing transfers and collection evaluation
Reference	QB editor	Collaborate with peers on writing and producing quality answers to Question Board Questions
	Question Board Podcast	Created, developed, recorded, edited, and produced podcast series available on iTunes and on the UGL QB website.
Gaming		
	Gaming Collection Development	Researched/evaluated/ordered gaming print materials and video games
	Vintage Gaming	Digitized games; created archival boxes for vintage games and equipment
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
Social Media	Content creation	GAs produce 5-7 posts consisting of Tweets. Facebook posts, Pins, blogs, etc. each day, highlighting library resources and collections, services, and events in the UGL, the Library, campus, and CU community
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
Media Commons	Signage	Assisted with Signage Inventory
	Webpage	Assisted with Web page content for training options
Mobile Platform Development	Use Studies	Assisted with formative user studies of mobile application prototypes
New Student Orientation	Outreach Table Staffing	Staffed new student outreach tables during summer New Student Orientation Programs

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 2013	144
Fall 2013	54.5
Spring 2014	144
Summer I 2014	54.5

2. Personnel

Direct Services	Undergraduate Library FTE
Professional Staff, FTE 4 Associate professors, 2 Academic Professionals	6.0
Staff, FTE 6 library specialists; 6 senior library specialists, 1 library operations associate	12.0
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)	1.0
Jake Metz (Academic Professional)	1.0
Paula Adams (Senior Library Specialist)	1.0
Bernita Brownlee (Senior Library Specialist)	1.0

Lonnie Clark (Library Specialist)	1.0
Tricia Dean (Library Specialist) January to June 2014	1.0
Madeline Gibson (Senior Library Specialist)	1.0
Josh Hankemeier (Senior Library Specialist)	1.0
Gregg Homerding (Library Operations Associate)	1.0
Jessica LeCrone (Senior Library Specialist)	1.0
Mitch Loyd (Library Specialist)	1.0
Stefanie Postula (Senior Library Specialist)	1.0
Janelle Sander (Senior Library Specialist)	1.0
Pam Ward (Library Specialist)	1.0

Personnel from Grants	
Visiting Project Manager for IMLS grant	.25
Visiting Research Programmer for IMLS grant	.50
Graduate Assistants for IMLS grant	.50
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, 055, 200 (total)
- b. Circulation

	Charges	Renewals	Discharges
Circulation	102836	64630	103297

c. Loanable Technology

UGL Loanable Technology Statistics

	1 week circs	2 hour circs	total
Fall 2013	3367	17464	20831
Spring 2014	3010	16460	19470
Total for year	6377	33924	40301
FALL 13 Class Support:			
247 Unique Classes			
84 Unique Academic Departments (44%)			

d. Reference Statistics/UGL:

In Person		Phone	
Directional	Reference	Directional	Reference
1904	5174	132	677

Note: UGL answered 12 email reference questions

in FY 14

e. Instruction Statistics

<i>Semester</i>	<i>Classes</i>	<i>Students</i>
Fall 2013	114	1165
Spring 2014	122	1197

Office Hours Number of Participants

<i>Semester</i>	<i>2014</i>	<i>2013</i>
Fall	62	24
Spring	28	22
Total	90	46

Libguide Use: undergrad@library.uiuc.edu account

<i>Semester</i>	<i>2014</i>	<i>2013</i>
Usage	109,900	73,913
Total guides	170	120

f. Orientation Statistics:

<i>Semester</i>	<i>Classes</i>	<i>Number of sessions/students</i>
Fall 2013	GS101 (tour of UGL and Main)	140 students
Spring 2014	GS101 (tour of UGL and Main)	20 students

Handout support: 80 sections of LAS101 (Fall 2013) (thousands of first-year students) with assignment handout.

Outreach services at other locations:

1. Quad Day 2013

2. Campus Services Booth in Illini Union for Campus Wide New Student Orientation, (May– July 2014)

g. Mobile Application Statistics:

Android “Minrva” mobile discovery of library resources	Total user installs	Active device installs
Library Helper	292	17
iOS “Minrva” mobile discovery of library resources		

h. Media Commons Statistics (gathered since February 2013 when the Media Commons opened)

	Tours	Video studio	Audio Studio	Presentations	Live events	Consultations	Consultations (students)
FY2013	23 (140 individuals)	11 sessions (45 individuals)	NA	12 (115 individuals)	NA	12 sessions (157 individuals)	NA
FY2014	39 (550 individuals)	43 sessions (150 individuals)	63 sessions (107 individuals)	24 (987 individuals)	10 (175 individuals)	56 sessions (211 individuals)	27 sessions (56 individuals)

i. 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

j. Collection Management Statistics for the Undergraduate Library from Voyager

	Total New Titles	Total New Items
Voyager Library		
Undgrad	5,858	8,547

Voyager Location	Total New Titles	Total Items
Undgrad	4,149	5,063
Undgrad Loanable Tech	20	163
Undgrad Media [noncirc]	2	2
Undgrad Media Collection	1,609	3,013

Undgrad Per [noncirc]	2	228
Undgrad RemStrg	1	1
Undgrad Resrv	75	76
Undgrad Resrv [noncirc]	1	1

Cataloging Projects:

- Cataloging: 3150 LC and Graphic Novel call number Corrections
- Marking/Labels: 3049 LC Corrections and new graphic novel call numbers
- Oak St. Transfers: 29,750 UGL Transfer to Oak Street
- Withdrawals: 3635 UGL Discard
- Binding Sent 357 (for graphic novels)
- Binding Received 376 (for Graphic novels)
- Special Projects: 290 Indian Comic collection