

GEORGIA STATE UNIVERSITY

2000-2001

EXTERNAL

Annual Report of the

William Russell Pullen Library

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William Russell Pullen Library

Annual Report

July 1, 2000 – June 30, 2001

Executive Summary

For Pullen Library the academic year 2000-2001 began with a severe shortage of staff at all levels, which was gradually alleviated over the year. We began the year with eight professional vacancies and filled seven of them. The nationwide shortage of librarians interested in working in academic libraries made recruiting very difficult for an urban library with historically low salaries, and we worked to increase our base in an equitable way throughout the year while increasing our diversity. This will be a persistent challenge as other libraries raise their bases to compete for the shrinking pool of librarians. We also filled 32 classified staff positions, 12 by internal promotions and transfers. We continue to lose staff to other local institutions of higher education that offer higher salaries. Overall our retention has greatly improved, with no professional resignations during the year - a result of our efforts to meet our strategic goal of providing a safe and humane working environment (*Library Strategic Plan IV*) by improving staff offices and workstations, providing extensive opportunities for professional growth and continuing education, and freeing people from repetitive work so they can concentrate on challenging and interesting work.

This put us in the interesting position of having substantial salary savings to invest in special projects at the same time that we had fewer staff to manage the workload. Not wanting to waste any library resources, even unintended savings, we tracked our budget carefully and planned how to make the best possible use of every dollar. As a result we were able to add \$478,980 to the books and research materials budget for special purchases, mainly large ticket items and databases not covered by our annual allocation. This helped us meet the goals of the *University Strategic Plan II.A.3* and the *Library Strategic Plan I.2 and 4*. We also completed a series of renovations and launched a Master Planning process to guide future renovations of the two library buildings, and made investments in software and hardware in order to use staff more efficiently.

The library was very successful in drafting proposals for Student Technology Fee funding, and our students and faculty now benefit from dramatic improvements in the amount and quality of equipment available to them, as well as increased access to electronic collections. Particularly popular are the digital microform readers, laptops for checkout, and the proxy server, which expands the accessibility of electronic collections beyond the library building (*Library Strategic Plan I.4 and 5*).

An extremely successful renovation and reorganization project resulted in the move of Media Services to new facilities on the second floor of Library South and a merging of Media Services and Access Services staff. Patrons love the new facility, and the open access to materials led to an astonishing increase in use of materials – from 6,917 in FY 2000 to 30,685 in FY 2001 – a 343% increase. (*Library Strategic Plan IV.4*)

In keeping with the call of the University's Strategic Plan II.A.5 to develop information literacy in our students and the *Library's Strategic Plan initiative II.2 and 8* to teach critical analysis of information and to integrate library services into the teaching, learning, and research process, librarians have greatly increased their teaching activities. Last year there was an 8% increase in classes taught and a 34% increase in patrons receiving instruction. Active promotion of the availability of individual consultations led to over 200 hours of individual consultations with faculty and students. In addition, four librarians taught section of the GSU 1010 classes and another librarian team-taught a University Perspectives course and developed a successful proposal for a library-led Perspectives course on the Information Age, which will be taught in the fall. Our Instruction Librarian participated in the development of the "Online Library Learning Center" module for the eCore Project of the Board of Regents, which will be available to all Board of Regents institutions for incorporating into their individual efforts to increase information literacy on their campuses. Our new Alpharetta Center Library experienced continued growth in requests for help and materials, with a 131% increase in reference questions from fall to spring and a 111% increase in journal articles requested.

The number of people coming to the library and using the services of our public service desks continued to decline as more and more information became available online, and as we offered more of our services via the web. The extreme popularity of online renewals has masked what appears to be an increase in the circulation of all but our media collection, since renewals are no longer counted as Circulation Desk transactions. If our assumptions are correct, this suggests that Georgia State University is an exception to the national trend towards reduced circulation of materials – a move consistent with the university's development as a nationally recognized research institution (University Strategic Plan, Mission). It is gratifying to see that the care we take in building our collections has resulted in increased use (*Library Strategic Plan I*).

The online library system, GIL, continued to evolve during the year. The Catalog Department loaded the GPO retrospective files, enabling realization of the Library Strategic Plan II.1.N and precipitating a reorganization of the Government Documents unit to assist patrons with the increased use of the collections. The Acquisitions Department suffered through serving as a Beta site for the upgrade of the Endeavor Acquisitions system, becoming a recognized national expert in the system and successfully implementing embedded order data for online creation of purchase orders. Planning continues for the expected release of the GIL Union Catalog and Universal Borrowing System, scheduled for the coming year (*Library Strategic Plan II. 1. O*)

In response to the rapidly-changing environment for scholarly communications Pullen Library has developed and expanded our approval plan for purchase of books, actively participated in consortial arrangements for purchase of large databases, and worked actively on various GALILEO committees to guide the development of our electronic collections. This year we moved towards outsourcing our routine cataloging, freeing Catalogers for the more challenging work of cataloging our unique resources, such as dissertations and special collections, and the challenge of CORC (*Library Strategic Plan II.1*). We have also greatly increased the presence of Special Collections on the web, and

have mounted finding aids for over 300 collections and image databases with over 232 images (*Library Strategic Plan I.7.D, University Strategic Plan II.A.3*).

Recognizing the importance of securing resources beyond the university's budget, Pullen Library added a Development Coordinator to our staff. Her help with managing our foundation accounts, stewardship of donors, and developing programs for increased giving have already achieved success, with a number of important pledges to the Georgia Women's Movement Project, substantial gifts from the Johnny Mercer Foundation and William J. Usery, the highest-ever attendance at our annual Retiree Luncheon, and a very welcome increase of 23.7% in our rate of giving to the Faculty Staff Campaign. Our Special Collections continue to attract substantial support from donors, and served significantly larger numbers of onsite and offsite users, especially from GSU patrons and e-mail inquiries.

The *Library's Strategic Plan III* calls for promoting and marketing library resources and services, and we've put considerable effort into developing our presence on the web to help achieve that goal. Our Web Librarian assessed our site, gathered information from a wide variety of services, and implemented a single unified home page with a consistent look and feel for the top-level pages. The entire site was migrated to a new web server, and the Special Collections web site was overhauled and updated. Subwebs for the liaisons increased site security and provided the librarians with a development platform, on which they developed more than 115 online course guides. Recognizing that our patrons appreciate the convenience of the web, we provide online request forms for interlibrary loan, library use instruction, document delivery to Alpharetta, periodical storage retrieval, electronic reference, and consultation appointments. Patrons can go online for information about their individual accounts, the GALILEO password, a listing of recently acquired materials, library news and events, and notifications of changes in availability of our various systems. We also developed the Intranet to create a support and knowledge space for Pullen staff. Our goal is to make Pullen Library's web page the place people go when they want to find information resources (NOT Ask Jeeves or some other internet site), and the Intranet a place staff check regularly for updates and internal communication.

A summary of some of the many statistics gathered in the past year follows. The full annual report, with sections for each area of library services, is available in the library.

Information Services

Year	Interlibrary Borrowing	Group Presentations	Participants in In Group Presentations	*Reference Transactions	Total Circulation	Total Staff	**Total Student Enrollment
1992	4,885	362	6,094	3492 *	379,773	119	24,024
1993	6,255	334	6,041	N/A	386,675	126	24,101
1994	5,990	345	6,316	6,322	404,179	122	23,651
1995	7,222	334	6,135	6,952	392,717	122	23,776
1996	7,036	356	5,560	6,782	358,449	132	24,316
1997	8,004	320	5,325	7,727	299,718	133	23,410
1998	6,713	371	6,119	7,272	312,658	138	24,300
1999	7,449	330	4,670	4676 *	252,317	133	22,694
2000	8,522	361	4,897	3104 *	225,488	133	23,410
2001	8,387	390	6,593	3597 *	228,134	135	25,488
Percent change 2000 - 2001	-1.6%	8.0%	34.6%	15.9%	1.2%	1.5%	8.9%

*Reference Transaction column is service for one "sample week" in October of each year. Those with * are for Reference Desk and PSC service only; the others have reference provided in Media Center and InterLibrary Loan added into Reference Desk and PSC statistics.

** Total enrollment is for "official" GSU headcount for the Fall Term/Semester for the academic years 1992 – 2000; the enrollment figure for the Fall Semester 2001 is not yet official. (Office of GSU Institutional Research)

Comparative Acquisitions Statistics

	<u>1999</u>	<u>2000</u>	<u>2001</u>
Number of volumes added (gross)	33,245	36,887	32,429
Number of volumes added (net)	30,492	33,873	30,471
Number of volumes held at end of year	1,244,977	1,278,850	1,309,321 *
Number of reels of microfilm held at end of year	75,775	76,807	77,868 *
Number of physical units of other forms of microtext held at end of year	1,571,811	1,596,792	1,578,971
Number of periodical titles being received at end of year	5,167	5,296	5,462
Number of other serial titles being received at end of year (including standing orders to monographic sets and CD-ROMs)	3,323	3,418	3,467

*Does not include government documents

SPECIAL COLLECTIONS

III. Reference, Instruction, and Use

Onsite Users		
	Georgia State University	Non-Georgia State University*
Faculty	10	3
Doctoral Students	7	6
Master's Students	33	11
Undergraduate Students	32	6
Others	3	23
TOTAL	85	49
1999-2000 Totals	298	66

*Institutions of non-Georgia State University Academic Users: New College of USF, Morehouse College, Emory University, Georgia Tech, Clemson University, Spelman College, University of Georgia, Atlanta International School

DEVELOPMENT

Major Gifts and Pledges 7/1/00 through 6/30/01

Johnny Mercer Foundation		\$ 143,140
William J. Usery		\$ 40,000
Linda Hallenborg Kurtz		\$ 25,000 pledge
Anonymous		\$ 20,000
Mary Long		\$ 10,000 pledge
Donna Novak Coles		\$ 10,000
Beth Schapiro		\$ 5,000 pledge

Endowment 6/30/01	\$ 3,584,826
Endowment 6/30/00	\$ 3,923,447
Decrease in Endowment	\$ 338,621
Faculty/Staff Campaign Participation	67%
Retiree's Luncheon Attendees	23.6%
Percentage Increase	