

**International and Area Studies Library:
2016 Unit Annual Report**

Steve Witt, Associate Professor & Head

I Unit Narrative

The International and Area Studies library continued to support the campus' global and international missions through support for global and area studies scholarship; expanded services for users through enhanced access to experts, engagement programs, improved access to resources; support for diversity programs that focus on intercultural dialog and global perspectives; and leadership that leverages IASL' expertise, collections, and partnerships to support the library's and campus' globalization efforts. Together, IAS faculty and staff contributed to internationalizing the university library and supporting wider campus goals toward global leadership in teaching, research, and engagement through both cooperative and individual efforts. It is impossible to include each of the contributions that make up the whole of IAS' accomplishments over the past year. This annual report focuses on unit wide activities and outcomes that uniquely support the library's strategic goals and contribute to the intellectual life of the University.

Major activities and accomplishments of the unit in FY15 (July 1, 2015 to June 30, 2016);

Over the past year, the International and Area Studies (IAS) library focused on achieving the goals set out for the 2016 fiscal year. In the past year, IAS expanded of the Summer Research Lab to include the Global Studies lab focused on community college faculty from minority serving institutions; 2) institutionalized the International Teaching and Engagement Committee (iTEC) to broaden the library's international and diversity focused engagements; 3) furthered the International Reference Services to support interdisciplinary campus research groups through in-depth and personalized services; 4) strengthened the library's international collections, networks, and expertise through International Field Work Program. IAS also successfully met the challenge of integrating the American Bibliography of Slavic and East European Studies (ABSEES) service and staff. ABSEES, whose annual report is attached as appendix 1).

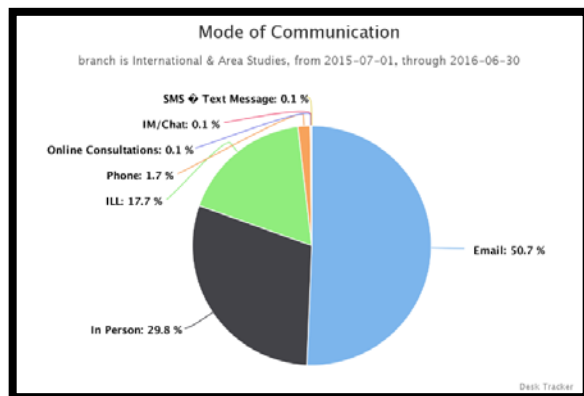
Major challenges faced by the unit during that period:

Like other units in the Library, IAS' major challenge was to adjust its staffing model and expectations in response to the campus' ongoing State budget problems. IAS worked with the Library to reduce its hourly wage budget by 15% while maintaining a consistent level of service. IAS did this by staffing the desk with undergraduate workers rather than graduate students, allowing the use of graduate hourlies to continue to support advanced vernacular reference, collection development, and resource creation activities. Compared to similar units within the Library, IAS continues to operate with unparalleled efficiency in terms of Staff support per FTE faculty. This is accomplished largely with the support of graduate

hourly and graduate assistant positions that rely heavily upon outside funding through programs such as Title VI.

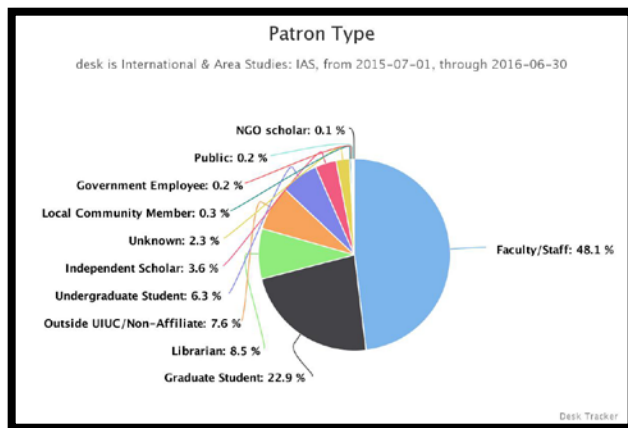
Contributions to library wide programs:

International Reference Services: Coordination of Reference and Instructional Services



IAS work toward developing international reference services supports the library's *Framework for Strategic Action* by supporting interdisciplinary campus research groups, providing systematic access to library experts, and expanding access to unique collections and resources. As the central hub for international and area studies research services, IASL directly supports students, faculty, visiting scholars, and staff from area studies centers, affiliated

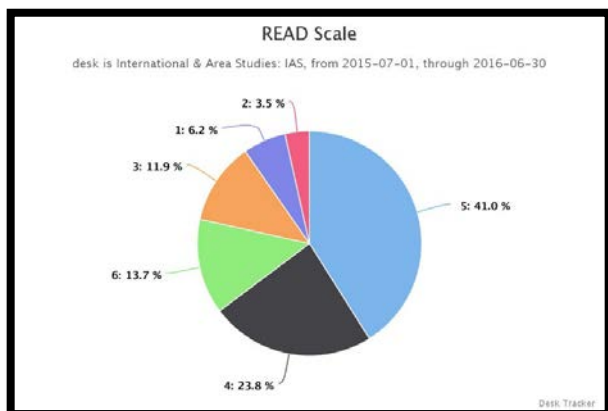
departments, and the annual Summer Research Laboratory program. IASL supports these academic communities by providing multimodal year-round in-depth vernacular research



assistance. For the period July 1, 2015 – June 30, 2016, IASL has provided 79 instruction sessions and successfully entered 1852 reference transactions in Desk Tracker.

Moreover, further analysis of IASL's reference transactions revealed the following: 50.7% (Email), 29.8% (In Person), and 17.7% (ILL). These percentages reflect the work of IASL in addressing complex bibliographic research inquiries, which require subject expertise, and knowledge of vernacular language research

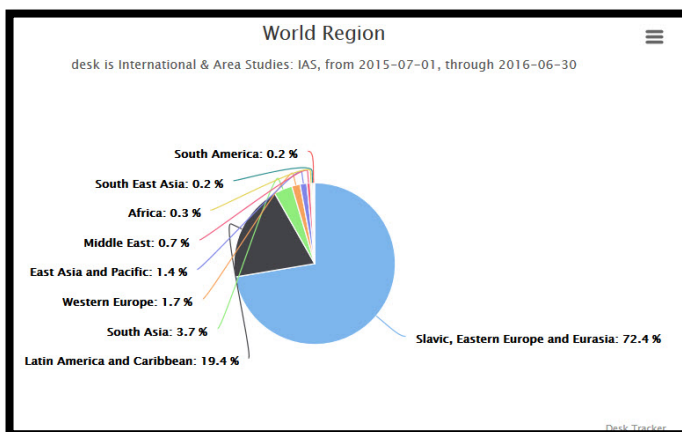
resources. Furthermore, an analysis of the READ scale for the stated period confirms the role played IASL in supporting the overall mission of the University Library.



According to Desk Tracker, 41.0% of the recorded reference transactions had READ score 5, while 23.8% had READ score 4. These READ scores (4 and above) require considerable amount of time to resolve, and IASL is one of the most reliable service points for researchers with complex research inquiries.

In addition to its core patron groups, IASL serves diverse groups of patrons. These include independent scholars, ILL librarians, federal and state government employees, and the general

public. According to Desk Tracker, 48.1% of the research inquiries came from faculty and staff at the University of Illinois and other institutions from around the world. With this strong foundation, IASL continues to build on its expertise to attract emerging scholars to utilize the library's distinct global and area studies collections and expertise at the University of Illinois. As a service component under International Reference, the Slavic Reference Service contributed



~1245 completed reference transactions. This contribution is also represented in the geographic distribution supplied by Desk Tracker. According to the geographic distribution, 72.4% of transactions were under Slavic, Eastern Europe, and Eurasia, while 19.4% were classified under Latin America and Caribbean (see below).

Under the leadership of the International Reference Librarian, Joe Lenkart, IASL's reference services are focusing on three strategic areas:

1. Expand existing research services to International Students;
2. Develop a reliable instruction program for affiliated patron groups and departments;
3. Support pre-dissertation research needs of area studies doctoral students.

Contributions to Diversity Activities:

A core mission of IAS is to deepen intercultural interests and sensitivity of students, faculty, staff, and the larger community through outreach and engagement efforts. Work to support diversity and intercultural understanding directly supports the library's efforts as articulated in the *Framework for Strategic Action* to "promote a vibrant and dynamic organizational culture and structure." This is a major component of the iTEC committee's work (see below). IAS' specific contributions to diversity activities on campus included:

Diversity Activities in IAS 2015-16

- Orientations for International Students on Campus;

- Chai Wai Series- Around the World in 2D: Comics, Graphic Novels and Cartoons”;
- Panel Discussion with Terry Gonzalez, Cuban Librarians and Millercom speaker;
- Exhibit about Brazil and Sports;
- Brazil Chai Wai Brazil and the Olympics;
- Chai Wai Series -Peace Corps and the University;
- “India’s Daughter Film Screening” and panel discussion;
- La Casa’s “Lunch on Us” series entitled “The Sovereign Colony: Puerto Rico and the Olympic Movement”;
- Focus groups with international students to assess information and service needs;
- Translation of document on using the library into Portuguese, Chinese, Turkey, Arabic, Persian, Spanish, Korean, and Japanese.

Public Engagement:

IAS’ International Teaching and Engagement Committee (iTEC) focuses the units efforts in public engagement and works to develop collaborative partnerships with faculty and units throughout the library and campus to leverage the library’s extensive international expertise and collections toward developing global competencies and a deeper understanding of global phenomena that impacts our lives.

Last year, iTEC was chaired by Antonio Sotomayor and included 10 members from IAS and other library units.

Events and Activities:

Chai Wai series:

- “Around the World in 2D Comics, Graphic Novels, and Cartooning”, September 30, 2015. (attendance 58).
- “Brazil & Rio 2016 Olympics: Playing the BRIC Game”, March 8, 2016. (attendance 49)
- “Peace Corps and the University”, March 30, 2016. (attendance 19)
- “Why UNESCO Matters: Libraries and Information for All” [with the Mortenson Center, UNESCO Center for Global Citizenship and Center for Global Studies], June 6, 2016. (attendance 25)

Other Activities:

- Exhibit “Explore International Comics,” September 2015.
- Advancement event, November, 2015 exhibited special and rare material from the following collection: Slavic, China, Middle East, Latin America, South Asia.

Presentation on IASL services, collections strengths, international field work, engagement activities, and social media.

- International Scholar’s Information Fair at the YMCA. February 10, 2016.
- Developed digital signage for International Week, April 2016.
- Exhibit “Brazil and the 2016 Rio Games” on the North-South Corridor, March 2016.
- Designed and updated promotional material and brochures.
- Activated a rotation of advertisement posters for the IASL’s hall bulletin board.
- Continued work on the design and implementation of the “Glocal Connections Map”
- Began inserting IASL’s library guides on different Wikipedia pages as appropriate.

International Fieldwork Program:

With the support of Dean Wilkin, the International and Area Studies Library continued this important program to support travel for a limited number of international buying trips in fiscal year 2016. Funds were allocated throughout the fiscal year, and applications were reviewed upon receipt by the following library faculty who serve in an advisory capacity to the Head of IAS to provide support and oversight for the administration and assessment of the program: Mara Thacker; Yoo-Seong Song; Lynn Wiley; Paula Carns; and Marek Sroka.

This program supports directly the library’s goals to capitalize on the University’s international leadership to strengthen the research library ecosystem. Funding is aimed at achieving multiple impacts. First, the program works to deepen the Library’s International and Area Studies collections across all disciplines (i.e., those that support African, Asian, European, Global, Latin American, Middle Eastern, and Slavic and/or Eurasian Studies broadly defined) with an emphasis on the acquisition of unique, emergent, and fugitive materials that can’t be purchased easily through standard channels. Second, the program seeks to support the university’s globalization efforts by working extend and strengthen the University’s partnerships and relationship with research institutes, national libraries, and universities around the world.

Funding in FY 2016 supported the following trips:

Shuyong Jiang – China
 Yoo-Seong Song – Korea
 Antonio Sotomayor – Brazil
 Steve Witt – Japan

During FY 2016, this program will continue. The advisory group will work with the Head of IAS to evaluate and assess the impacts of the program during its first year with the aim of establishing this as a permanent IAS program to support the development of strong and distinctive international collections.

Progress made on Unit Annual Goals for FY16 (as enumerated in the FY15 Unit Annual Report);

- (Ongoing) Implement and support new International Fieldwork program
- (Ongoing – Delayed by one year) Develop new summer international leadership and early-scholars programs in collaboration with Mortenson Center and other units
- (Ongoing) IAS Wide Service Goals:
 - Develop uniformity with excellent customer service at all levels, especially through training
 - Fully develop an attitude of welcome, making all of our users feel at home in the IASL
- (Ongoing) Further integrate IAS' teaching and engagement work with Library through iTEC
- (Ongoing) Partner with Archives and Special Collections to develop greater access to and knowledge of Area Studies materials held within these collections.
- (Ongoing) Develop International Reference Service through work to expand the Slavic Reference model
- (Ongoing) Support Summer Lab Program
- (Ongoing) Seek grant and foundation funding to support expansion of services
- (Ongoing) Develop new collections focused upon web-archiving of NGOs, INGOs, and IGOs focused upon climate change and sustainability
- (Delayed) Reference and Serials Collection Organization
 - Develop timeline for LC conversion and integration of collection
 - Organize serials to insure coverage of user needs
- (Ongoing) Continue to develop IAS website and social media presence
- (Ongoing) Further Support for Teaching and Instruction through integration with departments and new partnerships with Study Abroad, the ESL Program, and International Student and Scholar Services
- (Ongoing) Mentor and integrate new faculty in IAS

Unit Annual Goals for FY17.

In addition to the “Ongoing” and longer term goals noted and carried over from FY16, IAS faculty identified the below goals for FY17. Each goal is aligned with specific items within the *Framework for Strategic Action*.

- Support for new study abroad orientation courses in LAS, ACES; Business, Engineering, and Education – (2b, d; 4c);
- Launch Area Studies Dissertations and Theses Workshop Series – (2b, 4b, c);
- Cooperate with centers to have them hold their events in library spaces. These could also include research workshops and reading groups – (2b, d; 1a; 3c; 4c);
- Utilize Visiting Scholars that are coming to campus for research by having them give a talk in IAS (3c; 4c);
- Coordinated support for Undergraduate Research Initiatives;
- Assessment of IAS Space usage and needs (3b, d);

- Develop Capacity for Research Data Service Management (1c, d, e; 4d);
- Support scholarly communications through undergraduate journal such as new ACDIS journal for which Lynne Rudasill serves as advisor (1a, e);
- Organize advisory group to develop short and long term service objectives to be led by International Reference Library (1a; 2a, b; 4b; 4c);
- Organize IAS wide professional development program focused on collection development and management (4d; e);
- Continue diversity initiatives through iTEC and other programming (3c);
- Expand work with advancement to build upon recent major gifts to support IAS and areas studies collections (4c).

Graduate Assistants:

Number of GAs (FTE and Head Count) employed during FY16;

1.25 FTE and 5 Graduate Assistants

Funding sources

Library / State Funds: .50 (2 GA's)

Title VI NRC Funding: .50 (2 GA's)

CRL Grant Program: .25 (1 GA)

Responsibilities:

As with other departmental libraries at Illinois, IAS graduates play a vital role in supporting the overall service infrastructure and outreach initiatives.

IAS GAs provide reference support and supervision of student assistants. In addition, they worked on or completed the following projects:

- IASL social media maintenance
- Compiling and maintaining IAS reference and usage statistics
- Developing content for "Glocal Notes" blog
- Represent IAS at campus-wide events such as Taste of Nevada and the Study Abroad Fair- ongoing
- IAS Wiki maintenance
- Creating IASL marketing materials including bookmarks, displays, flyers, and bulletin boards- ongoing
- Checking catalog for duplication of gift books
- Developing general and specialized guides to national bibliographies, research databases
- Update meta-data, and support web archiving projects
- Helping the to fill vernacular language ILL requests

II Statistical Profile

1. Facilities

User seating counts

2015 Fall Stats

Chairs-499

Laptops-1,127

Computer-208

Bookeye Scanner-133

Microform Readers-62

Flatbed Scanner-6

Printer-11

User Seating Total – 2,046

2016 Spring Stats

Chairs-460

Laptops-1453

Computer-263

Bookeye Scanner-156

Microform Readers-39

Flatbed Scanner-3

Printer-4

User Seating Total – 2,412

Number of hours open to public per week:

2015 Summer II- 400

2015 Fall - 894

2016 Spring- 910

2016 Summer I- 152

2016 Interim-80

TOTAL 2, 316

2. Personnel

- List, by name, all faculty, Academic Professionals, civil service staff, and Graduate Assistants

Personnel:

List by name, faculty, AP, CS,AH, GA, GH, SA

Faculty: 8.5 FTE

Kit Condill, 100%

Laila Hussein Moustafa, 100%

Shuyong Jiang, 100%

Joe Lenkart, 100%
 Lynne Rudasill, 100%
 Yoo-Seong Song, 25%
 Antonio Sotomayor, 100%
 Marek Sroka, 25%
 Mara Thacker, 100%
 Steve Witt, 100%

Civil Service: 1.9 FTE

Jan Adamczyk (50%)
 Xiaoping Qi (40%)
 Lisa Renee Kemplin

IAS Library GAs:

Robert Sarwark-Fall/Spring
 Katrina Spencer-Fall/Spring

Special Projects:

Ashley Adams (GA)-Fall/Spring-Funded from Title VI Africana
 Anabelle Irvine (GA)-Fall/Spring-Funded from Title VI REEECE
 Silvia Escanilla Huertas (GA)-Spring-Latin America Grant Research Resource Project

3. User Services

Most of the following data has been generated by the Office of User Services and will be available at G:\StatsForAnnualReport2016.

- Gate Count: July 1, 2015 to June 30, 2016 – 32,931
- Circulation (from Voyager circulation reports)
 - IAS does not have a Circulating Collection
- Reference interactions (from DeskTracker)
 - 1852
- Presentations (from the Instructional Statistics database)
 - Number of presentations to groups: 79
 - Number of participants in group presentations: 1595

4. Other statistics (optional)

See Attached

IAS Fall and Spring Statistical Reports

III Appendices (optional)

Appendix 1: ABSEES Annual Report

**American Bibliography of Slavic and East European Studies (ABSEES)
Annual Report, FY 2016**

Irene Kolchinsky, Managing Editor, ABSEES

I. Unit Narrative

EBSCO Agreement

In the spring of 2004, the UIUC Library entered into an agreement with EBSCOhost® regarding licensed access to the American Bibliography of Slavic and East European Studies (ABSEES), which has been compiled at UIUC since 1989. The online ABSEES records (1989 to the present) were moved to the EBSCOhost® platform, and EBSCOhost® became the vendor for the database, providing all marketing and distribution of the content. As of today, there are 137 active ABSEES subscribers (100 subscribers reside in the U.S. and 37 in various European countries).

The agreement with EBSCO is automatically renewed every two years unless terminated upon notice at least 18 months in advance. The current term ends in April 2017. Since we were not notified by EBSCO by November 2015, this means that the agreement has been automatically renewed until April 2019.

The agreement allows the Library to focus on the content creation and management of the database records and also ensures better access for researchers. Users benefit from the easy access offered by the EBSCOhost interface as well as from the up-to-date technology that underlies all EBSCO products.

The UIUC Library provides technical support for the database with the help of a research programmer in the Library Systems office and management support from the AUL for Information Technology Planning and Policy.

Staffing

ABSEES staff consists of the Managing Editor and four paid indexers, most of whom are current or former graduate students at UIUC. All of the staff members are employed as part time FTE: the Managing Editor works 25 h/week; indexers work 35-45 h/week (total).

Several Slavic scholars and library staff members from institutions in the U.S. support the work of ABSEES by submitting records on a volunteer basis.

In October 2015, ABSEES, which was listed as a separate library unit for many years, became a part of the International and Area Studies (IAS) Library. Since then, Irene Kolchinsky, the ABSEES Managing Editor, has been reporting to Steven Witt, Head of the IAS Library.

ABSEES Database Updates and Plans for the Next Year

Submissions

The ABSEES staff and volunteers produce and send to EBSCO 450-500 new records on a monthly basis. About 6,000 new records have been added to the database since July 2015 for a total of more than 132,800. Next year, 5,500-6,000 new records are expected.

List of Journals

Currently, ABSEES covers 438 journals, most of which are published in the United States and Canada. Some of these journals, the so-called Core Journals, are indexed from cover to cover. The list of these journals can be found on the ABSEES website (<http://www.library.illinois.edu/absees/>). Other titles are screened from cover to cover in search of materials related to Slavic and East European Studies.

The list of journals indexed by ABSEES has been revised and updated. Titles that either ceased publication or did not contain a sufficient amount of ABSEES-related materials (no records in two years) have been removed from the list. 20 new titles have been added since July 2015¹. Only 4 out of 438 titles (less than 1%) have average backlogs of 5 years, associated mainly with the addition of new titles. These backlogs should be eliminated by the end of the next FY year. The backlogs associated with the recent decision to cover materials in languages other than English (namely in Russian, Ukrainian, French, and German) have been eliminated.

¹ These titles are *Region: Regional Studies of Russia, Eastern Europe, and Central Asia, European Stages, History of the Human Sciences, Conflict Resolution Quarterly, Conflict, Security & Development, International Studies Perspectives, Perspectives on European Politics and Society, Dostoevsky Journal, European Journal of Political Research, Journal of Transatlantic Studies, Icon, a/b: Auto/Biography Studies, Poljarnyj Vestnik, Civil Wars, Science and Global Security, First World War Studies, Global Security Studies, War & Society, and Peace Review: A Journal of Social Justice.*

Contributions to Scholarly Communication and Publishing

ABSEES staff and volunteers provide scholars and students in the field of Slavic and East European studies with the most important, pertinent, and current sources, helping them with their studies and research. According to *Choice*, ABSEES, “when compared to other online databases for Slavic and East European material in English,” is “the clear authority.”²

ABSEES Retrospective Content

The Agreement with EBSCO covered the potential for the UIUC Library to digitize the retrospective content from the printed volumes of ABSEES (1956-1988) and to make them available to EBSCO to add to the online database³. Several years ago, the library administration and the ABSEES management decided to start the back-file conversion project. The first stage of the project has been successfully completed: all 29 volumes of ABSEES have been scanned and OCRred. However, the variation in indexing practices over the years and numerous discrepancies between the format of the printed volumes and the current format of the database present significant challenges in developing a rich historical back-file. The editing of the OCRred files and subsequent parsing of the edited text required a substantial effort on the part of the UIUC Library. The decision was made to have a follow-up conversation with EBSCO and to suggest that the OCRred files of 29 printed volumes of ABSEES be provided, in the hope that EBSCO would be able to put these files to use. Right now this proposal is under consideration at EBSCO.

II. Statistical Profile

1. Facilities

When ABSEES became a part of the International and Area Studies Library, Irene Kolchinsky's office was relocated to 329 Library. The ABSEES indexers work from home, using the online workflow.

² Dickinson, J. "American Bibliography of Slavic and East European Studies (ABSEES)." *CHOICE: Current Reviews for Academic Libraries*. April 2013: 1391.

³ They include over 130,000 bibliographic records for books, book chapters, and articles.

2. Personnel

Name	Title	Employment Dates
Irene Kolchinsky	Managing Editor Academic hourly; 25 h/w	April 2006 –
Anne Tempest	Lead Indexer Academic hourly; 15 h/w	September 2006 –
Emily Ewers	Indexer Graduate hourly; 5-10 h/w	June 2010 –
Rosa Kleinman	Indexer Academic hourly; 5-10 h/w	May 2012 –
Jennifer Bylsma	Indexer Academic hourly; 5-10 h/w	July 2013 –

The ABSEES Managing Editor supervises the staff, hires and trains indexers, determines the ABSEES editing production goals, determines coverage for the database indexing, edits and sends ABSEES monthly submissions to EBSCO, updates the ABSEES website, cleans up the online subject thesaurus, works on the ABSEES back-file conversion project, corresponds with EBSCO representatives and members of Association for Slavic, East European and Eurasian Studies (ASEEES), represents ABSEES at ASEEES meetings, and interacts with professionals from other institutions.

The ABSEES indexers screen the journals assigned by the Managing Editor for articles related to Slavic and East European Studies, index articles using the ABSEES online workform, write abstracts for those articles which do not have “Abstracts from Author,” submit records to the Managing Editor, submit bi-weekly reports indicating the titles of journals covered during this period of time and the number of records completed, ensure the assigned journals do not have

backlogs, and report if any of the assigned journals cease publication or undergo any other changes.

3. User Services

Irene Kolchinsky made a presentation on the current status of ABSEES to the ABSEES Advisory Committee at the American Association for Slavic, East European and Eurasian Studies (ASEEES) Annual Convention (November 2015).

International & Area Studies Library Spring 2016 Statistical Report

Prepared by Robert Sarwark
with Lisa Renee Kemplin & Katrina Spencer (Facebook statistics)

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1. Summary

This report is intended as a broad overview of the International & Area Studies Library's activities during the **Spring 2016** semester. Regular statistical reports produced over time can serve as a benchmark for the library, revealing consistencies and evolutions in its role as a part of the broader campus community. As such, we have focused on a big-picture view of the library's core activities. This not only gives us an idea of our library's impact, but also of the kinds of data available. Anyone wishing to make use of assessment data for a specific project (for example, redesigning a library website) should note that much more detailed data, beyond the scope of this report, is available and can be sought out with reference to a particular research question.

The data in this report cover the Spring 2016 semester, from Tuesday, **January 19, 2016** to Wednesday, **May 11, 2016**. *Deviations from this date range are indicated where appropriate.* The report is divided into the following sections: 1. Summary; 2. Library Space; 3. Reference Transactions; 4. Instruction & Research Resources; 5. Outreach Initiatives; and 6. Online Presence. Data was gathered from multiple sources, also indicated in the appropriate section.

Where equivalent data from previous reports are available, percent-change has been reported to indicate change relative to previous benchmarks.

1.1. Highlights

- 1.1.1.** Activity in the International & Area Studies library for this period, as measured by the **total hourly patron count** (2,412), is **up 12%** from Fall 2015 (2,159). (See Section 2)
- 1.1.2.** **Reference transactions** reported by IAS staff for this period (642) are **up 44%** from Fall 2015 (447). (See Section 3)
- 1.1.3.** All 101 currently published, IAS Library-produced **LibGuides** had **9,194** total views during this period. The LibGuide "Arab Spring Workshop" was the most visited LibGuide, with 773 views. *Note that on April 29, 2016 all individually owned LibGuides were migrated to the joint IAS account.* (See Section 4)
- 1.1.4.** The Library's **outreach efforts**, which included **4** special events in Spring 2016, reached **212** participants. (See Section 5)
- 1.1.5.** IAS main **website pageviews** (10,845) are **up 29%** compared to Fall 2015 (8,421). The *Glocal Notes* **blog pageviews** (7,029) are **up 19%** since the previous period (5,910), while the IAS **Facebook page** gained **79 new "likes"** (i.e, followers) in Spring 2016 (492 total). In comparison, Fall 2015 saw an increase of 107 new likes. (See Section 6)

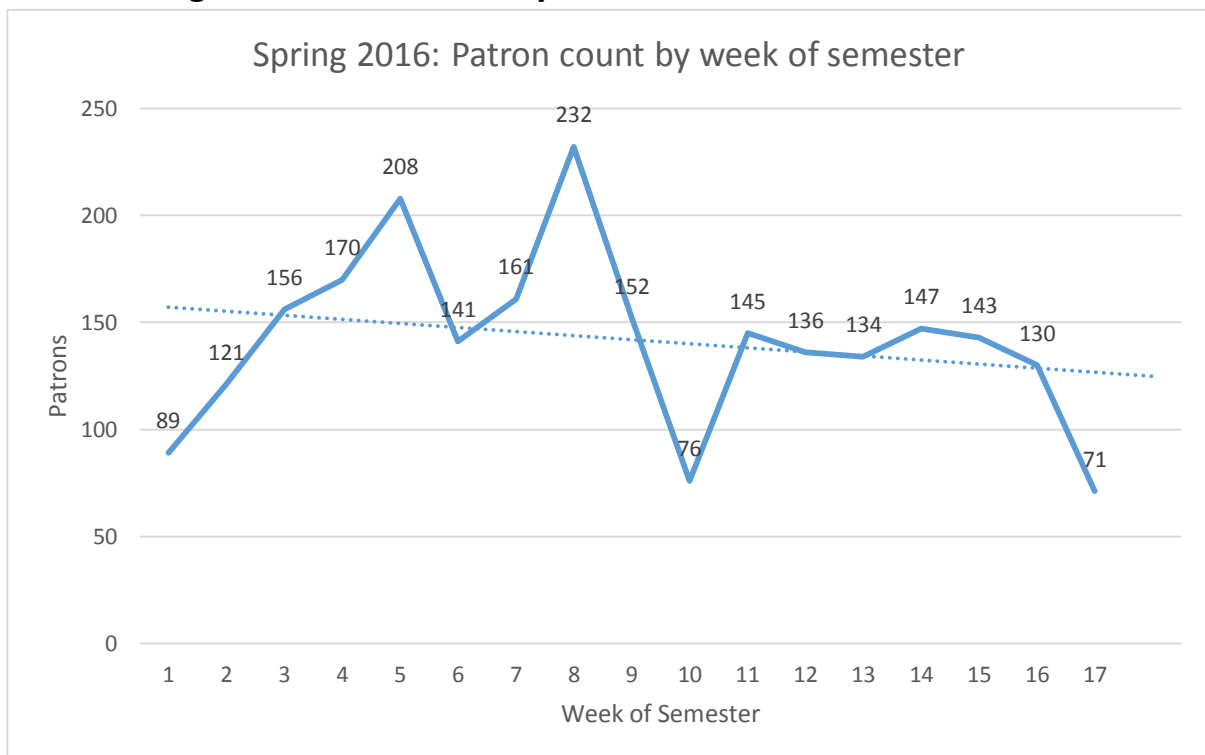
2. Library Space

The data in this section was gathered from our Desk Tracker page, where desk staff enter a head count taken every hour, on the half hour. *The total collected is not the number of unique patrons, but an hourly sampling of patron activity in the library. As such, not every patron who enters the library is counted and patrons who stay several hours may be counted more than once. This count also includes patrons who were in the library for special events such as the Chai Wai series or a guided tour.*

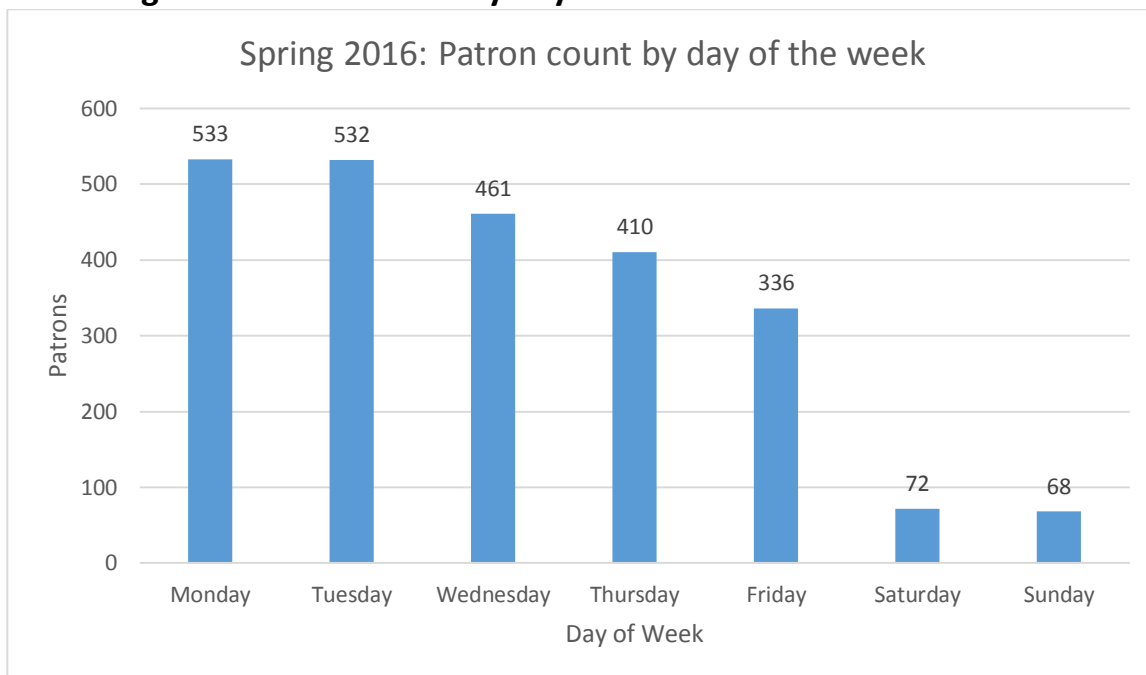
2.1. Total number of patrons: 2,412

According to data from last year's statistical reports, the above figure represents a 12% increase from Fall 2015 (2,159).

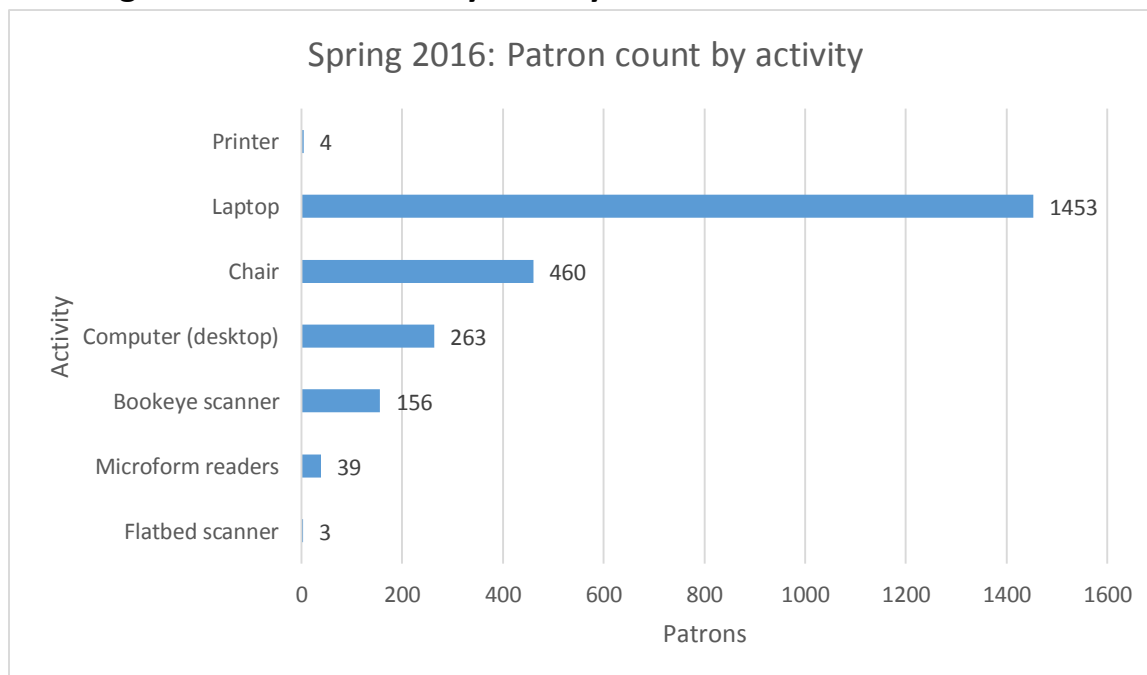
2.2. Figure 1: Patron count by week of semester



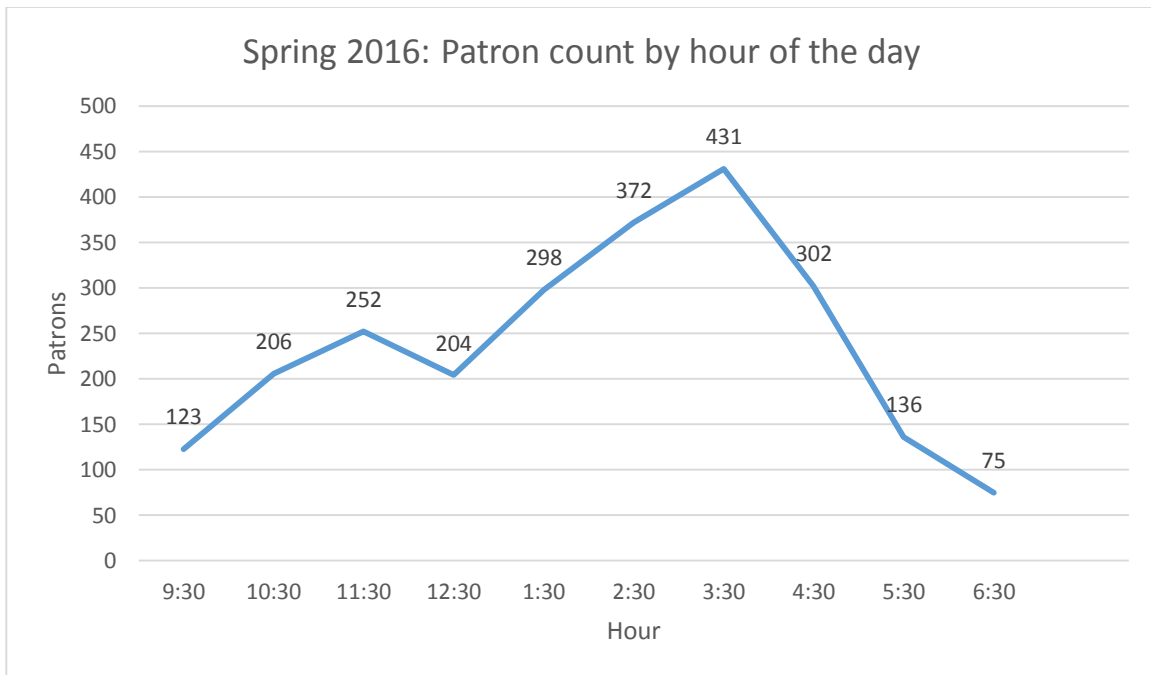
2.3. Figure 2: Patron count by day of week



2.4. Figure 3: Patron count by activity



2.5. Figure 4: Patron count by hour of the day



3. Reference Transactions

This section tracks patron interactions and reference questions and is based on Desk Tracker data as reported by the International & Area Studies Library circulation desk staff and affiliated subject specialists. This data is self-reported and may not represent the full scope of reference activity performed by IAS librarians. Additionally, none of the reporting fields in the Desk Tracker form are mandatory, so complete details may not be available for every interaction.

3.1. Total number of reference transactions: **642**

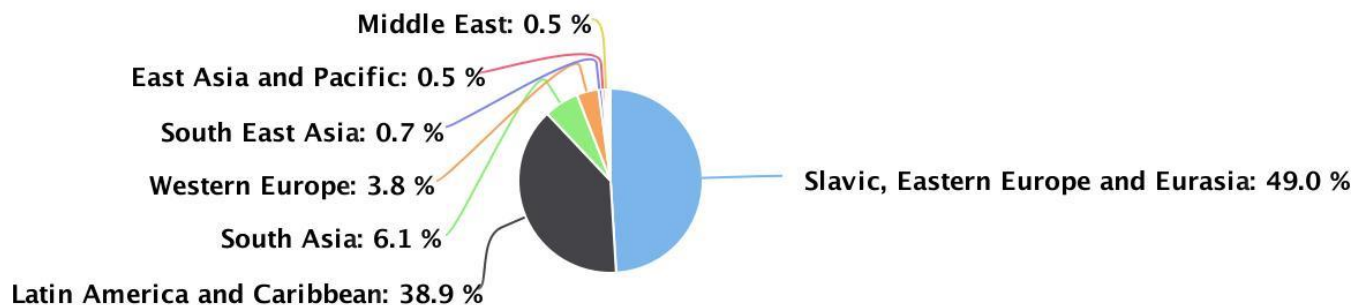
The above figure represents a 44% increase in transactions recorded from Fall 2015 (447).

- 3.1.1. Reference transactions reported by IAS Subject Specialists and International Reference: **396**
- 3.1.2. Reference transactions reported by the Circulation/Info Desk: **246**

3.2. Figure 5: Reference transactions by world region

World Region

desk is International & Area Studies: IAS, from 2016-01-19, through 2016-05-12

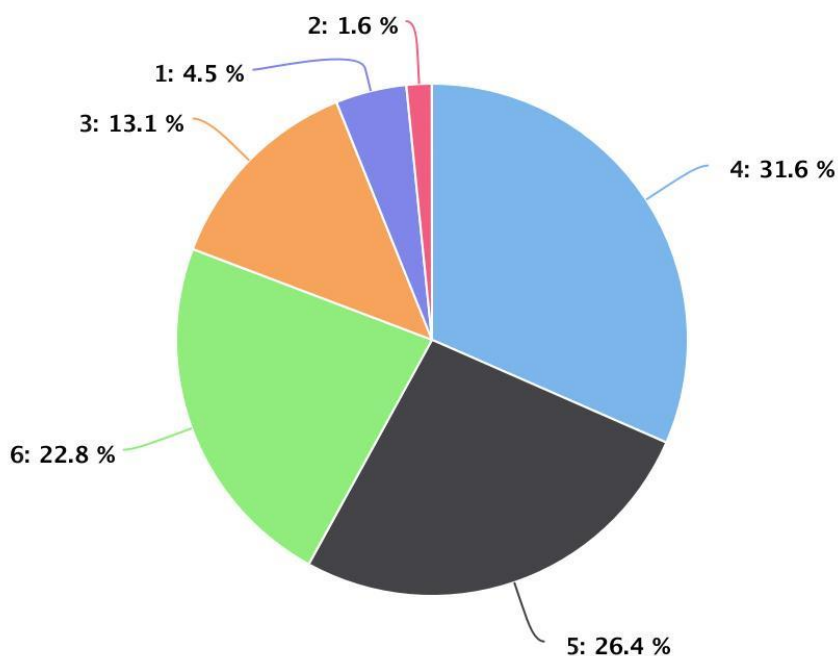


Desk Tracker

3.3. Figure 6: Reference transactions by READ Scale

READ Scale

desk is International & Area Studies: IAS, from 2016-01-19, through 2016-05-12

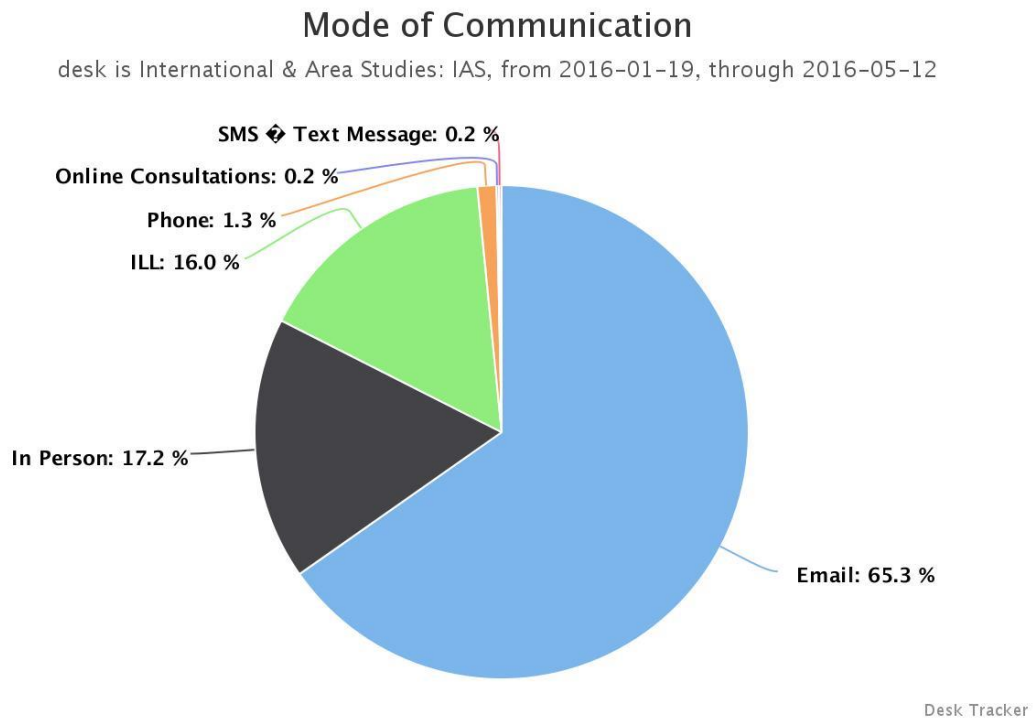


Desk Tracker

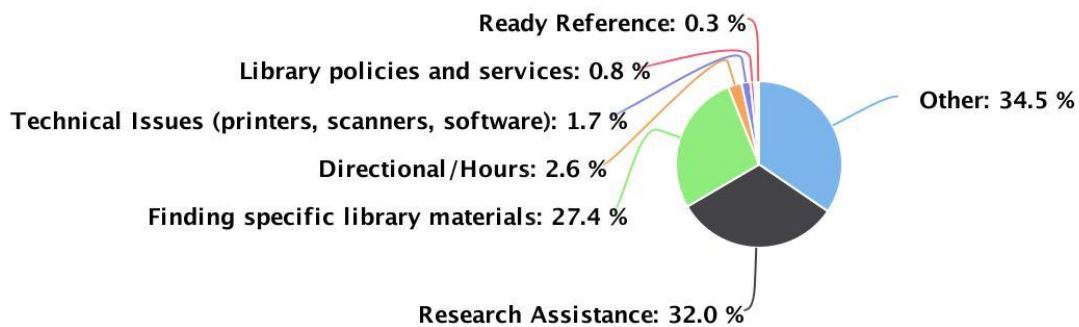
READ Scale Key:

- 1: Directional/Hours; Pointing;
- 2: Policies; VUFind Known Item search; Call Number questions; Scanners/Printers/hardware issues;
- 3: Reference Training Required; Ready Reference; Research Assistance using only 1 source; SFX/EResource troubleshooting; Journal/Article questions;
- 4: Research Assistance requiring multiple sources;
- 5: Research Assistance requiring multiple sources and subject specialty; very long;
- 6: Multi-day research assistance, lots of back and forth with patron.

3.4. Figure 7: Reference transactions by mode of communication



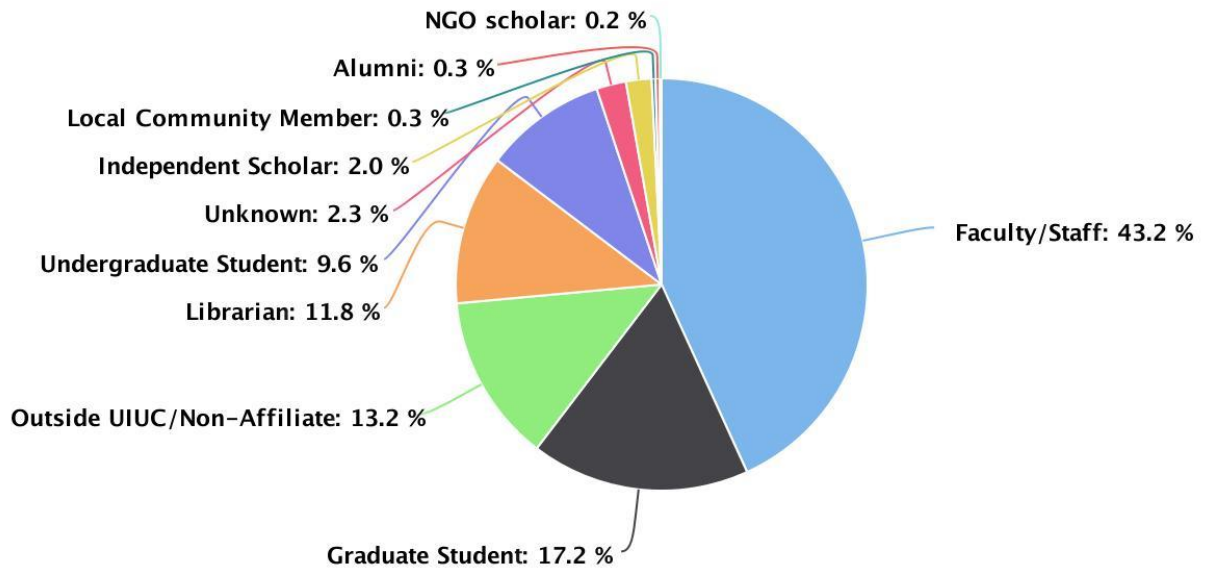
3.5. Figure 8: Question type



3.6. Figure 9: Patron type

Patron Type

desk is International & Area Studies: IAS, from 2016-01-19, through 2016-05-12



Desk Tracker

4. Instruction & Research Resources

4.1. Instruction

The following 21 instruction sessions took place during the Spring 2016 semester, reaching approximately 570 individuals:

TOPIC	DATE	STAFF LEADER(S)	ATTENDEES
Spring 2016 New International Student Orientation	1/15/16	Joseph Lenkart	~200
International Graduate Student Orientation	1/15/16	Joseph Lenkart	~150
Middle East 1566-1914	2/5/16	Laila Hussein Moustafa	30
Study Abroad to France	2/11/16	Steven Witt	16
Grand Challenge	2/11/16	Mara Thacker	20
Global Environmental History	2/15/16	Steven Witt	17
South Asian Goddesses	3/3/16	Mara Thacker	7
Introduction to the Cultures and Literatures of South Asia	3/10/16	Mara Thacker	35
Bibliographic description and bibliographic verification in the Russian/East European/Eurasian context	3/11/16	Christopher Condill	9
Introduction to Hinduism	3/15/16	Mara Thacker	25
Islam in Africa	3/18/16	Laila Hussein Moustafa	6
Geography of South Asia	3/29/16	Mara Thacker	9
Education Policy, Organization, and Leadership (College of Education)	4/4/16	Joseph Lenkart	25
Blackboard Collaborate Sessions (x8)	Various	Joseph Lenkart	20
		TOTAL	569

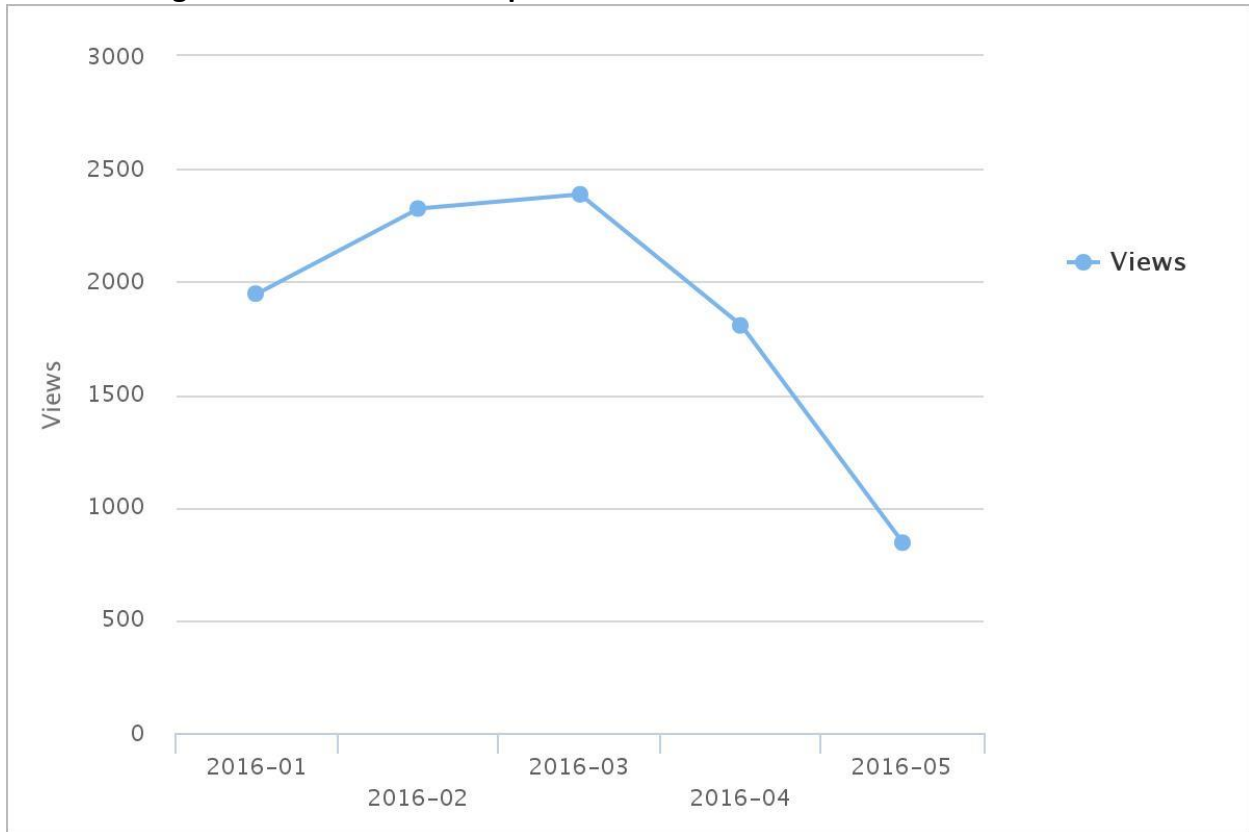
4.2. LibGuides

LibGuides data is taken from LibGuides Statistics (via <http://illinois.libapps.com>).

There are currently 101 LibGuides owned and administered by the IAS Library. Many IAS subject specialists and affiliated staff/faculty have produced LibGuides which, as noted in the Summary, have been migrated to the shared institutional account during the current period.

4.2.1. Total number of LibGuides views: 9,194

4.2.2. Figure 10: LibGuides views per month



4.2.3. Figure 11: Top 25 IAS LibGuides by month

Guide ID	Guide Name	2016-01	2016-02	2016-03	2016-04	2016-05	Total
348276	Arab Spring Workshop	144	250	114	206	73	787
348323	The Transformation of the Middle East, 1566-1914 (HIST 335)	136	134	144	89	37	540
347562	Resources for the Study of the Romanian Language	47	94	60	60	43	304
348322	Hinduism Bibliography	19	30	161	54	39	303
347101	African Studies Internet Portal	83	98	61	36	23	301
347068	Big Read: The Death of Ivan Ilyich	63	70	82	53	31	299
390058	Research Guide to Brazil	0	0	149	88	15	252
347567	Resources for the Study of the Tatar language	34	73	68	46	26	247
402272	Research Guide to Latin American and Caribbean Sport	0	0	126	87	32	245
347572	Resources for the Study of the Hungarian language	109	61	17	13	3	203
348033	Chekhov: A Bibliographic Research Guide	25	79	40	34	24	202
348393	Violence in Twentieth-Century Russia and Eurasia: Experience, Affect, Memory, and Legacies	43	62	27	36	27	195
348206	Rabindranath Tagore Research Guide	48	32	55	35	21	191
347505	Resources for the Study of the Russian Language	51	51	52	13	9	176
347627	Brazilian Culture	18	43	59	34	13	167
347102	Multilingual Electronic Resources for Slavic, East European & Eurasian Studies	44	40	35	33	6	158
347546	Current Events Guide to Political and Social Change in the Arab World	17	39	42	19	41	158
347410	Research Guide to Afghanistan	43	71	22	14	6	156
348362	Chai Wai Series- Gender-based Violence in the Global South: South Asia and Beyond	18	40	35	45	16	154
348315	Ibadi Islam	44	44	30	23	12	153
348399	North Korean Juvenile Literature Collection	23	32	29	33	31	148
379993	Chai Wai Series- Around the World in 2D: Comics, Graphic Novels, and Cartooning	22	40	29	44	13	148
347566	Resources for the Study of the Turkish language	24	55	39	19	9	146
348090	Translations and Translation Studies in the Russian, Eastern European & Eurasian Context	98	11	8	7	1	125
348170	Middle East and North Africa Guide	54	26	23	13	4	120

5. Outreach Initiatives

5.1. Special Events

The following 4 special events were held during the Spring 2016 semester:

EVENT	DATE	ATTENDEES
"Brazil and 2016 Summer Olympics"	March 8, 2016	49
"Peace Corps and the University"	March 30, 2016	19
"India's Daughter Film Screening" and panel discussion	April 5, 2016	100
"Jim Ottaviani Talks Comics and Science" book signing and author talk event	April 12, 2016	44
	TOTAL	212

6. Online Presence

6.1. IAS Main Website (<http://library.illinois.edu/ias>)

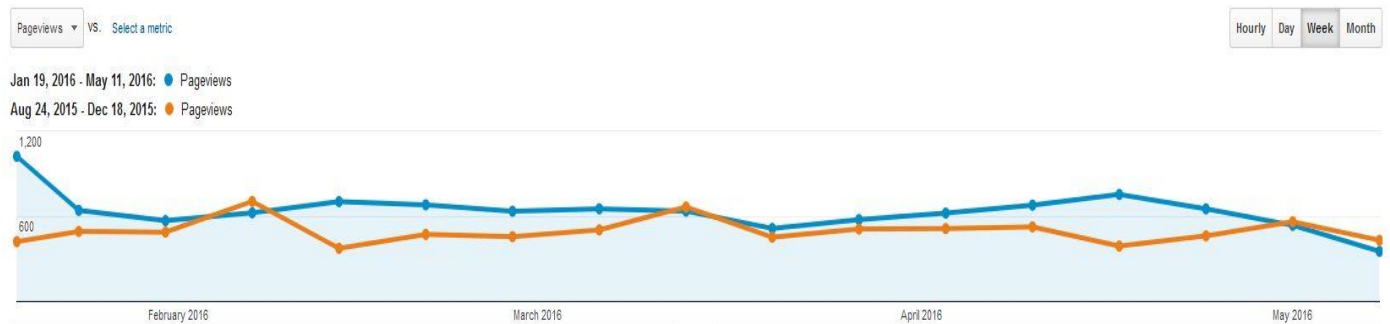
IAS website data is taken from Google Analytics.

6.1.1. Total number of IAS website pageviews: **10,845**

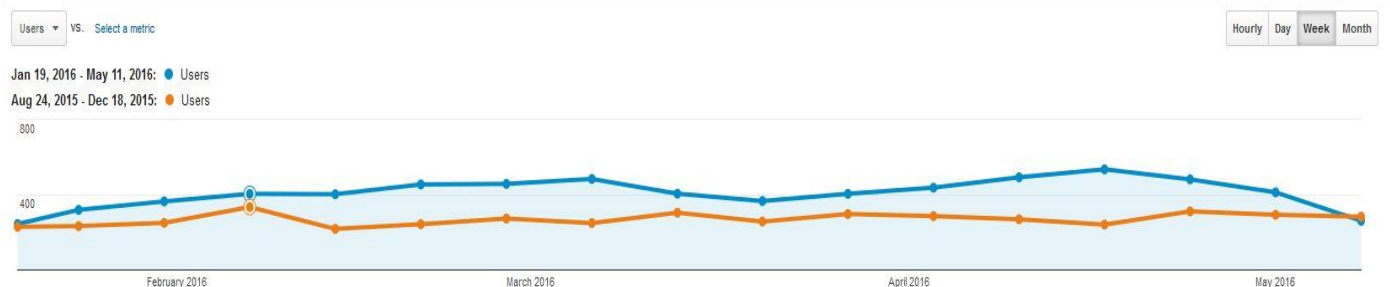
In terms of pageviews, this represents a 29% increase from Fall 2015.

This period registered 6,477 users of the website, representing a 60% increase over Fall 2015.

6.1.2. Figure 12: Comparative website *pageviews* overview by week



6.1.3. Figure 13: Comparative website *users* overview by week



6.2. All IAS Sub-Pages

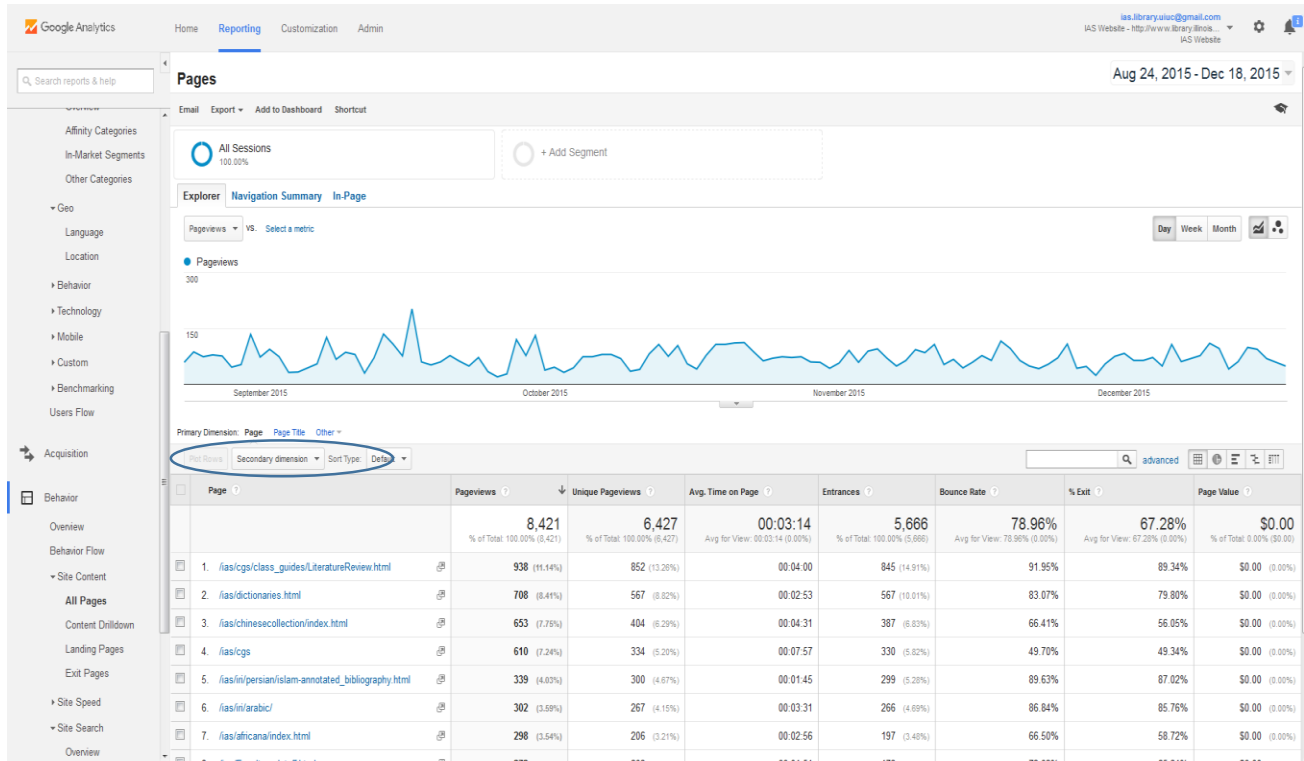
IAS website data is taken from Google Analytics.

Note: There are almost 900 sub-pages associated with the main IAS site considering the /ias domain's four-year history, including all of the area studies collections pages. For data on any specific page, first log in to Google Analytics (<http://analytics.google.com>) using the following credentials:

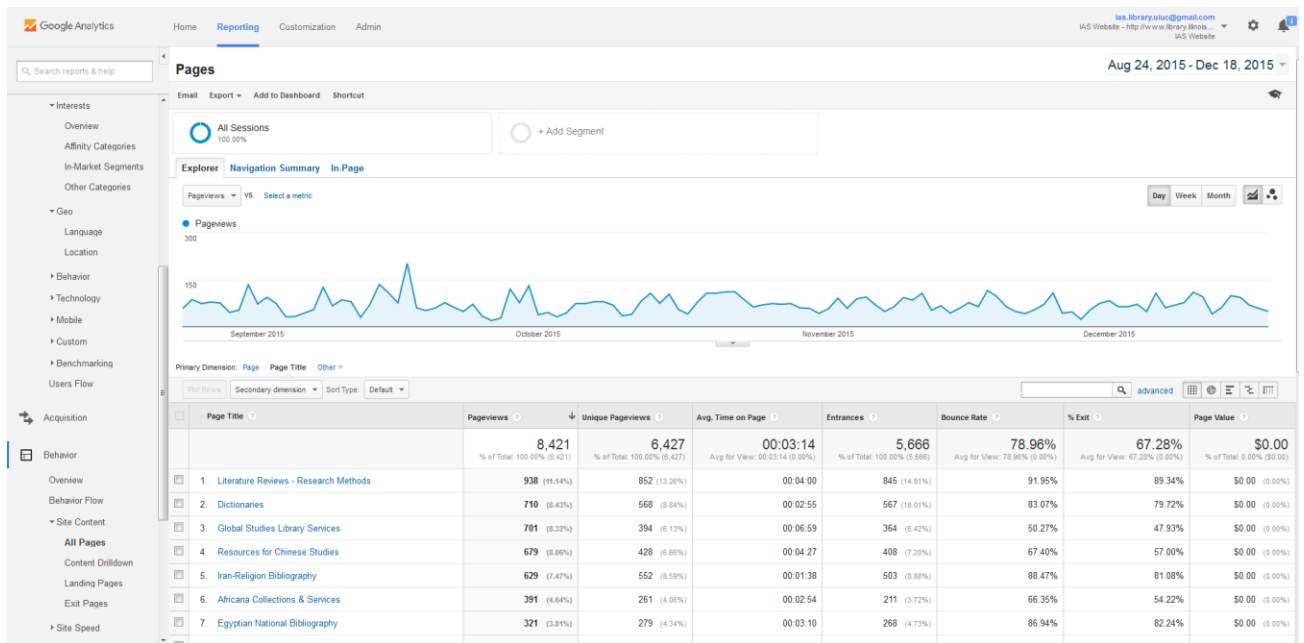
Username: ias.library.uiuc@gmail.com | Password: IASrules

Once you are logged in, navigate to the "IAS Website" statistics. Then navigate on the left-hand menu to "Behavior>Site Content>All Pages." Set the date on the top right corner of the screen to start on January

19, 2016 and end on May 13, 2016 (Spring 2016). You should see the following screen (adjusted for the new period):



To set the results to show data by page title instead of URL, change the “Primary Dimension” option (circled above in the middle of the screen) to “Page Title.” From there you should see the following screen, which will tell you your desired page’s rank among all other IAS pages:



Clicking on the hyperlinked title will lead you to more specific data for that particular page.

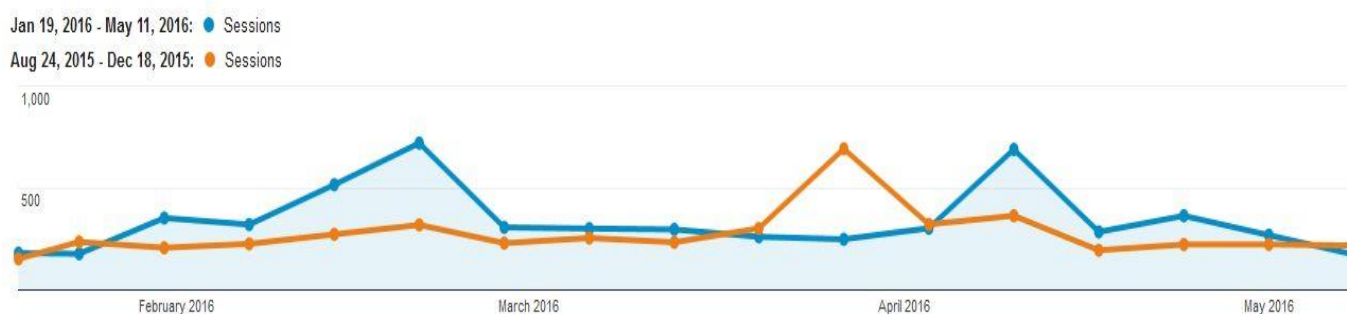
6.3. Glocal Notes Blog

Glocal Notes website data is taken from Google Analytics.

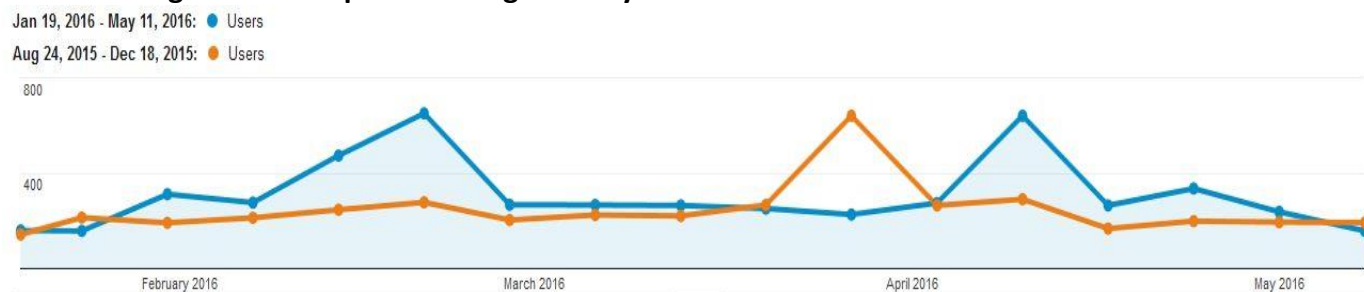
6.3.1. Total number of pageviews: 7,029 (4,924 users)

In terms of pageviews, this represents a 19% increase from Fall 2015; in terms of users, the increase is 27%.

6.3.2. Figure 14: Comparative blog pageviews overview by week



6.3.3. Figure 15: Comparative blog users by week



6.4. Facebook Page

IAS Facebook page data is taken from Facebook Analytics.

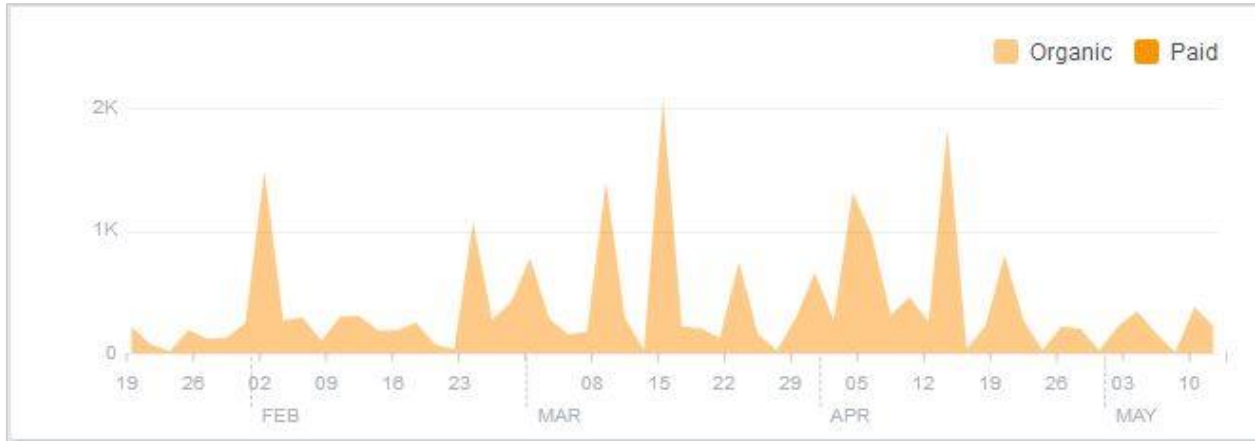
6.4.1. Total Facebook likes: 493

At the beginning of Spring 2016 (January 19, 2016), the IAS Facebook page had 416 likes and by May 13, 2016 it had 493. This represents an increase of 16%.

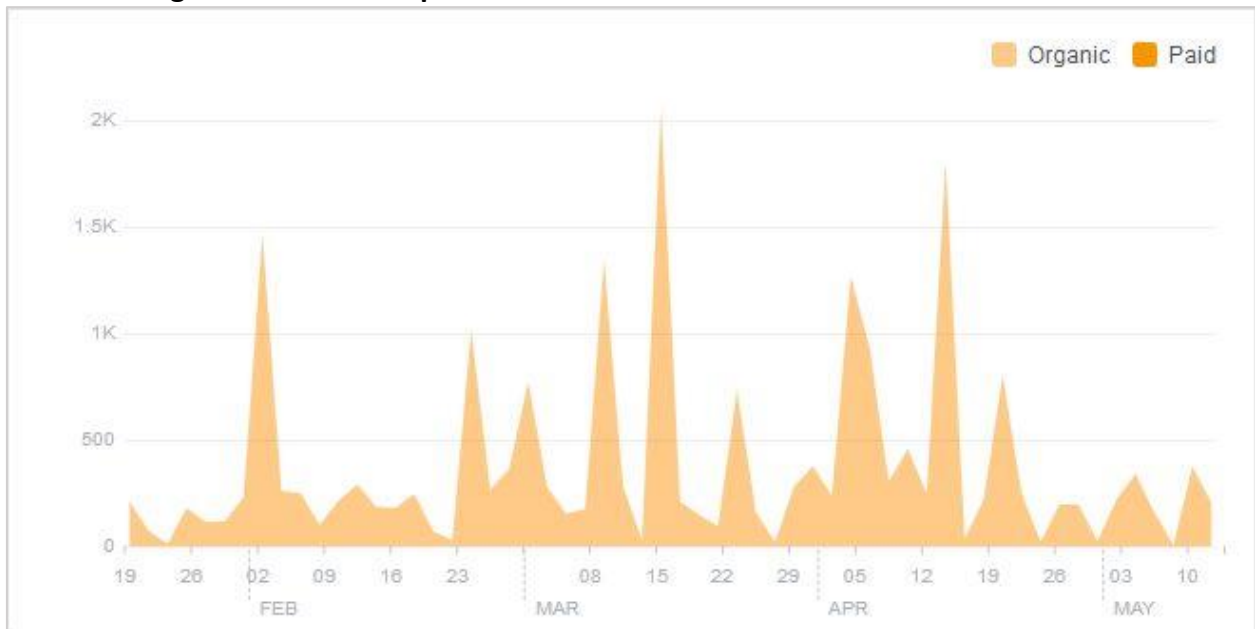
For more insights into our Facebook presence, see the “Facebook Statistics, Spring 2016” document prepared by Katrina Spencer (Appendix A).

All Facebook growth measured during this period was organic (i.e., unpaid).

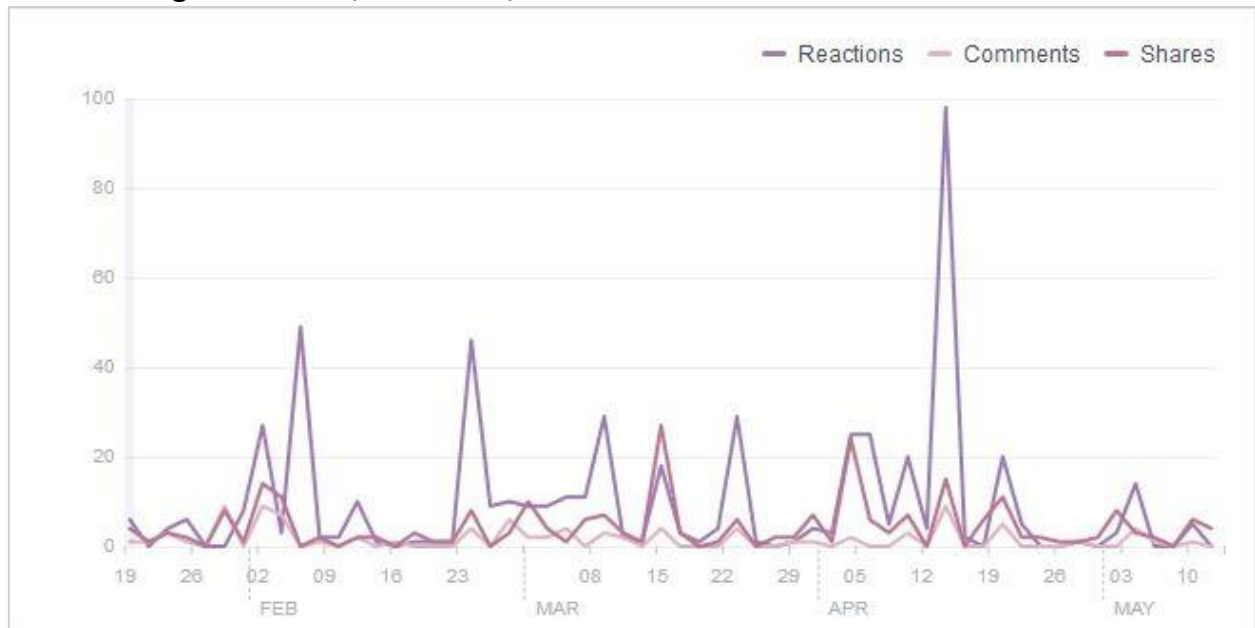
6.4.2. Figure 16: Total Facebook reach



6.4.3. Figure 17: Facebook post reach



6.4.4. Figure 18: Likes, comments, and shares



6.4.5. Figure 19: Most popular Facebook posts

Post type	Title/Theme	Date Posted	Contributor	Total Reach
IAS blog link	“Crimes of Fashion: Intellectual Property and Indigenous Dress”	4/13/16	Stephanie Birch	5,732
Image, text + external link	“International Women’s Day” (images of girls attending school around the world)	3/8/16	Katrina Spencer	2,082
IAS blog link	“‘The Fairer Sex’ Writes”	3/15/16	Katrina Spencer	2,267
IAS blog link	“The Gist of Jewish Studies”	2/2/16	Katrina Spencer	1,820
IAS blog link	“Sari, Not Sorry”	2/23/16	Mara Thacker	1,777
Image + text (series)	“Where in the World Are Our Librarians?”: Susan Schnuer	4/5/16	Katrina Spencer	1,147

6.5. Twitter Account

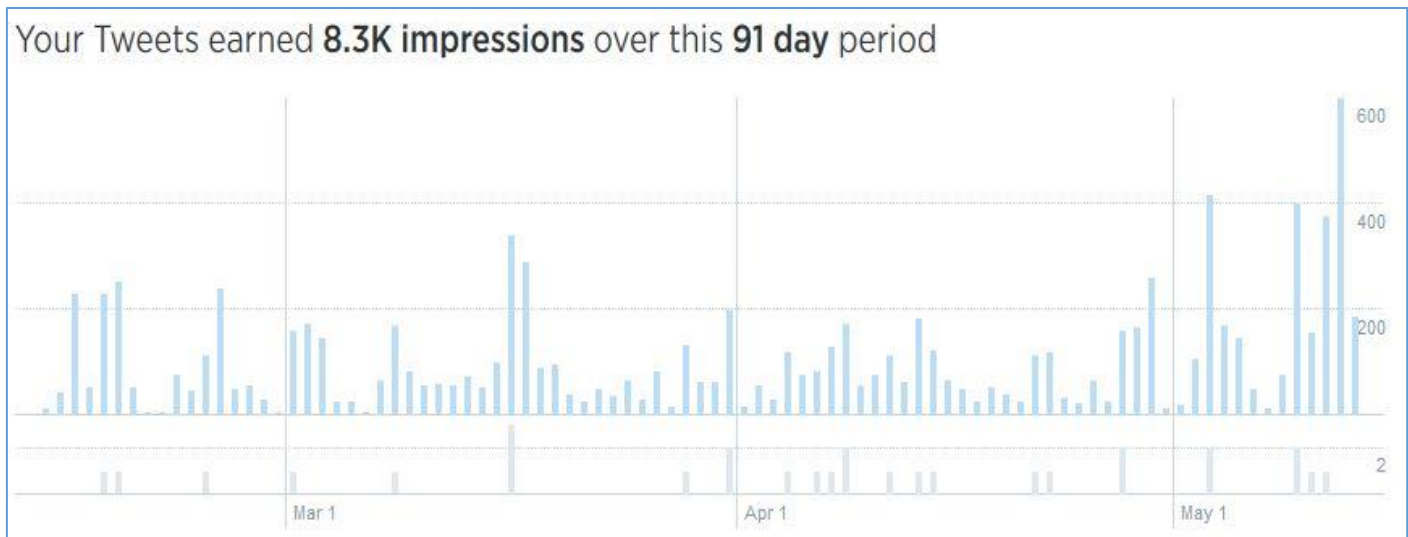
IAS Twitter page data is taken from Twitter Analytics (<https://analytics.twitter.com/user/iaslibrary/tweets>).

Username: iaslibrary | Password: IASrules






Twitter does not allow users to process statistics for periods of longer than 90 days. Therefore, this section takes its data from the period covering the dates February 13 to May 13, 2016. During this period, our Twitter account achieved an average of 92 impressions per day.

6.5.1. Total number of IAS Twitter followers as of May 13, 2016: 167

6.5.2. Figure 20: Twitter impressions per day (note: the lower bars represent number of tweets per day)



6.5.3. Figure 21: Top 5 tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	IAS Library @iaslibrary · Mar 16	Interested in @PeaceCorps AND higher education? This event brings them together! @GlobalStudiesIL @PeaceCorps_MW pic.twitter.com/DiEtcOZUn1 View Tweet activity		586	14	2.4%
	IAS Library @iaslibrary · May 3	This week on our blog we chat with Antonio Sotomayor, author of "The Sovereign Colony" publish.illinois.edu/iaslibrary/201... #PuertoRico #Olympics #sports View Tweet activity		425	6	1.4%
	IAS Library @iaslibrary · Mar 1	This week's Glocal Notes post takes a look at the @PeaceCorps' legacies worldwide and more. publish.illinois.edu/iaslibrary/201... #peacecorpsweek2016 View Tweet activity		342	8	2.3%
	IAS Library @iaslibrary · Feb 24	#Cultural appropriation or appreciation? This week's blog post explores the distinction. publish.illinois.edu/iaslibrary/201... pic.twitter.com/dEdCMixiA View Tweet activity		281	8	2.8%
	IAS Library @iaslibrary · Feb 18	Great news! #PCTopColleges twitter.com/PeaceCorps_MW/... View Tweet activity		279	9	3.2%

Appendix A:

The following points are taken from the Insights tab on the IAS Facebook page, available to editors and administrators.

1. “Slow” but steady growth.

At the end of the fall 2015 semester, 408 fans had liked our page. We now have 492 fans. Part of gaining new fans is posting our material in new forums and tagging interested parties. One new place we posted was in the group Native Lives Matters. A new group we have tagged when we have relevant content is the University of Illinois College of LAS. Moreover, by contacting Heather Murphy, we can also have our posts shared on the University Library’s Facebook page which exposes our posts to broader audiences.

2. Top Posts of the Semester

The following posts to our page have garnered the most engagement, attention and investment from our digital audience. The figures to the right represent how many people viewed, clicked, commented on and/or reacted to the indicated post:

✓ Crimes of Fashion: Intellectual Property and Indigenous Dress by Stephanie Birch	5,732
✓ International Women’s Day (Images of Girls Attending School Around the World)	2,082
✓ ““The Fairer Sex” Writes” by Katrina Spencer	2,267
✓ The Gist of Jewish Studies by Katrina Spencer	1,820
✓ “Sari, Not Sorry” by Mara Thacker	1,777
✓ “Where in the World Are Our Librarians?” with Susan Schnuer	1,324
✓ ““The Fairer Sex” Films, Too” by Mara Thacker	1,147

Some of the features that may make these posts successful are the following:

- They embrace themes that cross cultural boundaries. For example, fashion and film are relevant to many cultures, and therefore these posts can be meaningfully shared with a broad and diverse set of Facebook users.
- Stephanie’s post was particularly well researched and documented.
- The posts treat groups that are historically oppressed, underrated and underestimated in society, i.e. women and minorities. This suggests that while these groups are struggling to have their voices heard in the political sphere, they are phenomenally represented on social networks and attuned to digital media.

3. Demographics

Gender

- 60% of our fans are women
- 36% of our fans are men

Age

- 85% of our fans are between the ages of 18 and 24.

Traffic

- Our “rush hour” this semester has been 3:00- 4:00 p.m. on Tuesdays.

Locals

- 192 of our 492 fans, or, 39%, reside in Illinois.

4. Recycling

Reusing the “Bookmark Brigade,” “Notes & Rests,” and/or “At the Movies” series models are viable options. An additional series is being discussed for the fall of 2016: “It’s a Small World After All,” which would include children’s literature representing different regions and cultures of the world.