Annual Report

Linscheid Library
and
Distance Education

AY 2007-2008

Prepared by: Dr. Adrianna Lancaster
Director, Linscheid Library and Distance Education
I. Unit Accomplishments

The items in section I. refer to the specific goals relevant to the Linscheid Library and/or Distance Education.

A. Vice President’s Goals

4. Implement revised merit pay system: The library faculty, in conjunction with the library director, expanded section IV of the revised merit pay document to accurately reflect the responsibility of the librarians. The library faculty completed the revised merit form in January 2008.

7. Complete the revision of the institution’s strategic plan: Planning is well underway and will be completed by September 2008.

B. AAC’s Goals

1. Participate in the planning for the ECU Centennial: The assistant library director and the periodicals assistant both serve on the institution’s Centennial Committee – Heritage and Traditions subcommittee. Plans for a variety of displays are underway. Special Collections has several projects in the works: the library staff is working with the Centennial quilt committee in the creation and display of a Centennial quilt; the library plans to digitize a number of old photographs and the ECU Journal in relation to the centennial celebration; and the library is working with academic departments on student projects. In addition to the ECU Centennial celebration, the library continued to celebrate the Oklahoma Centennial through November 2007 with displays on Oklahoma artists, Oklahoma entertainers, politicians of Oklahoma, spotlight on Oklahoma counties, the Oklahoma land runs, and the history of the musical and film Oklahoma! The library also hosted an Oklahoma film festival in October.

3. Update the homepages for the new university website: The assistant library director has attended training on the new webpage content management system and is in the process of migrating the library and distance education pages to the new system.

C. Academic Affairs’ Goals

5. Coordinate the institution’s preparation of a proposal to establish a branch campus in Ardmore: The Director of Distance Education worked closely with the President, Provost, Deans, and Vice President of Sponsored Programs and Research to develop and submit a proposal to the Ardmore Higher Education Center Board of Trustees. The proposal was accepted and the Trustees’ recommendation was forwarded to Ardmore area legislators. Even though legislators submitted a bill, action was not taken.

11. Institutionalize the CETL program: In October 2008, the CETL grant was finalized. The instructional designer position and the telecommunications analyst position were institutionalized and now report to the Director of Linscheid Library and Distance Education.

D. Linscheid Library and Distance Education Work Plan

Linscheid Library will:
1. Implement an electronic reserve system (P1, P2).
   - Done
2. Create and implement a digitization plan (P2, P6, P7).
   - The plan has been developed and will be implemented during AY 2008-2009.
3. Develop a systematic purchasing plan (P2, P6).
   - Done – has been integrated into the library’s assessment plan
4. Create an instructional assessment plan (P1, P2, P4).
   - Done – has been integrated into the library’s assessment plan and is being implemented in defined stages
5. Create a reference assessment plan (P1, P2, P4).
   - Done – was implemented during the fall semester and used in the merit documentation
6. Conduct user needs surveys (P1, P2, P6).
   - Done – the student survey was conducted in the spring semester
7. Develop and implement a signage plan (P1).
   - Done – the signage plan has been developed and integrated into the library’s assessment plan. The new signage is in place
8. Create a staff committee to document job responsibilities (P1, P2).
   - Done – the committee has been created and given a charge

Distance Education will:

1. Establish guidelines for the Puterbaugh scholarship (P1, P2, P5)
   - Done – two students received the scholarship for the Fall 2008 semester
2. Implement a tutorial/training session for Blackboard classes to be used at the off-campus sites (P1, P2, P4)
   - Done – a handout for students has been created. In addition, several online tutorials are available on the website for students and faculty
3. Investigate increasing class capacity and sizes at the sites (P4)
   - No progress – space availability at Shawnee and class cap sizes continue to be a problem at all the off-campus sites.
4. Improve feedback mechanism between ITV faculty and advisors (P1, P2)
   - Some progress - The distance education staff drafted a letter to be sent to ITV faculty that details items such as how to transport materials and the services that are offered at off-campus sites. It is unclear at this time if the letter will have any impact.
5. Increase the number of ITV faculty using Blackboard for course material delivery (P1, P2)
   - Some progress – more and more faculty are using Blackboard for course delivery but many faculty still use paper and the courier system.
6. Investigate providing electronic access to class schedule by site (P1)
   - Some progress – The online schedule maintained by Dr. Bill Walker has links for courses at the three main sites. It is expected that online enrollment will increase the access of the course schedule by site.

II. Programmatic Accomplishments
The library’s accomplishments center around five areas: assessment, acquisitions, usage, instruction, and technology. Assessment will be discussed in section III. The remaining four categories are covered in this section.

Acquisitions
The library continues to utilize both E&G and the Library Technology Fee to purchase materials for the library. The E&G budget contributed $249,992 and was supplemented by $131,850 from the LTF. This is an increase of $10,620. The increase was from moving existing funds within the budget.

Electronic database prices continue to increase causing the librarians to constantly evaluate the appropriateness of each resource. In addition, the amount of money for traditional book orders has been limited in order to pay for electronic resources. The library has asked for an increase in the 2008-2009 budget to accommodate these rising costs. In AY 2007-2008, the library added 1711 new titles and withdrew 1330, not counting government documents. The library hired a new government documents librarian who began her position in October. One of her first priorities has been to take on the task of weeding, particularly the federal and state microfiche and then the vertical files. To date, 4,847 new titles have been added but 29,070 titles have been weeded. This project is long overdue and a welcome activity for the library collection.

Usage
Perhaps the largest accomplishment of the AY 2007-2008 for the library is the increase in library usage. For several years, the library has experienced a decline in circulation, in-house use, room count and interlibrary loan. This year all of these categories have increased! Circulation is up 4.29%, in house use is up 20.32%, room count is up significantly in all time slots, and interlibrary loan is up 47%. The only statistic that is not included is gate count. The library changed the way gate count is calculated and cannot compare to previous year’s data. Since October 2008, the gate count for a typical week is 3077. Similar to recent years, electronic usage is up as well. The one concern in the usage data is the decrease in reference questions. The librarians are answering more directional type questions (i.e. where do I pick up my printout?) but fewer informational questions. Possible solutions will be addressed in the assessment section of this document.

Instruction
One possible reason for the increase in usage is the increased focus on instruction. In the past, students in Freshman Seminar received a one-hour instruction and tour of the library. The librarians knew this was inadequate but realized that no more classtime could be allotted to the library. For Fall 2007, Freshman Seminar courses included 12 online tutorial modules that incorporated assessments. All students were required to complete the modules. Specific data on the assessments will be included in the assessment portion of the report. In addition to the 12 modules, the students had a more thorough tour of the library. Additionally, the instruction librarian has actively worked with faculty to incorporate more library instruction into the curriculum. Last year, the library conducted 29 library instruction sessions, excluding Freshman Seminar. This year, the library conducted 50 sessions, an increase of 72.4%. The History Department and the English Department have been avid users this year. This focus on library instruction will continue in future years. Implemented last year, all faculty who make use of the library instruction services are asked to fill out an evaluation. A total of 19 surveys were returned during the fiscal year. The results are as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>I don’t know/not sure (0)</th>
<th>Poor (1)</th>
<th>OK (2)</th>
<th>Good (3)</th>
<th>Excellent (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content: the information was relevant to the needs of my students</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Presentation: the information was presented effectively and clearly</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Engagement: My students had sufficient opportunities to ask questions and interact with the presenter(s)</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Overall quality of the instruction session</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>16</td>
</tr>
</tbody>
</table>

Technology
The library continues to be a leader in the area of technology. In order to improve services the Audiovisual Librarian implemented a form to track equipment/computer repairs. Beginning in September 2007, The Audiovisual Librarian collected the following data:

<table>
<thead>
<tr>
<th>Number of requests for...</th>
<th>2007-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>New equipment or software</td>
<td>18</td>
</tr>
<tr>
<td>Repair of existing equipment/hardware</td>
<td>41</td>
</tr>
<tr>
<td>Repair of existing equipment/software</td>
<td>72</td>
</tr>
<tr>
<td>IT assistance was needed</td>
<td>14</td>
</tr>
<tr>
<td>Vendor assistance needed (Innovative, OCLC)</td>
<td>24</td>
</tr>
</tbody>
</table>

In addition, the library continues to offer technology training to the campus community and to respond to the needs created by new technologies. We offered 28 classes, the same number as last year. Many of the classes were related to the change in Outlook, the update to MS Office 2007 and the implementation of the ECU Portal. The Technology Trainer also offered a significant number of one-on-one telephone assistance. Together, we served 292 people, up from 283 the previous year.

Audiovisual services continues to supply equipment to classrooms but we are beginning to see a change in the types of equipment requests. ‘Older’ technologies, like TVs, VCRs, etc. requests were all down this year. Multimedia requests, such as LCD projects and laptops, were up. The highly popular poster printing service continues to grow. The staff added a publicly accessible pc to the Audiovisual department so that patrons may preview their posters before printing and so that they may access files stored remotely. The increase in poster printing required that the library institute a more structured printing policy. The policy is currently in development and will be instituted Fall 2008.

Distance education also had several accomplishments at the sites and in online/blended course delivery.

McAlester
Gay Miller, academic advisor for McAlester, continues to do fantastic work. In addition to her regular duties, Ms. Miller was instrumental in acquiring the funds for the Puterbaugh scholarship. This year she,
in conjunction with a faculty member from Human Resources and a faculty member from Education, developed the guidelines for the scholarship. Under her direction, two scholarships were awarded for Fall 2008. Carissa Day, a graduate student majoring in School Counseling, and Jeremy Johnson, an undergraduate student majoring in Human Services Counseling, are both outstanding students.

Ardmore
The university spent a great deal of effort working towards a branch campus in Ardmore. Even though the Ardmore Higher Education Center Board of Trustees voted to award the branch to East Central University, necessary legislation did not follow. However, Andrea Bryant, academic advisor in Ardmore, focused much of her attention towards recruitment. Her endeavors paid off when enrollment in Ardmore, which has been down for several semesters, increased during the Spring 08 semester.

Shawnee
Courses and programs continue to be offered in Shawnee. Enrollment growth continues to be hampered by the lack of available classrooms at the Gordon Cooper Technology Center. The bookstore improved the process for textbook sales at both Shawnee and McAlester. Students ‘pre-order’ their textbooks, which are then delivered in bags with the student’s name. The process seems to move more quickly and students responded favorably.

CETL
The CETL offices were institutionalized in October and now report to the Director, Linscheid Library and Distance Education. The CETL labs and Bob Vavricka’s office continue to be in the Education Building but plans are in the works to move both to the Library Annex. Several strides were made in online/blending course development. The university instituted an online course fee, which funded several initiatives. First, faculty are now rewarded with a $10/head incentive for all student who complete an online course. The first incentives were awarded during the Fall 07 semester. The fee also funds the development of courses. This year the fee supported the development of a number of blended courses to be offered during the May intersession and the Summer 08 semester. These courses have been quite successful, with significant enrollment. Finally, the course fee funds the partial position of a Blackboard administrator. This position was not filled in the AY 2007-2008, but beginning July 1, 2008, Renee Hall will assume those duties. The filling of this position is expected to increase the quality of services to both faculty and students taking online and blended courses. As has happened for the last few years, enrollment in online courses continues to increase.

III. Assessment Plan

In AY 2006-2007, the Library formed an assessment committee consisting of the director, the assistant director, two more librarians and two support staff. This committee has completed several activities – developed a new mission statement, goals, and objectives; the creation and administering of a staff survey instrument; and a separate information literacy plan.

In AY 2007-2008, the library continued with its assessment activities. The mission(identified AY 2006-2007): Consistent with the mission of the university, and in the spirit of intellectual freedom, equal
access, and cooperative stewardship, the Linscheid Library provides an information-rich environment that fosters independent learning throughout the community.

The goals, based on the ACRL standards, are that the Linscheid Library will:

1. Establish, promote, and maintain an array of quality services that support the academic programs and cultural enrichment of the university.
2. Provide access to a full spectrum of information resources supporting the curriculum and research.
3. Provide a wide range of library instruction in multiple formats.
4. Be an active partner in the academic life of the institution and in the community.
5. Provide an accessible, well-planned, secure and sufficient space to meet the needs of staff and users.
6. Cultivate staff’s ability to work effectively in a changing environment

Goal One: Establish, promote, and maintain an array of quality services that support the academic programs and cultural enrichment of the university.

Objective 1: Establish and meet standards for service – The librarians identified a list of identified services (December 2007) and developed standards and best practices for each service (April 2008). Currently the policies are being reviewed and updated.

Objective 2: Implement an E-reserve system - The Media Management module of the Innovative library system was purchased in the fall of 2007. Policy and procedures manuals were created (November 2007) and E-reserves were implemented campus-wide in January 2008. There are presently two courses and seven items on electronic reserve. Increasing the use of this service will be an objective for the next academic year.

Goal Two: Provide access to a full spectrum of information resources supporting the curriculum and research.

Objective 1: Increase availability of all collections - A digitization plan was developed (November 2007) and the digitization of items of historical value will begin in spring 2009, pending the purchase of the large format scanner requested in the next budget year. The library moved to a proxy rewrite only system for remote access to electronic databases in December 2007. This process was time consuming but has proved to be very successful. There are no requirements on the end user except knowledge of their name and ECU ID number. For Fall 2008, popular lists accessible through the library website will be available and we will begin retrospective updating of local holding records. Retrospective cataloging of maps will begin in spring 2009.

Objective 2: Collect diverse resources - The collection development policies are in the process of being reviewed and compared to other Oklahoma regional university library policies. A systematic purchasing plan was developed (April 2008) and a systematic weeding plan is in the process of being developed.
Goal Three: Provide a wide range of library instruction in multiple formats.

Objective 1: Deliver course/program/audience specific instruction - New freshman seminar library requirements were developed in August 2007 and implemented for the fall 2007 semester. A series of eleven instructional modules and quizzes were created for the library component of UNIV 1001. The modules and quizzes were available via Blackboard. Beginning in the fifth week of the course, students were required to view an instructional module and take the quiz which accompanied it. Each quiz is worth 10 points. In addition, students were asked to take a pretest and a post test for assessment purposes (each worth 22 points). A total of 34 sections (28 in fall; 6 in spring) were taught this fiscal year. The total number of students taking both the pretest and the post test was 219. The average score for each quiz and the pre and post tests are as follows:

<table>
<thead>
<tr>
<th>Quiz title</th>
<th>Average score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pretest (22 points)</td>
<td>15</td>
</tr>
<tr>
<td>Glossary of Library Terms</td>
<td>8</td>
</tr>
<tr>
<td>Physical Overview of the Library</td>
<td>8</td>
</tr>
<tr>
<td>Library Web Page Overview</td>
<td>8</td>
</tr>
<tr>
<td>Using CatPac</td>
<td>7</td>
</tr>
<tr>
<td>Research Strategies</td>
<td>8</td>
</tr>
<tr>
<td>Ebsco Host</td>
<td>8</td>
</tr>
<tr>
<td>Peer Reviewed Journals</td>
<td>8</td>
</tr>
<tr>
<td>Accessing Physical Materials</td>
<td>7</td>
</tr>
<tr>
<td>Plagiarism</td>
<td>8</td>
</tr>
<tr>
<td>Google</td>
<td>8</td>
</tr>
<tr>
<td>Evaluating URLs</td>
<td>8</td>
</tr>
<tr>
<td>Post test (22 points)</td>
<td>19</td>
</tr>
</tbody>
</table>

A comparison of pretest and post test scores indicates that the numbers rose by 4 points (from 15 to 19). This is a 27% increase in scores.

Objective 2: Use multiple formats to provide instruction – Several instruction handouts and tutorials can be found on the library website. Better marketing of these tools is anticipated for Fall 2008, i.e., linking directly from the electronic resources to specific handouts/tutorials.

Objective 3: Assess student learning - An instructional assessment plan was developed in spring 2008 and will be implemented in fall 2008. This plan creates standard evaluation procedures and forms for library instruction. The committee created three new instruction evaluation forms: Peer Evaluation, Student Evaluation, and Self-Assessment. The faculty evaluation form will continue to be used and has been moved to an electronic format. A reference assessment plan was developed and implemented in fall 2007. This assessment plan includes a peer/supervisor evaluation form, student evaluation cards and questions for the library satisfaction survey.

Goal Four: Be an active partner in the academic life of the institution and in the community.
Objective 1: Collaborate with faculty and other university personnel – Defining and describing collaboration has been completed and incorporated into the *Library Liaison Handbook*. Details of the process will be developed during Fall 2008.

Goal Five: *Provide an accessible, well-planned, secure and sufficient space to meet the needs of staff and users.*

Objective 1: Conduct a user needs survey regarding facilities - A staff survey was conducted in June 2007, and a staff retreat to go over the results was held in August 2007. A student survey was conducted in spring 2008. Results of each survey have been used to create and prioritize future objectives.

Objective 2: Comply with ADA standards - Jaws was installed on one reference computer in August 2007. Magnification software was investigated in fall 2007. It was determined that we would continue to use what is freely available.

Objective 3: Improve signage - Signage designs and standards were developed in fall 2007, all signs were replaced by February 2008, and all signage will be reviewed every three years.

Objective 4: Continue to improve public spaces - The Friends of the Library Group has not been formally developed, though plans are for August 2008. Wireless capability was established in the student lounge in fall 2007. The library’s university centennial committee will look into installing banners in the atrium area to improve acoustics during the next fiscal year. It is anticipated that a projector will be installed in the library conference room over the summer. Climate control investigations began in spring 2008 with the purchase and installation of data loggers. The lounge showed the most variation with a range of over 50°F and 60% RH throughout the year. Collections are not stored here, but the temperature variations make it unusable by humans fairly often. With humidity ranging from just under 10% to slightly over 90% throughout the year in the library, humidity is out of control. Temperatures in the library hit lows of just under 36°F with high temperatures over 90°F. Temperature control in the library is obviously a problem.

Goal Six: *Cultivate staff’s ability to work effectively in a changing environment*

Objective 1: Establish a committee to look at staff issues - A committee was established in January 2008 with a goal to standardize and assess job descriptions and make recommendations on the improvement of workflow. A list of categories for job duties has been developed. Refined job descriptions will be completed by the end of June.

Unanticipated Objective 2: Create student training plan – An unanticipated result of the retreat to discuss the staff survey was the realization that the library needed a better mechanism to train student workers. A student assessment committee was formed and created the following items: updated student assistant and student coordinator handbooks, a series of online tutorials (student timesheets, patron-centered service, shelving books by call number, copier, and microform reader/printers), and a student checksheet. A library video tour is in development.
IV. Faculty/Staff

After many years of service as the Cataloging and Government Documents Librarian for the Linscheid Library, Dr. Farooq Ali retired in August 2007. A nationwide search to fill the position was conducted and Ashley Romans of Florida was hired. She has a bachelor’s in Psychology from the University of South Florida and holds a master’s in Library and Information Science from University of South Florida. Ms. Romans began her service in October 2007. Melissa Clark took on the role of the Government Documents assistant in August 2007. Ms. Clark holds a bachelor’s in English from East Central University.

Angie Brunk, the Reference and Outreach Librarian attained her second master’s in Journalism from Indiana University. Jacob Snovel, Audiovisual assistant, completed his master’s in Education – Educational Technology option. Jeannine Hathcoat, Periodicals assistant completed her master’s in Education – Library Media Option. Kirsten Davis, the Records assistant, has completed 33 hours towards her ALA-accredited master’s in Library and Information Science from the University of Oklahoma and plans to finish her master’s at the end of the summer. Renee Hall, assistant to the director, continues work on her master’s in Education.

Lisa Hensley began serving as the distance education secretary in August 2007. Andrea Bryant, Ardmore advisor has been accepted into the higher education administration doctoral program at Oklahoma State University. She begins coursework in the fall.

V. Summary

Library
The library has experienced an outstanding year. The work of the assessment committee, along with the resulting subcommittees, has positioned the library to serve a pivotal role in the campus community and positively influence student learning, in accordance with the ACRL standards. The library continues to struggle to fund the purchase of needed resources for student learning and faculty research. In the coming year, the library will continue its process of assessment, paying particular attention to closing the loop.

Distance Education
Off-campus efforts continue to grow in all areas. Enrollment, particularly in online courses, continues to increase. The online course fee has greatly enhanced the university’s ability to expand the availability of online courses. CETL’s efforts to create flexible course development training will allow more faculty to take advantage of technology. The university will be challenged to continue to find faculty willing to teach online courses but has incentives in place to assist in this process. McAlester continues to run smoothly. The future of Ardmore remains unknown but the university will continue to offer quality programs and quality services to the citizens of Ardmore and the surrounding communities. Space concerns in Shawnee persist, with the added concern that GCTC will begin to charge a fee for using their space.