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Public Services Department : Annual Report : 2006 - 2007

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Annual Review
Public Services Department
July 1, 2006 – June 30, 2007

This academic year brought another significant change in public service staffing. Three new reference librarians were hired during the summer and early fall of 2006: Kaya Townsend, Marcy Carrel, and Elizabeth Barnes. Marcy and Kaya came in at the instructor librarian level and Elizabeth joined us as part-time faculty OPS. All three provide us with a wealth of new skills, experiences, and fresh ideas. In addition, Patricia Pettijohn was temporarily relieved of most of her reference desk hours in the late spring in order to devote more time to the newly expanded technical services department.

The Poynter reference librarians continue to search for new ways to reach the campus community and to improve their reference skills. Marcy Carrel implemented reference hours outside the library building by spending several hours a week at the College of Business computer lab. This is a new service and, although the direct impact of this time is not yet overwhelming, it provides an opportunity for Marcy to be more visible to the business students and faculty which lead to additional reference and instruction requests at a later date. Deb Henry, Kaya Townsend, Marcy Carrel, and Tina Neville also increased their regular contributions to the USF Libraries chat service. In order to improve and update reference skills, several brown bag workshops were offered to the reference staff in 2006/07 including a session on the future of reference, a brainstorming session on marketing, an introduction to social software, troubleshooting SPSS, and vendor training for CSA Illumina/RefWorks, and Reference USA.

The Poynter Library Information Literacy Team continued to meet on a regular basis during the year. With Kaya and Marcy joining the team, the strategic plan for instruction was completed and a proposal was created to teach the library research credit course LIS 2005. The proposal was submitted to the College of Arts and Sciences curriculum committee late in the spring semester. Class instruction requests grew nicely in 2006/2007 with 75 sessions offered and 1702 students reached (increases of 39% and 58% respectively). Increases in the area of instruction are at least partially attributed to the outreach efforts of Mary and Kaya in the Colleges of Business and Education. Jim Schnur, Deb Henry, Patricia Pettijohn, Kaya Townsend, Marcy Carrel, Jerry Notaro, and Tina Neville all provided class instruction this year. An additional 930 students were reached in 17 student orientation sessions. With the additions of Kaya and Marcy we were also able to advertise the RAP (one-on-one instruction) sessions this year which allowed that area to increase by 24%. Open access student tutorials were offered on several different topics throughout the 2006-2007 academic year. The tutorials were listed on the Poynter website, advertised in the student planners offered to incoming students, and mentioned on campus signboards. Unfortunately, turnout was nearly non-existent with only 5 people attending the 14 workshops that were advertised.

Poynter librarians are continually looking for ways to implement technology into their instruction and service. In April, all of the student computers in the reference horseshoe were replaced. A small Mac computer area and two group study computer systems with Photoshop and SPSS were also added to the student computing area. During the past year, several online video tutorials were completed and added to the Poynter web page. The staff plans additional tutorials for production during the upcoming year. The reference staff also attended several workshops on implementing web 2.0 techniques into library processes. To test out some of these new options, Deb Henry created a wiki

(https://plit.pbwiki.com/?aph=81d7dd5cf7e546652ebb9dd636babdb67088ded1) for the use of the Poynter instruction team and a blog (http://referencepoy.blogspot.com/) that collects solutions to ongoing reference problems or frequently asked questions. Tina Neville and Marcy Carrel have also investigated Second Life and several of the reference librarians have created basic Facebook accounts to familiarize themselves with these new methods of communication.

Kaya Townsend made significant progress on a library marketing campaign. During the fall semester she worked up a contact list and ordered Poynter Library logo giveaways (primarily pencils and mini Frisbees). In addition to successful displays at Campus Showcase, Kaya provided library messages to the campus computer signboards. Kaya also organized a major library event each semester. During the fall semester she helped to create a banned books display and organized a corresponding lecture on book censorship. In February she organized a movie night to coincide with the Oscars. A foreign language film class used the movie event to enhance their class. As additional methods of communication, Kaya also produced a faculty newsletter and implemented a monthly washroom newsletter service to announce new acquisitions and library events.

Assessment of our services is an ongoing responsibility. During the fall semester, Tina Neville worked with English professor Trey Conner to evaluate the research skills of Freshman Composition I students. This project is a follow-up to the study started by Joyce Walker during the spring 2006 semester. After Joyce left USFSP, Trey helped to implement the testing phase of the study and we were able to give the assessment instrument to 130 Composition I students in 7 classes. Although the instruction/post-test phase of the study did not pan out, we were able to gather extremely useful data that was very helpful in our proposal to teach LIS 2005. Additional assessment of public services took place during the spring semester when Kaya Townsend conducted an entrance survey. Good computer services along with staff to help with the computers / library resources continue to be important to the campus community. When asked what library services were most useful to them, 45% of the 156 people noted the computers and 17% mentioned reference librarians.

The public services staff continues to enhance the campus and the profession through their service activities. Marcy Carrel has been selected to serve as an Intern to the ALA Council International Relations Committee and as a member of the ALA IRRT International Papers Committee. She is also the Poynter Library representative to the CSUL CPC-ERS Business Committee and was elected secretary of the Suncoast Information Specialists (SIS). Kaya Townsend is a member of the USFSP Graduate Council, the JSTOR education titles committee, the Florida Library Association Public Relations and Marketing Committee, and the Florida Library Association Scholarship Committee. Deb Henry is a member of the TBLC Continuing Education Committee, USFSP Marine Science Library Committee, and the USFSP Scholarship Committee. During the past year, Tina Neville was a member of the USFSP Pre-Health Task Force, the USFSP General Education Committee, the USFSP Undergraduate Committee, and the Seminole Community Library Advisory Board. She also continues to publish book reviews for *Library Journal*.

Public Services librarians are also active researchers. During the past year, Kaya Townsend received IRB approval and began interviewing people for an examination of cave management techniques. She and Patricia Pettijohn also received approval from IRB to begin an innovative study on student's use of the library building. Marcy Carrel was invited to make several presentations: she conducted a session (in Spanish) on Google at a library conference in El Salvador and demonstrated business web

resources at the VIP Paraprofessional conference in Clearwater. Deb Henry and Tina Neville had another article published in the refereed journal, *Journal of Academic Librarianship* and an additional article accepted for publication in *RUSQ* (also refereed). They conducted a web survey during the spring semester and have already completed a significant amount of the work for the manuscript that will report on that research. Tina and Deb also presented at the USF Libraries Annual Meeting and were roundtable moderators at the Florida Library Association's Annual Conference.

Annual activities as they relate to the Poynter Library Goals:

Poynter Library Goal #1: *Provide optimum collections and services to meet the demands of USF St. Petersburg's expanding curriculum and faculty.* **(USFSP Goals #3-5 and USF Goal #4)**

More than 200 new books were added to the reference collection in 2006-2007. An extensive evaluation of the current reference collection was completed. Each item in reference was evaluated— those that are more suitable for circulation were reassigned to that area and directories/technical materials that were too outdated were withdrawn from the collection. Several areas of reference (ready reference and the business directories) were also re-incorporated back into the main reference collection to make locating those materials easier.

Poynter Library Goal #2: *Provide appropriate services and technologies to meet the needs of USFSP's mission and its continued expansion.* **Action item:** *Work with other campus departments to establish a comprehensive information literacy program to support lifelong learning.*

SACS core requirement 3.8.2 states that "the institution ensures that users have access to regular and timely instruction in the use of the library and other learning/information resources.[1]" Although we have received separate accreditation from SACS we still need to be diligent in providing instruction on an ongoing basis. The public services staff continues to market class instruction to the campus faculty. A proposal was also submitted during the late spring to allow us to offer a credit-based library instruction course again. With the success of LIS 2005 and its recent approval as a general education course in Tampa, we are hoping that it will prove popular on this campus as well. Poynter librarians also continue to look for innovate ways to enhance the instruction program with online video tutorials, continued attempts to integrate into Blackboard courses, and additional marketing efforts.

[1]Commission on Colleges. Southern Association of Colleges and Schools. *Principles of Accreditation: Foundations for Quality Enhancement.* Commission on Colleges. Southern Association of Colleges and Schools: Decatur, Georgia, December 2001, p.26.

Progress on Departmental Goals for 2006-2007

- ○ Finish weeding reference   **completed**
- ○ Institute new statistics scheme   **completed**
- ○ Begin monthly reference staff workshops/brown bags   **implemented**
- ○ Conduct an approachability exit survey for reference   **postponed**
- ○ Continue with PLIT—get plan finished   **plan completed, LIS 2005 proposal submitted**
- ○ Develop more of an Information Commons area—add SPSS, Add multi-media
     workstations x 2, etc   **completed**
- ○ Conduct regularly scheduled student workshops **completed, not successful**

Projected Departmental Goals for 2007-2008

- Produce additional online tutorials that will be added to the library web site.
- Conduct trials of "class librarians" and conduct a preliminary assessment of the project
- Provide major overhaul to the reference web page.
- Continue the "brown bag" staff education workshops on reference-related topics.
- Conduct an assessment of reference and/or instruction.
- Sponsor another "hot topics" event (display/lecture)
- Continue to pursue the LIS 2005 proposal.

Public service statistics:
July 1, 2006 – June 30, 2007

	2006/2007	2005/2006	change
Door:	134006	145346	down 8%
Reference:			
Telephone	1170	1961	
General	8906	14774 (information)	
Skill based*	5068		
Strategy*	3250	6299 (instruction)	
Consultation (at reference desk)	25		
Total (excluding phone)	17249	21073	down 18%
Instruction:			
Number of class sessions offered	75	54	up 39%
Number of classes prepared/no show	1		
Number of participants in class sessions	1702	1075	up 58%
Number of orientation sessions	17	11	up 55%
Number of orientation participants	930	856	up 9%
Number of open workshops offered	14	0	
Number of workshop participants	5		
Comp I assessment sessions	7	2	
Comp ! assessment participants	130	17	
Total sessions prepared	114	67	up 70%
Total participants	2767	1948	up 42%
RAP:			
Number of sessions completed (in person or email): 46		37	up 24%

Information Literacy Breakdown:

Instructor:	#Sessions:	Discipline:	#Sessions:	Discipline:	#Sessions:
Neville	19	Business	19	Journalism	4
Townsend	19	Social Science	8	Criminology	6
Henry	4	Psychology	5	Political Science	1
Carrel	21	Composition I & II	5	Art /Graphic Design	2
Pettijohn	9	Honors	1	Biology/ESP	4
Schnur	2	Anthropology	3	Education	14
Notaro	1	Univ. Experience	3		

RAP sessions completed:

Name	Sessions
Neville	12
Townsend	13
Carrel	11
Henry	7
Schnur	3