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Annual report of the Nelson Poynter Memorial Library 2006/2007

Nelson Poynter Memorial Library.

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Nelson Poynter Memorial Library
USF St. Petersburg

Annual Report 2006/2007

The mission statement of the library, developed as part of the USF SP strategic planning initiative of 2003, reads as follows:

Nelson Poynter Memorial Library supports the mission and goals of USF SP 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.

Poynter Library's primary mission to serve the faculty and students of USF St. Petersburg was affirmed in 2006/2007 when an agreement was negotiated with Dean Derrie Perez of the USF Library System and President Judy Genshaft to continue the Dean of Poynter Library's long-standing reporting relationship to the Regional Chancellor and Regional Vice Chancellor for Academic Affairs. The commitment and support of Chancellor Karen White, Dr. Mark Durand, the USF SP Library Council, and many other USF SP administrators, faculty and staff members, and students were instrumental in achieving this resolution. Although all other USF libraries have been centralized under the Dean of the USF Library System, this agreement will satisfy the expectations of USF SP's accrediting body that this university would retain fiscal and administrative control of its library collections and services.

In the 2006/2007 academic year, its thirty-eighth year of service to USF SP, Poynter Library's staff, collections, and services made significant contributions to each of the five strategic directions of the university.

Strategy One: Promote nationally and internationally distinctive research and academic programs that value collaborative learning.

- Poynter Library supports USF SP's research and academic programs with a physical collection that totaled 227,733 print and media volumes by the end of the 2006/2007 fiscal year. An unprecedented 9,163 cataloged volumes were added to the collection and processed by Associate Librarian Patricia Pettijohn and her technical services staff. USF Libraries Central Services prepared to relinquish the cataloging and acquisitions functions that have been provided to Poynter Library since its founding, completing processing of numerous backlogged orders and cataloging many donations that had been relegated to storage.
- The Special Collections Department's manuscript collection at the end of the fiscal year totaled 366.69 linear feet. Assistant Librarian Jim Schnur added new material on the Bayboro Harbor US Maritime Station (including a uniform!) and

additional local history items. He also supervised processing of backlogged collections with the assistance of Florida Studies and School of Library Science interns. The department now houses 140 collections and sub-collections for research use, most notably in local and regional history, journalism, and ichthyology and natural history, as well as extensive USF SP archives. The Special Collections Department assisted 327 students and other researchers, including 97 non-USF affiliates.

- Poynter Library continues to contribute to USF Libraries electronic resources that now include approximately 6,500 e-journal subscriptions and 500 aggregator databases containing another 13,000 unique e-journal titles, 48,000 e-books, and 150,000 digital images. The increase in electronic resources and online services is reflected, however, in declining book circulation and a lower library gate count. Under Manager of Library Operations Virginia Champion's supervision, staff members Lexi Terry, Carissa Santana, and Charlotte Barbour offered support for the circulation and classroom reserve services during 89 service hours per week.
- The Library also provides interlibrary loan (ILL) services, supervised by Library Specialist Cynthia Brown, to students and faculty to supplement its local collections of books and journals. Although requests for materials from other libraries were down slightly, requests filled *from* Poynter Library collections increased dramatically, by 34%. The volume of ILL transactions processed by Poynter Library staff is highly unusual: According to FY 2006/2007 statistics, Poynter ILL lending is 33 % and ILL borrowing is 41 % of those transactions handled by the Tampa Campus Library.
- Poynter Library's Instructional Media Department, with technical support from Systems Administrator Berrie Watson, assisted in the development of four new distance learning classes, for a total of eleven online courses. The distance learning program, overseen by David Brodosi, currently reaches over 600 students per semester. The department is actively working with the academic colleges to bring new courses online in 2007/2008. Staff members Robert Vessenmeyer and Michael Mathon have been invaluable in these efforts.
- Poynter's librarians continue to be active in the profession through book and media reviews, journal publications, and involvement with regional, state, and national organizations. Instructor Librarian Marcy Carrel, who joined Poynter's staff in Fall 2006 to replace Mika Nelson, was invited to present a program at the national library conference in El Salvador, and the library prepared to host an intern from Berlin's Humboldt University in August and September of 2007.

Strategy Two: Promote the intellectual, cultural, and social development of all students through high-quality academic and student-life programs.

- Under the leadership of Librarian Tina Neville, head of Public Services, library instruction classes included 75 sessions that reached 1,702 students, increasing 39% and 58% respectively. Each librarian with reference duties participates in library instruction efforts. Librarian Deb Henry continues her long-standing role as liaison to Marine Science faculty, as well as to several USF SP disciplines. Instructor Librarians Kaya Townsend, liaison to the College of Education, and

Marcy Carrel, liaison to the College of Business, have offered particular support to students and faculty in those colleges. Marcy Carrel began spending several hours per week as “visiting librarian” in the COB computer lab at Bayboro Station.

- Tina Neville and Media Librarian Jerry Notaro produced several innovative online library tutorials to supplement classroom presentations and reference desk instruction. Their efforts will be of great benefit, especially for distance learning students who do not regularly come to campus.
- Poynter Library staff and librarians offered a changing array of library exhibits, including multicultural resources in education, Hispanic Heritage and African American History Months, “Poynter Library Goes to the Oscars,” USF SP history, spring training, and “ancient” technologies such as obsolete computers and 8 track tapes. The library also sponsored exhibits of lamps designed by USF SP art students, media presentations by Trey Conner’s composition class, and the annual “Survivors Speak” exhibit by Florida Craftsmen and Family Resources, Inc.
- Instructor Librarian Kaya Townsend, assigned special responsibilities for student outreach, created striking displays for Campus Showcase, began a “While You Are Here” newsletter displayed in library restrooms, presented a panel discussion for Banned Books Week and a “Movie Night” to coincide with the Oscar awards, and implemented other creative marketing efforts.
- In response to student requests, Poynter Library remained open until midnight during the 2006/07 semesters. Student use of the extra hours was disappointing, however, so the additional service was curtailed due to 2007/08 budget cuts.

Strategy Three: Shape the enrollment profile to reflect the educational goals of an urban research institution that provides a student-centered learning community.

- Poynter Library librarians and staff are aware that they often serve as “nights and weekends” contacts for prospective students and visitors to USF SP. Dean Kathy Arsenault met with Enrollment Services staff to discuss the library’s role in recruiting efforts.
- Poynter Library has agreements to offer library privileges and circulation services to Pinellas County Public Schools’ international baccalaureate and Shorecrest’s AP students, as well as cooperative agreements with Eckerd College and St. Petersburg College. High school students signing up for library privileges are encouraged to complete USF SP contact cards.

Strategy Four: Enhance technology support for students, staff, and faculty.

- With funding from the Florida Center for Library Automation, Poynter’s Systems Administrator Berrie Watson replaced the “reference horseshoe” public computers and transferred the older equipment to the library’s instruction lab. New computer tables, computers with large monitors, and scanners upgraded computer facilities for graphic arts and journalism students. Berrie Watson also added four Apple workstations to the horseshoe area, for a total of 39 computer

- work stations. The library public computers logged 10,531 visits from Fall 2006 through Summer 2007, 69% of which were USF SP or Marine Science students.
- In addition to their distance learning and classroom technologies support, David Brodosi and his Instructional Media staff purchased and installed new video conferencing equipment and assisted with planning, bidding, and installation of media in various classrooms or public areas elsewhere on campus.
 - In recognition of the complexity and volume of the technology services now provided by Instructional Media staff, David Brodosi was promoted to Instructional/Multimedia Developer within the Administrative classification and Michael Mathon and Robert Vessenmeyer also received promotions within the Staff classification system.
 - The USF Libraries' long-standing contract with Danka concluded in June 2007, and Systems Administrator Berrie Watson and David Brodosi investigated possible new solutions for photocopying and networked printing, planning for new equipment to be installed in August 2007.

Strategy Five: Achieve full fiscal self-sufficiency and develop a stable economic base for university programs and services.

- The library's community support group, the Society for Advancement of Poynter Library, purchased a new refrigerator for use by library staff, sponsored a National Library Week lunch for library staff and student workers, supported purchases of new fiction and audio books, and sponsored the Bayboro Fiction Contest, one of USF SP's oldest traditions. Three students received cash awards and were recognized during honors week. Professor Hugh LaFollette was the featured speaker at the Society's annual meeting. Staff Assistant Jean Ferguson served as staff liaison to SAPL, as well as serving as editor of its "Library Connection" newsletter.
- The library administers three auxiliaries, receiving revenue from ID card production (1,843 created in 2006/2007), printing and photocopying, and occasional media or systems support for USF SP non-classroom activities or services to outside groups. These auxiliaries subsidize five OPS positions and make substantial contributions to resources available for technology improvements. Poynter Library also receives an annual allotment from Marine Science's grant with USGS that offsets USGS interlibrary loan services and provides additional revenue for an OPS staff member and purchases of library materials in geology and related fields.
- State university libraries were requested by Florida's Chief Financial Officer to submit valuations of their library resources and equipment for insurance purposes. Poynter Library participated in this process, deriving a total evaluation of approximately \$49,000,000 based on USF OCO inventory records, recent equipment purchases, and standard methods of library material valuation. This information has been incorporated in the Poynter Library emergency plan, newly revised for 2007.

- Conversely, the library's Executive Administrative Specialist Zeynep Tufekci reviewed OCO records and disposed of quantities of outdated equipment and furniture according to university inventory procedures and environmental disposal standards. This process released significant space to receive new library acquisitions and to store donated materials for the newly expanded Collections and Technical Services Department.
- The staff of that department, Librarian Patricia Pettijohn and staff members David Cipris and Anne Killenberg, undertook the necessary reorganization and training in FAST and the Aleph library management system to begin, on July 1, 2007, their significant new responsibilities for acquisitions and cataloging, processes formerly provided by USF Libraries Central Services. Although two new positions were required for these additional responsibilities, the in-house control of these processes has already yielded cost savings and more responsive services to the USF SP community.

Kathleen H. Arsenault, Dean, September 28, 2007