1-1-2020

Research & Instruction Department Annual Report: July 1, 2019 - June 30, 2020

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Austin, Gary; Burress, Theresa G.; Crampsie, Camielle; Mann, Emily Zoe; Norton, Emily; Symulevich, Allison N.; van Beynen, Kaya; and Nelson Poynter Memorial Library., "Research & Instruction Department Annual Report: July 1, 2019 - June 30, 2020" (2020). *Library Department and Committee Reports*. 105.  
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Authors
Gary Austin, Theresa G. Burress, Camielle Crampsie, Emily Zoe Mann, Emily Norton, Allison N. Symulevich, Kaya van Beynen, and Nelson Poynter Memorial Library.
**Statistical Snapshot:**

<table>
<thead>
<tr>
<th></th>
<th>2019/20</th>
<th>2018/19</th>
<th>2017/18</th>
<th>2016/17</th>
<th>2015/16</th>
<th>1 Year Change</th>
<th>5 Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Research Help</td>
<td>600</td>
<td>696</td>
<td>757</td>
<td>602</td>
<td>524</td>
<td>-14%</td>
<td>15%</td>
</tr>
<tr>
<td>Number of classes and workshops</td>
<td>80</td>
<td>52</td>
<td>79</td>
<td>82</td>
<td>93</td>
<td>53%</td>
<td>-14%</td>
</tr>
<tr>
<td>Number of participants in classes/workshops</td>
<td>1,362</td>
<td>1,353</td>
<td>1,677</td>
<td>1,854</td>
<td>2,411</td>
<td>1%</td>
<td>-43%</td>
</tr>
<tr>
<td>Number of student orientation sessions</td>
<td>8</td>
<td>13</td>
<td>13</td>
<td>12</td>
<td>7</td>
<td>-38%</td>
<td>14%</td>
</tr>
<tr>
<td>Number of participants in student orientations</td>
<td>258</td>
<td>382</td>
<td>292</td>
<td>292</td>
<td>273</td>
<td>-32</td>
<td>5%</td>
</tr>
<tr>
<td>Number of library cultural &amp; social events</td>
<td>12</td>
<td>26</td>
<td>31</td>
<td>36</td>
<td>30</td>
<td>-53%</td>
<td>-60%</td>
</tr>
<tr>
<td>Number of participants at library cultural &amp; social events</td>
<td>341</td>
<td>979</td>
<td>929</td>
<td>1501</td>
<td>1196</td>
<td>-65%</td>
<td>-71%</td>
</tr>
<tr>
<td><strong>Total Sessions (instruction, workshops, and events)</strong></td>
<td><strong>92</strong></td>
<td><strong>108</strong></td>
<td><strong>176</strong></td>
<td><strong>147</strong></td>
<td><strong>146</strong></td>
<td><strong>-15%</strong></td>
<td><strong>-37%</strong></td>
</tr>
<tr>
<td><strong>Total Participants (individual, instruction, and events)</strong></td>
<td><strong>1,961</strong></td>
<td><strong>3,523</strong></td>
<td><strong>3,942</strong></td>
<td><strong>4,389</strong></td>
<td><strong>4,435</strong></td>
<td><strong>-44%</strong></td>
<td><strong>-56%</strong></td>
</tr>
</tbody>
</table>

**Departmental Overview:**

The Library Research and Instruction Department is responsible for providing research assistance, library instruction, and outreach efforts for the students and faculty of the University of South Florida St. Petersburg. At various periods, the department had 6 librarians (Gary Austin, Theresa Burress, Camielle Crampsie, Emily Mann, Allison Symulevich, and Kaya van Beynen) and library assistant Emily Norton.

Like all in academia, the global Coronavirus pandemic, shelter-in-place orders, and rapid transition to remote work greatly impacted our department’s activities, outputs, and accomplishments. On short notice, the librarians all moved to remote work, valiantly supported the university’s transition to online instruction via the Faculty HelpDesk, and continued to progress with their professional obligations. While many of our numbers are much lower than in previous years, any assessment of our efforts must consider the fundamental shift that our unit, like many others across the country, endured. That the librarians and the R&I department proved to be nimble, resilient and innovative during this time, should be celebrated.

Finally, this report also represents the last year of a separately accredited University of South Florida St. Petersburg. While its bittersweet to celebrate our accomplishments and innovations from this year, 2020/21 will see us as *One University of South Florida: Geographically Distributed*, with many new adventures still to come.
Awards, Honors, and Distinctions

- Theresa Burress was promoted to the rank of Associate Librarian
- Retired librarian, Tina Neville, was awarded USFSP Librarian Emeritus status

Research Services

The Coronavirus and the closing of the library had significant impact on the number of library consultations; however, the librarians were quickly able to transition to remote research support via the live and online Chat service, virtual TEAMs meetings, the Personal Librarian Program, and participation in the USF Faculty HelpDesk.

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Desk Research Questions</td>
<td>100</td>
<td>187</td>
<td>249</td>
<td>256</td>
<td>243</td>
<td>-46%</td>
<td>-59%</td>
</tr>
<tr>
<td>Individual Research Consultations</td>
<td>376</td>
<td>402</td>
<td>405</td>
<td>277</td>
<td>219</td>
<td>-7%</td>
<td>+72%</td>
</tr>
<tr>
<td>Chat</td>
<td>124</td>
<td>107</td>
<td>103</td>
<td>69</td>
<td>62</td>
<td>+16%</td>
<td>+24%</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td>696</td>
<td>757</td>
<td>602</td>
<td>524</td>
<td>-17%</td>
<td>+11%</td>
</tr>
</tbody>
</table>

Personal Librarian Program

The Research & Instruction department continued its Personal Librarian program for the second year communicating with new transfer students to let them know about various library services, programs, and events, through emails sent to them at targeted times during the semester. New transfer students were specifically selected to provide increased outreach and academic support in order improve their retention and graduation rates.

The program reached 845 students during 2019/2020 FY. The average email open rate was 39% with an average click rate of 3.5%. Students typically open the first email in the series at a higher rate than the others. One exception this year was that the April 2020 email had a higher than average open rate and click rate. This email went out shortly after the university went to remote learning and the library closed due to the Coronavirus and information was adjusted to reflect the current situation and highlight online resources rather than study spaces. The program will continue next year with increased efforts in getting the most relevant information to students at critical times and in eliciting more feedback from students on the program. For a more detailed report please visit: https://digital.stpetersburg.usf.edu/npml_collection_assessments/39/

Weeding

In April 2019, the NPML library began a major collection weeding initiative. The goals of this project were:

1) To curate a refined, relevant, and current collection of materials in support of the research and curricular programs at USF St. Petersburg,
2) To identify subject areas in need of collection acquisitions, and
3) To make space on the library’s first floor for expanded seating capacity.

Collections that were weeded were the General Circulating, Media, and Print Periodicals collections. This project involved collaboration between the library’s Collection Development & Technical Services, Research & Instruction, and Access Services Department. Librarians in the R&I department evaluated for withdrawal the materials based on their knowledge of the USF St. Petersburg programs and
curriculum. Specifically, items remained in the collection if they were unique, significant, current, and reflected the collection goals of the NPM library and USF St. Petersburg university. Items were withdrawn if an electronic version was available, if they were out-of-date and supplemented by more current materials or format, if they were duplicative, and if they were not of interest or relevance to the USF St. Petersburg community.

In June 2020, the library met its project goals. A total of 20,276 volumes were withdrawn and donated to the not-for-profit Better World Books. Students now can browse through the collections to easily find relevant and current books for their usage. Liaison librarians, several of which were relatively new employees at the NPML, became much more familiar with the collection and used their collection development monies to expand the collection in much needed subject areas. The media and print periodical collections were moved to the 2nd and 3rd floors respectively and their ranges on the first floor were taken down and students have significantly more 1st floor open space for study and collaboration.

Library Instruction Services

Librarians taught 80 library skills-based and information classes and workshops to 1,362 students in the 2019/20 year. With the hiring of new librarians, the range of disciplines expanded that participated in the library instruction program expanded, with new disciplines, such as Mathematics and Journalism, that newly received library instruction. That said, the overall number of students declined, as this instruction was delivered to courses with smaller number of students.

<table>
<thead>
<tr>
<th>Discipline</th>
<th>#Sessions:</th>
<th>Discipline</th>
<th>#Sessions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthropology</td>
<td>2</td>
<td>ISS</td>
<td>6</td>
</tr>
<tr>
<td>Biology</td>
<td>7</td>
<td>Journalism</td>
<td>2</td>
</tr>
<tr>
<td>Chemistry</td>
<td>1</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>CITL</td>
<td>5</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Criminology</td>
<td>1</td>
<td>Mathematics</td>
<td>1</td>
</tr>
<tr>
<td>Education</td>
<td>1</td>
<td>Orientations</td>
<td>5</td>
</tr>
<tr>
<td>English</td>
<td>5</td>
<td>Political Science</td>
<td>3</td>
</tr>
<tr>
<td>English Comp</td>
<td>9</td>
<td>Psychology</td>
<td>4</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>3</td>
<td>Student Affairs</td>
<td>1</td>
</tr>
<tr>
<td>Geography</td>
<td>3</td>
<td>University Success</td>
<td>9</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>2</td>
<td>USF World</td>
<td>2</td>
</tr>
<tr>
<td>History</td>
<td>2</td>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>

Library Information Literacy Online Tutorials.
The library Information Literacy modules were completed 639 times in the 2019/20 year and were assigned by 19 different USF St. Petersburg instructors.

<table>
<thead>
<tr>
<th>Top 5 Modules</th>
<th>Unique 2019/20 student completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Literacy</td>
<td>197</td>
</tr>
<tr>
<td>APA</td>
<td>189</td>
</tr>
<tr>
<td>Avoiding Plagiarism</td>
<td>189</td>
</tr>
<tr>
<td>Library Databases</td>
<td>13</td>
</tr>
<tr>
<td>Key Search Terms</td>
<td>12</td>
</tr>
</tbody>
</table>
Library instructional videos, hosted on the USFSP NPML YouTube Channel were viewed 778 times in the 2019/2020 year. The top 5 videos for the year were:

<table>
<thead>
<tr>
<th>Top 5 Videos</th>
<th>Unique 2019/20 2019/20 views</th>
</tr>
</thead>
<tbody>
<tr>
<td>APA: Research Paper Structure, Format, &amp; Style</td>
<td>333</td>
</tr>
<tr>
<td>Designing Research Posters: Part 1</td>
<td>106</td>
</tr>
<tr>
<td>Monday Minute: Faculty Author Addendums</td>
<td>52</td>
</tr>
<tr>
<td>Designing Research Posters: Part 2</td>
<td>39</td>
</tr>
<tr>
<td>APA: In Text Citation</td>
<td>35</td>
</tr>
</tbody>
</table>

**USF Faculty HelpDesk**
When the decision was made to close the University of South Florida St. Petersburg campus in response to the global Coronavirus pandemic and the statewide Shelter-In-Place order, the R&I Librarians and Library Assistant rose to the occasion by staffing a quickly created virtual help desk. This virtual HelpDesk was designed to provide Faculty at three campuses to quickly transition their courses to remote learning technologies and pedagogies. The librarians fielded calls from faculty who had questions regarding moving courses into Canvas and other technology concerns and either helped answer the question, created a ticket to transfer the question to an Instructional Designer, or refer the call to the Technology Help Desk when appropriate. The R&I staff continued to provide 30-40 hours per week of support for two months and the end of the Spring semester.

**Data Literacy Teaching Toolkit**
A theoretical framework for data literacy is essential to cohesive curriculum development; faculty also need practical ways to integrate assignments and activities into their specific courses. To that end, a Data Literacy Teaching Toolkit (https://lib.stpetersburg.usf.edu/friendly.php?s=dataliteracy) was created and published as a LibGuide on the SpringShare platform, and presented at two campus faculty development events in fall 2019.

This teaching toolkit is comprised of an overview of data literacy with a video featuring several USF St. Petersburg faculty members, a working Framework for Data Literacy at this university, and model activities that address various data literacy competencies which can be customized and deployed across the curriculum. This teaching toolkit is meant to be a dynamic resource that faculty will contribute to as they create and adapt assignments to suit their disciplinary context and course levels.

**Research Guides**
Overall, student use of the library’s subject and course online research guide has stayed pretty consistent in terms of overall number of guides and views since last year:

<table>
<thead>
<tr>
<th></th>
<th>2019/20</th>
<th>2018/19</th>
<th>2017/18</th>
<th>2016/17</th>
<th>1 Yr Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Guides</td>
<td>114</td>
<td>105</td>
<td>105</td>
<td>121</td>
<td>+8%</td>
</tr>
<tr>
<td>Research Guides Views</td>
<td>57,660</td>
<td>52,804</td>
<td>52,945</td>
<td>27,634</td>
<td>+9%</td>
</tr>
</tbody>
</table>
The top ten guides were:

<table>
<thead>
<tr>
<th>Guide</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Guides @ Poynter Library</td>
<td>8,019</td>
</tr>
<tr>
<td>Children’s Literature Portraying Religious Diversity in the US</td>
<td>5,502</td>
</tr>
<tr>
<td>Weekly Challenger Chronology/Index &amp; Tampa Bay African American History Research Guide</td>
<td>3,469</td>
</tr>
<tr>
<td>Business Resources</td>
<td>3,377</td>
</tr>
<tr>
<td>Psychology</td>
<td>3,246</td>
</tr>
<tr>
<td>Research Posters: Best Practices &amp; Templates</td>
<td>2,966</td>
</tr>
<tr>
<td>Education</td>
<td>2,618</td>
</tr>
<tr>
<td>PSY 3213: Research Methods in Psychology</td>
<td>2,011</td>
</tr>
<tr>
<td>Biology</td>
<td>1,589</td>
</tr>
<tr>
<td>EXP 4680: Cognitive Psychology</td>
<td>1,571</td>
</tr>
</tbody>
</table>

The Library’s Continuity of Operations Guide, while not part of the R&I group but was managed jointly by the R&I and Access Services Departments received 2,280 views since March, 2020, when the campus was ordered to close and move to remote instruction.

Student Textbook Affordability
The NPML continued its textbook affordability activities by hosting a Textbooks on Reserve Collection, managing a library guide listing available textbooks in the current, working in collaboration with the college coordinators, the bookstore textbook manager, and the teaching faculty to ensure compliance with statewide textbook reporting laws, and helping faculty identify lower cost textbook options such as ebooks available through the USF Libraries, open educational resources, or finding other resources and formats that provided lower cost options for the students. When this program originally began in 2016 the average textbook cost per credit hour was $54. Since then, in the Fall 2019 semester it was $27.73 and in the Spring 2020 semester was $25.66. Each semester, through the dedicated work of USF staff, faculty, and librarians, this expense to our students keeps declining.

Diversity and Inclusion Assessment of the NPML Website
During the 2019/2020 academic year, Nelson Poynter Memorial Library planned on conducting an assessment of the library building’s spaces in terms of diversity, inclusion, and equity. As a result of the COVID-19 global pandemic, an assessment of the library’s physical space became less important, and with the statewide Florida shelter-in-place orders, this planned assessment also became unfeasible. With students, faculty, and staff now working from remote locations, the library’s virtual space, aka our website, has become an even more important venue to foster, express, and share our commitment to diversity and inclusion. As such, we revamped our assessment plan to conduct a diversity assessment of the Nelson Poynter Memorial Library’s website. In April and May 2020, the USF St. Petersburg library website was assessed for how inclusive it was in terms of: 1) images and videos, 2) language and rhetoric, and 3) content.

This assessment was helped us systematically understand how we are representing and communicating the library’s diversity and inclusion message, initiatives, and strategic priorities. A practical list of recommendations was presented to the NPML Diversity and Website committees. While no one page or single image can or should encompass library diversity, overall, we found that our website is doing a good job of providing iterative representations of diversity, consistent use of inclusive language, and
easily found content that affirms our diversity and inclusion related values and strategic goals. But there is room for improvement as we strive to make our library website a welcoming, respectful, and inclusive virtual space.

Library Gallery
In collaboration with the USF St. Petersburg Office of Advancement, the NPML library hosts a Gallery featuring exhibits work that introduces the campus community to a wide range of excellent contemporary art. In the 2019/20 year the exhibits included:

- *Remembering St. Petersburg in the 1920s: A Centennial Celebration of the Photographs of Francis G. Wagner*, featuring photographs from our newly named *Lynn Pippenger St. Petersburg Historical Collection*, located in the NPML Special Collections

- A selection of works from Tom Kramer, a dance, film, and theater photographer in an exhibit called: *Dancing Alone & Together*

- Environmentalist and Contemporary artist, Jean Blackburn, with her exhibit featuring paintings and metal work on Myakka River and other Florida flora and fauna

- Painter, Nathan Beard with his exhibit titled: *Exit Music: An Invitation to Explore*, a rumination on music, physics, nature, and flow.
• Local St. Petersburg artist Kenny Jensen, with his mixed medium exhibit titled, *Interweaving Paths*, relating the microscopic structures of deconstruction to universal macro narratives of travel and growth.

Other notable exhibits in the USF St. Petersburg library included:

• Tampa Glass Artist, Susan Gott, with a display on the creation of her Peace Poll outside of the library in the Bayboro Breezeway

• The 50th Anniversary of the Crow’s Nest, the USF St. Petersburg Student Newspaper

• *Ambient Plastic*, an exhibit created by students from SEAS (Student Environmental Awareness Society) from trash they collected during beach cleanups on Bayboro Harbor and then created artwork to raise awareness about the impacts of littering.

• For the St. Petersburg Science Festival, the library hosted the *NASA Puffer Sphere* exhibit. USF St. Petersburg students, along with local elementary and middle school students were able to attend presentations by speakers from NASA throughout the event.
Events:
The library hosted 12 events with 341 attendees during the 2019/20 academic year. While these numbers represent a significant decline from previous years, the Global Coronavirus, and the statewide Shelter-in-place order had an obvious impact in reducing the library’s ability to hold events. Nonetheless, the library significantly supported the USF St. Petersburg Virtual Research Symposium, as we helped support the shift to safe, socially distant virtual events.

2020 USF St. Petersburg Student Research Symposium Digital Conference
The 17th Annual USFSP Student Research Symposium was originally scheduled to be held on April 16th, 2020. Due to the Coronavirus, the symposium was transformed into a virtual event hosted in the USFSP digital archive from April 27th – May 8th, with a digital gallery displaying 55 student research posters representing original research conducted by USFSP students on many diverse topics. Students’ research efforts are represented by digital posters as well as multimedia presentations, and students interacted with visitors through a digital commenting system.

This virtual symposium served a global audience as follows:
- Total downloads, including related content, through June 30, 2020: 656
- Total streams through June 30, 2020: 370
- Total metadata hits through June 30, 2020: 1,777

The Symposium was a collaborative project co-sponsored and produced by the Nelson Poynter Memorial Library, the USFSP Office of Research, USFSP Graduate Studies, and the USFSP Honors Program.

Service
Research & Instruction Librarians were members of many USFSP committees and initiatives. Work towards a consolidated USF was a big issue this past year, and librarians participated on several consolidated committees. In addition, all R&I Librarians are members of the Poynter Library Leadership Team and the USFSP Library Faculty Council. These committees are only mentioned below if the librarian played a leadership role. The Library Research & Instruction faculty continue to enhance the campus and the profession through their service activities as detailed below:

Gary Austin
Library Service:
- Strategic Goal 1: Services, Resources, & Usability Committee
- NPML Strategic Goal 2: Library Digital Team
- Webpage Subcommittee
- Emergency Subcommittee
- Search Committee, Scholarly Communications Librarian, Chair

University Service:
- USFSP Emergency Management Team
- USFSP Graduate Council, Vice-Chair
- USFSP International Student Recruitment and Success Committee

Theresa Burress
Library Service:
- USF Libraries, Librarian Promotion Consolidation Committee
- NPML Faculty Council Annual Review Committee, USFSP

University Service:
- Research Council, USFSP
- Center for Innovative Teaching and Learning (CITL) Advisory Board, USFSP
- Planning Committee, USF St. Petersburg Virtual Student Research Symposium

**Professional Service:**
- ALA/ACRL Digital Scholarship Section Professional Development Committee
- St. Petersburg Science Festival, Co-Chair
- Science Fair Judge, Canterbury Upper School

**Camielle Crampsie**

**Library Service:**
- NPML Strategic Goal 4: Poynter Library Diversity Committee
- NPML Strategic Goal 5: Poynter Library Marketing Committee, Chair as of 12/19
- NPML Library Faculty Council, Chair
- NPML Exhibits Subcommittee, Chair

**University Service**
- USFSP Transfer Advisory Committee
- USFSP Programming and Events Committee
- USFSP Communications & Marketing Working Group
- Planning Committee, USF St. Petersburg Virtual Student Research Symposium

**Emily Mann**

**Library Service:**
- NPML Strategic Goal 3: Space Committee
- NPML Strategic Goal 4: Poynter Library Diversity Committee - Chair

**University Service**
- Planning Committee, USF St. Petersburg Diversity and Inclusion conference
- USFSP Programming and Events Committee

**Professional Service**
- ALA-LLAMA- Buddy Program co-chair

**Allison Symulevich**

**Library Service:**
- NPML Strategic Goal 2: Library Digital Team
- NPML Strategic Goal 4: Poynter Library Diversity Committee - Chair

**University Service**
- Online Conference Committee, Critical & Creative Thinking Conference
- Planning Committee, USF St. Petersburg Virtual Student Research Symposium

**Kaya van Beynen**

**Library Service:**
- NPML Strategic Goal 1: Services, Resources, & Usability Committee
- NPML Strategic Goal 2: Library Digital Team
- NPML Strategic Goal 3: Space Committee, Chair
- Search Committee, Scholarly Communications Librarian

**University Service**
- USF Associate Dean’s Council
- USFSP Dean’s Council
- USFSP Public Art Committee
- USFSP Researchers Advisory Group
- USFSP Capital Improvements Trust Fund Committee

**Community Service:**
- Science Festival, Evaluation Committee, Chair
Research and Creative Activities:
The Library Research and Instruction faculty are active in library science scholarship at the national, state, and local levels as evidenced below.

Peer Reviewed Articles & Chapters


International Presentation (Invited)

National & International Presentations


Local Presentations
Ariew, S., Jacobs, S., Burress, T., and Mann, E.Z. (2019, October). *Information Literacy and Data Literacy as Critical Thinking* [panel presentation]. Presented at the Critical & Creative Thinking Conference, St. Petersburg.
