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Nelson Poynter Memorial Library Annual Report for 2009/10 (July 2009-June 2010)



The Nelson Poynter Memorial Library is an autonomous institution whose primary mission is to support the students and faculty of the separately accredited University of South Florida St. Petersburg (USFSP). While the Dean of the Poynter Library reports to the Regional Vice Chancellor of USFSP, Poynter Library faculty and staff work collaboratively with the libraries of USF Tampa, USF Polytechnic, and USF Sarasota Manatee. The Poynter Library's mission has been articulated as follows:

Nelson Poynter Memorial Library supports the mission and goals of USFSP in three ways: In cooperation with the USF Library System, we provide print, media, and electronic information resources required for teaching, learning, and research. We provide the services and instructional opportunities required for using this information effectively. We support student learning by providing and maintaining classroom technologies.

ACCESS SERVICES



The Access Services Department, supervised by Library Operations Manager Virginia Champion, supports the circulation of library materials, interlibrary loans, and print and electronic reserves. Use of the library and the collections remained high in the 2009/10 fiscal year. As student enrollment continues to increase, so does the library door count, this year registering a 9% increase over the previous year. Increased foot traffic results in increased demands on all the library resources, including the staff.

Total circulation of general library materials increased 4% (49271 in 2009/10). In addition, there was an overall 44% increase in Reserve circulation from last year, which includes the checkout of course reserve materials, laptops, and keys for the group study rooms. Checkouts of all the room keys increased 28% to 6433 (2009-10). The study rooms have become so popular just prior to and during exam times that there are rarely any vacant rooms during those periods. Laptop checkouts more than doubled reaching 2004 (a 120% increase) during 2009/2010. The largest single increase in Reserves checkout was a 210% increase in the number of items checked out for 7 day loans. This jump in Reserve loans reflects the fact that the library has made a number of USB drives available for student use. The increased activity at circulation was handled without any increase in staffing, either student or permanent.

In addition to actual loans of circulating materials, the Department began in 2008 to keep statistics on the number of new periodicals that Access Services processes after Technical Services receives them in the database. As expected, due to cancelled subscriptions, that number decreased from 3315 (2008-2009) to 3159 (2009-2010). That same year the Department began to record the number of reshelved in-house use items. That number increased considerably from 3932 to 6849 in the 09/10 year period. While circulation numbers may be declining, the print volumes are still getting considerable use in the building.

Interlibrary Loan borrowing requests were down by 11% (from 4392 to 3887). The number of items borrowed from outside USF decreased 10% and items borrowed from within the USF library system also decreased by 15%. There was an overall 7% decrease in lending requests, although loans from outside USF increased by 2%. This increase is expected to rise with the introduction of the statewide SUL UBBorrow system next year (2011). The current lower numbers make it possible for the interlibrary loan staff to continue assisting at the Service Desks as needed and also to spend more time searching out the more obscure items requested by USFSP researchers. The turnaround time for lending requests continues to be very good, comparable to previous years, with articles taking an average of 1.27 days and book loans taking an average of 1.62 days, according to the ILLiad statistics for the period. Since we are reliant upon our lenders and the various shippers for delivering items to us, the borrowing times are not as fast, but still remain good with a slightly increased time of 5.22 days (from 4.47) for articles and a slightly decreased period of 7.99 days (from 8.19) for book loans.

To accommodate a Student Government request, the building was open and staffed until midnight by one FTE staff and two security guards during fall 2009 final exam week. The informal hourly count of the students taking advantage of the increased hours only reached eighty students (out of a total enrollment of over 3700) during the December 2009 exam period extended hours. In spite of evidence that few people make use of the extended hours, there are always requests for the building to remain open longer during exam periods.

The Access Services staff continues to open the library at 8 a.m. and now monitor the service desks until librarians take up their shifts on the Reference Desk. During the week, Reference librarians are usually available for consultation and backup even when not on the desk from 8:00 to 10:00 a.m. Access Services members also provided all service from 7 p.m., when the Reference librarian goes off duty, until the 10:00 p.m. closing. Since student assistants are not always available, the library contracted for two security officers to patrol and monitor the building during the later hours. The Head of Public Services and the Head of Access Services are still expanding the hours that Access Services covers the desks and have held training courses for both Public and Access Services staff in preparation for merging the two service desks. Access Services staff attended various workshops to improve and maintain their service skills. Workshops included Difficult Customer, Foundations of Reference Services, Managers Workshop, and FAST Training.

There were the annual updates to the LMS and the interlibrary loan software during the 09/10 year. And consultations and training began in the UBBorrow (Universal Borrowing) program for the SUL (state university libraries) that will be administered through the library's management system, ALEPH, by FCLA. To become better aware of the upcoming changes and to keep each other current with updates and activities, the USF system libraries' ILL and Access Services staff revived the practice of quarterly meetings beginning in June 2010.

PUBLIC SERVICES



The Public Services Department, led by librarian Tina Neville, provides reference assistance at the reference desk, online, or over the phone; provides one-on-one and group instruction on the use of library resources; provides research assistance to students and faculty; and provides tours and orientations to the library and its services. During 2009/2010, the Department was comprised of three librarians, with librarians from other departments providing assistance with reference. A successful search during the year led to the hiring of a distance learning/business librarian who will begin in August 2010.

Instruction:

During the 2009/2010 fiscal year, three sections of LIS 2005 were offered with a total of 63 participants. The instructors continue to experience challenges in gaining sufficient enrollment for the course when it is not offered as part of the STARS program. Options for increasing enrollment will be explored in 2010/2011 as part of the public services assessment of library instruction. All SCH for the course continues to be credited to the College of Arts and Sciences, not the Library, and librarians receive no release time from their other duties for teaching.

Reference:

An analysis of the questions asked at the reference desk shows a continuing decrease with general questions down 11%, skill-based questions down 10% and strategy/research-based questions down 5%. Based on this continuing lack of in-depth reference questions received at the desk, early in the fall semester, the reference desk hours were reduced. To help Access Services staff feel comfortable handling the transition, pathfinders and tip sheets were updated and the staff were offered additional training on the copy machines, microfilm machines, etc. Although the reference librarians are not staffing the desk for as many hours, they continue to be on call and offer research assistance through one-on-one sessions, class instruction, and online help.

During the summer, a decision was made to join the statewide *Ask a Librarian* chat, email, and text service. By entering the service as a member of the network of USF Libraries, USFSP librarians are only required to contribute two hours per week to the statewide desk. In addition, the service enables the Library to offer a USFSP local chat service when the reference librarians are logged in to the service in their offices. Joining the statewide service allows USFSP librarians to provide additional hours of online research support, including evenings and weekend hours, and also enables the librarians to provide online reference support to USFSP students throughout the work week. Through the new service the USFSP Library is also able to collect statistics on the number of online reference interactions in the form of chats, email, or texting assistance, giving us a more complete picture of the extent of research assistance provided to students and faculty

Assessment:

During the fall 2009 semester, students enrolled in LIS 2005 were given a pretest/post test to assess their learning throughout the course. Of those students who completed the pre-test and post-test in LIS 2005 that semester, 91% of the students showed improvement. The results of the analysis indicated that plagiarism, citation style, and proper paraphrasing techniques were the areas that still need additional attention. These topics will be emphasized more in future sections of LIS 2005.

In order to assess the value of "one-shot" course instruction, surveys were distributed to students in twenty courses whose professors had requested library instruction sessions during the fall 2009 semester. 411 students (286 CAS, 89 COB, 36 COE), completed the survey with 79% of the students reporting that they learned about a specific type of library database or a new library service. In addition, 89% of the student respondents found the library research session useful or very useful. The instruction librarians were provided with the comments on the courses they offered.

Marketing and events:

The library is increasingly being seen as the cultural center of the campus. During 2009/2010 the library sponsored eight events with more than 400 people participating. Events included a banned book discussion, a book talk on Van Gogh by a USFSP author, a presentation on science literacy, a lecture by a nationally known expert on library space planning, and a Mardi Gras party. A public services librarian continues to coordinate marketing efforts for the library. These activities take a variety of forms including publication of a faculty e-newsletter, monthly washroom newsletters, bi-weekly updates of TV slides, and the creation of brochures, pencils, magnets, etc.

COLLECTION DEVELOPMENT AND TECHNICAL SERVICES



The Department of Collection Development and Technical Services added 7,530 new books and media to the library's collections, despite a flat collections budget. The Department also oversaw a number of weeding projects which entailed providing reports to liaisons for assessment, withdrawing holdings, suppressing records, and relabeling and physically processing materials for resale or discard. The Department oversaw another round of serial and periodical cancellations as titles migrated to electronic formats. In some cases, these titles were paid for with USFSP funds and managed collaboratively with the USF Tampa Serials Department which handles the bulk of the electronic resources for the USF System. In other cases, the Poynter Library was able to cancel the print title and access electronic content through the existing USF system license. The process was complicated in 2009-2010 by a number of publisher mergers and acquisitions with changing license agreement conditions.

The Department continued to emphasize cross training staff, with the goal of having all staff be familiar with the core functional requirements of each job in the Department. Adjustments and refinements to procedures and processes due to reorganization continue with no disruption to ongoing projects. As new procedures were developed, they were added to the in-house training manual.

Collection assessment activities:

- Generated assessments of collection strengths, acquisitions commitment and discipline specific holdings for accreditation in the following areas in 2009/2010:
 - College of Education hosted visit by the national NCATE team for our initial accreditation, met with COE team, Library faculty, and the NCATE coordinator.
 - Fall 2009, working with librarian Deb Henry, Journalism collection assessments completed for Professor Dardenne; met with accreditation committee.
 - Political Science Self-Study of Library Resources, working with librarian Jim Schnur.
- Worked with USF Tampa and other USF System libraries to improve access to collection assessment tools so that USFSP can assess collections using OCLC-CA.

- Coordinated interns and fieldwork volunteers:
 - Saskia Barsch, an intern from Germany, returned in the summer of 2009, working primarily in cataloging.
 - Arlen Kelesyan, an AARP volunteer, worked briefly before leaving the AARP program.
- Worked with FCLA to make it possible for USFSP to run data reports limited to our collections, which had generally not been possible before.
- Worked with FCLA to update the catalog to modify (2) and add (2) locations to the advanced search drop down menu that appears in the USF OPAC.
- Worked with Yankee Book Peddler (the primary vendor for monographs) to revise technical specification and approval plan:
 - Modified monographic order technical specifications to account for code changes in EOCR specifications.
 - Modified the monographic approval plan to include more award winning multicultural juvenile books.

SPECIAL COLLECTIONS AND ARCHIVES



Poynter Library's Special Collections and Archives (SCA) celebrated another successful academic year of serving a variety of patrons and researchers in 2009-2010. SCA staff made it a high priority to continue reducing the backlog of unprocessed manuscript and archival collections and to provide excellent research support and assistance.

SCA sponsored two notable public events in early 2010. A well-attended reception on January 21 in the Campus Activities Center celebrated the acquisition of the Uhuru Collection of Omali Yeshitela. Three months later, on April 21, a program commemorated Mark Twain's literary legacy on the centennial of his passing. Throughout the year, displays, public lectures in the community, and other service activities promoted SCA. In addition, SCA staff developed a commemorative calendar that was distributed at a *USF: Unstoppable* event held in the library during the fall of 2009.

Usage statistics:

SCA staff offered flexible hours throughout the year (generally on a Tuesday through Saturday schedule, late morning through early evening) to accommodate researchers. Patrons were strongly encouraged to make appointments prior to visiting the reading room. Generally, the reading room has offered approximately 10-12 hours of open access per week during fall and spring semesters, and 7-8 hours per week during the summer terms in addition to scheduled appointments.

Beginning in the 2009-2010 academic year, SCA began to collect patron usage statistics that not only distinguished between USF System and non-USF patrons but that also kept separate tallies of those requests that came from non-USFSP members of the USF System. This was done to determine if Special Collections and Archives meets the research and service needs of our core constituency at USF St. Petersburg and also enables us to present an accurate picture of our contributions to the USF System as a whole.

In addition to the support provided to our USF System and USFSP patrons, community and outside researchers also benefited from Poynter Library's numerous research collections. SCA staff fielded inquiries from local and long-distance genealogists, as well as property owners and neighborhood associations seeking historic photographs of their communities. An author visited the reading room on multiple occasions as he completed a book about George Gandy and the Gandy Bridge. Staff assisted members of the St. Petersburg Yacht Club and the city's Waterfront Centennial Committee as they sought images for display and publication. In addition to the many local community patrons, staff also successfully responded to requests from an artist in Germany interested in Florida sources and a producer at the Canadian Broadcasting Corporation's French television service in Montreal seeking information about Nelson Poynter for a documentary. Staff fulfilled requests from Ph.D. students from as far away as the University of Nevada, Las Vegas, and (University of) Heidelberg Center for American Studies.

During the 2009-2010 academic year, SCA staff directly responded to 445 requests for materials or research assistance, a 10.1% increase in patron requests over the previous academic year. Patrons visiting SCA in person to view specific monographs or serials that they had learned about through the library catalog prior to their arrival represented ninety-five (21.35%) of these requests. The remaining 350 requests (78.65%) came from patrons who sought research assistance, reference interviews, or guidance with the collections that went beyond the retrieval of materials. Please note that many of the 350 reference interviews required multiple telephone calls, emails, or other forms of communication as the researchers developed their topics or had additional questions about the same topic. For example, one of the requests involved an undergraduate interested in opposition to the football program at USF in the 1990s for a research paper. To fulfill that request, SCA staff had two separate meetings to discuss sources and sent the student eighteen articles by email. Although this single request required an unusually large number of actions, many other requests also involved multiple emails or telephone calls.

Of the 350 research and in-depth requests, 237 took place within the library and 113 were outside requests where the patron submitted a query and received information via email, telephone, or another manner without visiting the campus or the library. Over 32% of all research requests handled by SCA staff originated from undergraduates at USFSP, a notable increase over the percentages during the four previous years that ranged from a low of 9.2% to a high of 21.8%. These figures demonstrate the strong support that Special Collections and Archives provide to the instructional mission of the University.

Similar to previous years, the majority of patrons using the collections (66%) had a direct affiliation with the University of South Florida System. Of these patrons, over 55% had a primary affiliation with USF St. Petersburg. Despite the large number of outside requests by external researchers and members of the general public that Special Collections and Archives handled, two-thirds of research requests directly served the USF community. Students were the primary users of Poynter Library's special collections: students from USFSP or other colleges accounted for 63.4% of these requests. Faculty and staff from educational institutions accounted for 15.1%, with affiliates or the general public accounting for the remaining 21.4%. These figures demonstrate clearly how vital the SCA collections are to instruction and research at institutions of higher education, most importantly to USFSP.

As in previous years, the majority of research requests involved local and regional history research, or questions broadly covering the area of Florida Studies. The continued increase in biographical and genealogical information corresponds with specific research projects conducted by graduate students and faculty in Florida Studies at USFSP.

Collection parameters:

The extent of cataloged archival and manuscript collections includes all manuscript, audio/visual, and USF St. Petersburg archival collections available for use, even if a full and complete finding aid does not exist. The count also includes uncataloged manuscripts/serials in the Briggs Collection acquired with public funds. Florida Public Records Law mandates access to many documents created by USF St. Petersburg even if not fully arranged and described. Manuscript and archival collections combined grew by 4.9% since July 1, 2009 and by 10.0% during the last two years. Available collections have grown by 85.4% since 2002-2003. The majority of the manuscript collections document local and regional history.

Unprocessed materials remain unavailable for researchers because they require additional arrangement, description, and conservation before researchers can be permitted to use them. In most cases, archival collections shrink in size after they are processed due to items being consolidated and discarded (e.g., duplicate copies, removal of ephemera not considered historically valuable). The extent of unprocessed materials declined by 9.7% in 2009-2010 from the previous year, despite new accessions, such as the Papers of David Carr.

In addition to archival materials, SCA also selectively acquires books, serials, or monographs. These items appear in the library's public access catalog and almost always have full bibliographic records. Items are arranged by call number. Monographic collections donated or acquired from a specific person or organization are shelved by call number separately within the provenance of the donor (John C. Briggs Monographs, Suzanne Davis Hardee Collection, etc.). Cataloged monographs and serials grew by 5.4% over the previous year and by 40.7% since 2003. Due to budgetary constraints, the only materials purchased were faculty publications. Other volumes added through donation fell within the areas of local and regional history and Florida Studies. All acquisitions now follow the SCA Collection Development and Management Policy instituted in December 2005. Since the summer of 2007, SCA has reduced the backlog of books requiring additional processing by 25%. This reduction occurred even as staff brought in provisional donations of magazines and books throughout the year.

The sum of all processed and accessible collections estimated by linear feet for statistical reporting purposes reached 795.25 linear feet at the end of the 2009-2010 fiscal year, a growth of 9.1% over the previous year and more than double the total holdings of 355.25 linear feet at the end of the 2002-2003 fiscal year.

LIBRARY SYSTEMS



During the 2009-2010, year several library Systems Department initiatives were brought to completion. In order to support the USFSP mission to provide technology-enhanced areas for student computing and particularly for those requiring assistive technology, the library adopted voice technology and hardware upgrades for our Assistive Technology Room. Made possible through funding of the library support group, SAPL, this first floor area was upgraded to allow those with impairments to access library materials and online databases through screen magnification and speech-to-text capability. This latest initiative expanded functionality to include access to non-digital text for the visually impaired through a combination of scanners and voice-enabled technologies. The project included a variable-height desktop, oversized keyboard, microphones, and related equipment. In addition, this same system of hardware and software was copied exactly to allow support of a second assistive technology location at USFSP in the Veterans' Affairs office. The Systems Head, Berrie Watson, received a "VIVA!" certificate of appreciation for these and other assistive technology efforts.

The physical upgrades of the Library infrastructure for the period included an expansion of the Library's server infrastructure to include a high-speed gigabit storage network (iSCSI) in Systems to replace an older Direct Attach storage system. In early 2010, to provide support for the increasing demand upon

the Library's laptop checkout resources the number of laptops was increased from three to six units. The wireless network was updated to include newer access point technology, increasing both the number of devices and the range of coverage within the Library. Software upgrades included a reconfiguration of computers and applications in the Information Commons student use computing area on the first floor. Additional applications were added to support College of Business (COB) program efforts; this was made necessary when the COB computing center was removed from Bayboro Station. Distance Learning was a primary support item for USFSP Library Systems, and during this period web servers for distance learning were virtualized and consolidated. The distance learning web support server, through VMWare High-Availability, was made fault tolerant through a load-balancing system comprised of virtual machines, switches and duplicated support mechanisms.

MEDIA SERVICES



Instructional Media Services includes all of the Library's Media, Juvenile, and IMC Collections. Its 42-seat IMC Center supports large and small group viewing and listening, campus wide videoconferencing services, and includes Media Digitization Facilities and a Video Recording and Production Studio. The Department provides Audio Visual equipment check out for students, faculty, and staff, maintains classroom and all other instructional technology for campus special events. It also houses and administers the institution's USF Card Center. The goal of the Department is to provide fixed equipment at all service points. All of USF St. Petersburg's classrooms have data/video projection, DVD/VHS/ streaming media playback, and computers permanently installed.

Distance learning:

Distance learning extends the University of South Florida St. Petersburg academic resources to help learners meet their educational goals by providing courses in a variety of options in time, place, format, and delivery systems using technology. The Instructional Media Department of the Nelson Poynter Memorial Library makes available a large array of media and distance education technologies. The Department is responsible for the Video Conferencing facility located in the Library. A satellite dish installation provides independent satellite downlinks. Digital audiovisual services are provided to faculty, students and staff to develop multimedia packages for teaching, delivery of information, learning and research. The staff of the Library's Instructional Media Services assists faculty in the form of consultation, design, and/or maintenance for online distance learning applications. Courses are offered online via the Internet, and typically utilize USF's Blackboard portal to gain access to course materials. Instructional Media Services is also responsible the teaching technologies found within the USF St. Petersburg smart classrooms. The Department is focused on supporting the University in its teaching, learning and research endeavors. The Department supports, services, and upgrades all of the equipment within campus teaching spaces and responds via its Help Desk to any problems that users may encounter. The Department prides itself on quick response to requests, technical support, and other services.

Media Center collections:

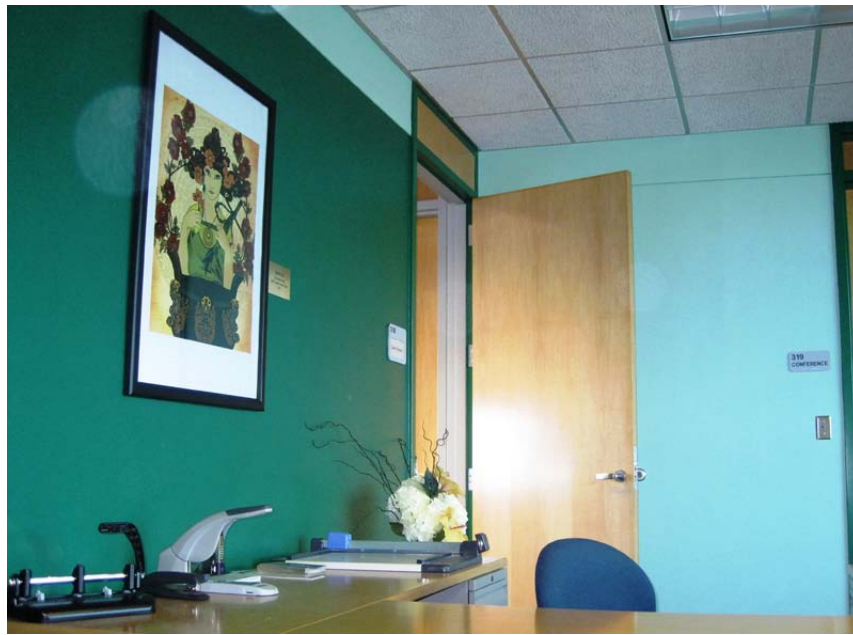
The Instructional Media Collections of the Nelson Poynter Memorial Library serve the instructional and curricular needs of the USF St. Petersburg community and the individual study, scholarship, cultural enrichment and recreation needs of University students, staff, and faculty. The Poynter Library Media Center houses collections of juvenile fiction and non-fiction, educational games, kits, and visual aids for classroom use. The Department is responsible for all of the Library's Media Collections containing DVDs, videotapes, cassette tapes, CDs, and slides. All collection items circulate.

Notable initiatives and accomplishments:

- The Instructional Media Department installed new equipment into DAV 102 and 104. These two classrooms were the last two rooms on campus with old and outdated technology. This upgrade now brings our campus to 100% data projection in all classrooms across campus and will afford the Department to move forward with a technology management system. This system will provide a global view of real-time status for of our projectors and switchers located in the classroom. This system will also provide early problem notification, and troubleshooting tools not available to us in the past.
- Successfully completed bid package for Instructional Technology for Science and Technology building. Includes 11 classroom @ over \$125,000.
- Replaced all damaged VHS cases and repacked over 400 videos.
- Conducted a total video Collection Assessment of VHS holdings resulting in the weeding of over 500 titles.
- Upgraded studio projection monitors, installed new audio mixing board and new studio cameras.
- Weeded and reorganized entire IMC collection.
- Shelf read and shifted compact disc collection.
- Shelf read Juvenile collections.
- Conducted a media circulation statistics report and begun assessment on use for weeding VHS titles from the Media Collection.

- The Department is consulting with the new Student Union building planning committee.
- Six new Distance Learning courses were produced.
- Took off inventory and disposed of additional obsolete equipment in the Production Room and Storage Room.
- There has been increasing departmental support for Special Events such as Festivals, Convocations, building openings, celebrations, dedications, conferences, Campus Board meetings and other non-academic and classroom activities.
- Additionally upgraded and updated the departmental website, including posting current information on newly acquired media items.
- New projection equipment installed in LIB 218.
- New data projection in campus computing lab, COB Conference Room, and the Chancellor's Conference Room.
- Installed Smartboard technology and document cameras to Coquina Hall classrooms.

LIBRARY ADMINISTRATION



On August 1, 2009, Carol Hixson joined USF St. Petersburg as Dean of the Nelson Poynter Memorial Library, following in the footsteps of long-term Dean Kathleen Arsenault who retired in April 2009. From May through July 2009, Gerald Notaro, Media Librarian, served as Interim Dean.

In 2009/10, the University and the Library continued to face significant budget challenges, with a number of permanent positions continuing to be funded with Federal stimulus funds and with stagnant or reduced operating budgets. A stagnant operating budget in conjunction with increased enrollments meant that the Library faced a significant challenge as it attempted to continue to provide the same level of service to a growing number of students, as well as to address new service needs and expectations.

In addition, USFSP continued to prepare for the five-year re-affirmation by the regional accrediting body, SACS, as well as reviews by a number of discipline-specific accrediting bodies. Library services and resources are a key aspect of accreditation reviews and Library faculty and staff have played a significant role in the preparation for these reviews. The development of USFSP as an autonomous institution within the USF System continued to be a challenge, with the Library featuring significantly in the negotiations between USFSP and the System with particular reference to the cost-sharing model for electronic library resources.

In the first year in the position, Dean Hixson focused on reviewing existing services and institutional support for them, working to ensure that the Library was fully engaged in campus events and priorities, and increasing contacts with the broader community. Some of the areas addressed were:

- Review and enhancement of Library services:
 - Began to revise or develop policies to improve services and to reduce the necessity of making ad-hoc decisions (Library Space Guidelines, Exhibit Guidelines, etc.)
 - The Dean interviewed and identified a professional consultant to assist the Library in developing a new strategic plan and worked with the Library Leadership Team to outline the process to be followed.
 - Although there was no formal resolution, spearheaded discussions with Student Government and campus bookstore for providing access to textbooks on reserve.
 - Worked with Student Government to extend Library hours during exam periods and to educate them on the need for planning well in advance of making the request.
 - Improved Library's participation in the technology fee process by working with key Library managers to develop appropriate proposals, resulting in increased support for the Library's infrastructure in support of USFSP students and faculty.
- Increase the Library's profile in campus affairs and events:
 - Increased programming/events sponsored by the Library (exhibits, new graduate student reception, Mardi Gras reception, more talks by faculty and others, Library Week celebration, etc.)
 - Strived to have Library routinely included in recruitment and orientation events.
 - The Library led the way for the use of social media at USFSP by establishing the first Facebook page of any USFSP unit.
 - Began a series of Dean's Messages posted to the Library's website to improve communication and address issues and concerns of the USFSP community.
 - Supported increased role of Library as provider of academic computing support by agreeing to host several new non-library applications on Library computers when Campus Computing indicated that it was unable to meet the requested service need
 - Undertook coffee shop negotiations with campus bookstore in order for Library to address longstanding student and faculty request.
 - The Dean and several other Library faculty and staff participated as full members of the USFSP Emergency Management Planning Team, undergoing FEMA training and taking part in planning exercises.
- Undertook review and evaluation for distance learning support:
 - After identifying the service gaps related to distance learning at USFSP, the Dean established a working group with the College deans and selected faculty to review the state of distance learning at USFSP and to develop a programmatic and strategic plan for distance learning support at USFSP.

- The Library evaluated and interviewed potential external consultants to review the state of distance learning at USFSP.
- The Dean and other Library staff worked with the College of Business to present a successful proposal for the first fully online program at USFSP, an online MBA. Library staff undertook planning for the design of appropriate workspace within the Library building, as well as the hiring and training of instructional designers for the new program.
- Increased community involvement/development work:
 - With the help of External Affairs, the Dean met frequently with members of the Tampa Bay community about Library programs and services.
 - Arranged for or hosted community events or exhibits, such as partnering with the Carter Woodson Museum for Black History Month.
 - To support the mission of External Affairs, hosted and installed the software for the new USFSP calendar system.
 - Along with the College deans, the Library Dean took part in USFSP development activities, including drafting development profiles, taking part in USF Foundation call-in campaigns, and creating a video highlighting Library services.
- Began to review the role of the Library's friends' group, Society for Advancement of Poynter Library (SAPL), to enable it to fulfill its stated mission of supporting the Library financially:
 - Successfully lobbied the Library's support group (SAPL) to fund the enhancement of technology in the Library's assistive technology room to enable students with physical disabilities to make more effective use of Library resources.
 - The Dean met individually and collectively with SAPL Board members, providing comprehensive information on Library services and the changing environment, as well as a detailed breakdown on the expenditure of SAPL funds over the last ten years.
- Staff development:
 - In response to a proposal from the Library Faculty Council, the Library addressed growing concerns for the safety of staff and students by hiring security guards for evenings and weekends.
 - Continuing education and professional development opportunities for Library faculty and staff were promoted using Library endowment funds.
 - National expert was brought in to address Library space planning (Susan Gibbons, January)
 - Library faculty continued to contribute to the profession through peer-reviewed publications, conference presentations and committee service to professional organizations.
- Accreditation support: the Dean and many Library faculty and staff contributed substantively to creating documentation and gathering data for SACS and other accrediting bodies.
- USF System issues:
 - The Dean undertook negotiations with USF Tampa on the cost-sharing model for electronic library resources and successfully lobbied for the model's adoption by USFSP administrators.
 - The Dean and other Library faculty continued to lobby for a representative voice in SUS library discussions by attending meetings and taking part in electronic discussions.



Goals for 2010/11

- Continue to support and participate fully in the University's efforts to achieve re-affirmation of its SACS accreditation and support the discipline-specific accreditation efforts of all Colleges and academic programs of USFSP.
- Continue to support the development of new academic programs through liaison with the Colleges and review of Library resources needed for new programs.
- Continue with assessments of Library services to initiate changes and improvements that will maximize staffing and other resources.
- Increase the Library's profile on campus by expanding the Library's participation in campus events, such as orientations, recruitment events, etc., and by hosting more student events throughout the year.
- Continue to play a leadership role in the review of distance learning capabilities at USFSP.
- Work to expand and enhance the Library's outreach efforts to build strong community partnerships through lectures, special events, exhibits, etc.
- Continue to advocate for staffing and resources needed to serve the University's growing population effectively.
- Undertake the review and further development of clear policies for the use of Library space and services.
- Identify the needs for technology support to enable the Library to support the University's academic mission.
- Make progress on the development of digital collections.
- Improve professional development opportunities for Library faculty and staff.
- Make progress on strategic planning for the Library.

June 10, 2011

Carol Hixson, Dean, with the input and assistance of Library faculty and staff