

## Georgia State University Library

### Annual Report

July 1, 2003 – June 30, 2004

### Executive Summary

The academic year 2003-2004 has been a continuation of the transition of the University Library to an academic library for the 21<sup>st</sup> century – one that recognizes that it can no longer rely on people coming to the library for paper volumes, and that its patrons want to be enabled to find the information they need on their own at any time. As we plan for the physical transformation of the library to provide the spaces needed for a 21<sup>st</sup> century library we have been making the internal changes that will support our new vision. Much of those changes have pushed us out of the library, both physically and virtually.

This year we received ample evidence of the importance of working outside of the library, with three developments of great significance to the future of the library occurring because of events outside of the library:

- The Student Government Association and related student groups voted to support a fee to fund the transformation of the library. That vote was subsequently supported by the Fiscal Advisory Committee to the President, the Mandatory Fee Committee, the President, and the Board of Regents. This accomplishment was very dependent on the partnership and support of the Vice President for Student Services and her staff, and the support of faculty and staff participants throughout the university organization who served on a Steering Committee. The students held a formal hearing at which they eloquently stated their case for the proposal and followed a careful process for voting (Library Strategic Plan IV.4, University Strategic Plan II.A.a.2, II.B.e, University System of Georgia Strategic Plan 2).

"The Student Government Association of Georgia State University is in absolute support of a student fee per semester...to ensure that the University and the Library have the support they need to become one of the top urban research universities."

- The Fiscal Advisory Committee to the President voted to support the library's request for an increase in the materials budget that would enable us to match one year's rate of inflation for journals, adjusting for a major shift to electronic-only subscriptions which the library had already undertaken. They also funded a request for an increase in the monographs budget, following library initiatives to convert from hardback to paperback volumes where possible in order to support purchase of additional titles. These increases were the first in several years in the base budget for materials, and were made possible through the support of the members of the Senate Library Advisory Committee, concerned faculty, and the Provost (Library Strategic Plan I, University Strategic Plan II.A.a.3).

	Monographs Budget	Serials Budget	Total Materials Budget
FY2002	\$1,030,454	\$2,521,543	\$3,551,997
FY2003	\$892,718	\$2,675,937	\$3,568,655
FY2004	\$732,000	\$3,376,132	\$4,108,132
FY2005	\$942,000	\$3,416,998	\$4,358,998

*Note: Budget figures include base budget plus contingency funds only.*

- The University-wide process for identifying Areas of Focus to receive special funding called for inclusion in the proposals of information regarding library needs if these proposals were to be funded. All of the three proposals that received funding requested library resources, which will allow the library to purchase titles and databases long desired by faculty in those departments. In addition, the Urban Health proposal provided money for monographs and for starting an open-access journal, greatly enriching the recently initiated institutional archives (Library Strategic Plan I.2, I.3, University Strategic Plan II.A.b.2).

	FY05	FY06	FY07	FY08
Brains & Behaviors	\$ 21,500	\$ 33,000	\$ 44,500	\$ 56,000
Molecular Basis of Disease	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Urban Health	\$ 25,000	\$ 160,000	\$ 160,000	\$ 160,000

Although our fundraising in FY2004 focused on the campaign for the student fee, we saw a significant increase in our external funding, and have laid the groundwork for a new campaign to increase library funding and received approval to recruit for a full-time Development Director, to be shared with Central Development (Library Strategic Plan IV.5.g). The coming fiscal year, with the launching of the transformation project and the arrival of the new Development Director, should be a significant year for library fundraising (Library Strategic Plan I.1.E). We have received considerable support from the Development Office in becoming more visible as an area for giving, and significant support from President Carl and Mrs. Gretchen Patton, who made our first naming gift to support the Children's Book Collection area (Library Mission Statement, University Strategic Plan II.A.a.3, University 2003 Action Plan).

	FY03	FY04
Donors	345	460
Contributions	\$179,712	\$253,335

This has also been a year during which our partnerships with others made a significant difference in what we were able to accomplish. In addition to our long-standing partnerships with GALILEO, GIL, and the GETSM group of major research universities in Georgia, we expanded our cooperative activity with ASERL, launching a cooperative virtual reference project that enables us to provide virtual online chat reference 84 hours

per week, sharing the responsibility for answering questions among 13 university libraries throughout the southeast (Library Strategic Plan II, III.2.F).



We continue to be net lenders of materials to other libraries, especially those in Georgia, fulfilling our mission to serve the citizens of Georgia (Library Strategic Plan II.7, University Strategic Plan II.A.a.3).

<b>BORROWING TRANSACTIONS</b>	<b>2002-2003</b>	<b>2003-2004</b>
Total requests processed:	11,679	12,094

  

<b>LENDING TRANSACTIONS</b>	<b>2002-2003</b>	<b>2003-2004</b>
Total requests received from other libraries:	32,957	31,825
Total requests filled:	13,676	15,569

The library has long partnered with IS&T, particularly their Library Support Services Division, which is one of two major server sites for GALILEO and GIL throughout the state, and provides the technical support for GIL, our online catalog and integrated library system. This partnership expanded this year as we launched ERes, an online electronic reserve system that has replaced the paper reserve system for the majority of items on physical reserve in the library and the digital reserve system separately operated by IS&T. The new system provides one place where students can find reserves and makes efficient use of the many electronic licenses owned by the library (Library Strategic Plan I, II).

In cooperation with IS&T, we began planning for the Institutional Repository's initial content of digital theses and dissertations (Library Strategic Plan II.8). We also began a collaborative exploration with IS&T's Advanced Campus Services of Shibboleth, a middleware service that provides institutional authorization and authentication of users of web services while protecting their privacy. Librarians have been involved in IS&T's implementation of WebCT's new Vista version, (Library Strategic Plan II.7, II.8) and have participated in efforts to redesign the university's home page. Web Development continued on the Content Management System, and the Blog system was expanded and

enhanced (Library Strategic Plan II.1.D, II.5.E). Web-based consultation databases were developed for the Liaison and Special Collections departments. The appointment within the library of an Associate University Librarian for Technology Services has given us the focus for a true partnership with IS&T, rather than what often seemed like a one-way dependence, and the results have been very satisfying (University Strategic Plan II.B.f).

<b>ERes Course Page Hits</b>	
Total of course pages = 302	
Total of files = 6137	
<b>Month Beginning</b>	<b>All Course Page Views</b>
9/1/2003	490
10/1/2003	526
11/1/2003	697
12/1/2003	835
1/1/2004	11,900
2/1/2004	13,306
3/1/2004	9,699
4/1/2004	8,990
5/1/2004	2,581
6/1/2004	5,437
<b>Total</b>	<b>54,461</b>

Our partnerships with faculty continue to form the basis of much of what we do (University Strategic Plan II.A.a.3), and the Liaison Librarian system has allowed us to develop strong working relationships with many of the faculty. This is a continuing process, and one that takes constant effort on the part of the liaisons, but our statistics for this year show the progress that has been made. The number of instruction classes librarians taught increased, especially at the graduate level, and the number of one-on-one consultations also increased. One librarian co-presented with a business faculty member at a national Finance conference; a second co-designed a tutorial with a psychology professor. Assisting with student retention and integrating library services into the teaching and learning process (Library Strategic Plan II.8), two librarians co-taught a Perspectives course to 63 students. Another pair each taught a GSU 1010 class. One advised a Freshman Learning Community and contributed two chapters to the textbook Learning to Succeed used in all GSU 1010 classes for Fall 2004 (University Strategic Plan II.A.a.2).

A particularly popular new service was Desktop Article Delivery, which saves faculty time by delivering the articles they want to their desktops (Library Strategic Plan II.1).

Library Instruction to Groups			Individual Consultations		
	FY03	FY04		FY03	FY04
Undergrad	241	218	Undergrad	189	265
Grad	60	77	Grad	284	333
Mix	15	21	Fac/staff	96	127
Walk-ins	3	18	Non-GSU	64	94
Other	10	10	Unknown	189	36
<b>Total</b>	<b>329</b>	<b>344</b>	<b>Total</b>	<b>822</b>	<b>855</b>

The University Library's Special Collections and Archives department reorganized last year to create a central processing unit, which has led to significant increases in the amount of materials processed and in the acquisition of new collections (Library Strategic Plan II.1.a). The department received pledges of and payments on pledges for a number of important projects, and has just learned it is the recipient of a grant from the National Historical Publications and Records Commission to process nursing collections, including some owned by Auburn Avenue Research Library (Library Strategic Plan I.7.B). This year the archivists focused on playing a more active role in becoming the "preferred source" for Johnny Mercer music and information; expanding its collections and bringing up the Johnny Mercer Song Database on a revised web page (Library Strategic Plan I.7.C and D). In the Labor collections area the department became the home of six new collections, including the complete records of the National Federation of Federal Employees. Through the support of the English department the library also received a valuable collection of books, "The Eudora Welty Collection." This collaborative effort was also evident in several other accomplishments of the department this year, including work with the Labor Studies Program of the W.J. Urey Center, the International Association of Machinists and Cornell and New York Universities, the Women's Studies Institute, the Johnny Mercer Foundation, and the GSU History Department.

	Monetary Gifts and Fees	Pledges
Johnny Mercer Foundation	\$80,000	
Jack Tarver Foundation	\$20,000	
Organized Labor Awards Banquet	\$2,750	
International Association of Machinists and Aerospace Workers	\$25,000	\$125,000
Photocopying and Photo duplication Fees	\$8,652	

Last year we participated in a scientific survey of our patrons conducted through a process developed by and analyzed by the Association of Research Libraries – LibQual+.

Our results showed that our patrons generally rated our services high and our collections not much lower than is common throughout research libraries. Our overwhelmingly poorest score was in the quality of our physical facility, which was not a surprise to us and was something we were already working to improve. The other area where we were faulted was in “Personal Control,” and here the responses revealed what many national surveys have been telling us: people want to be able find their information on their own anytime and anywhere. Although we have substantial information online, and almost all of it available outside of the library, our patrons were not sufficiently aware of what was available and didn’t feel we made it easy enough to find and use. This past year we have devoted considerable effort to making changes in that area, and have been closely monitoring developments in the library profession as a whole; where the necessity to be as easy to use as Google has resulted in major initiatives to make libraries more user friendly. One of the weaknesses we were aware of was a division between what was available on GALILEO and what was available through University Library resources. A major challenge for us was to get patrons accustomed to only using GALILEO (which is available in school and public libraries) to look beyond that collection of general databases and see the great wealth of research-oriented databases we purchase. This year we implemented SFX and MARCIt! services, which identify our physical and electronic holdings regardless of source, allowing a patron to go from an identified article to instant information about where it can be found. This was, like most of our projects, a collaborative effort, with the four research libraries of Georgia, GALILEO, and four departments within the library: Acquisitions, Cataloging, and Reference, and Web Librarian (Library Strategic Plan II, University Strategic Plan II.A.3, II.B.f).

There were numerous other efforts to give our patrons better tools for accessing information and using the library, requiring less effort from them and allowing much of the basic library staff assistance to be given indirectly, including:

- Virtual Reference
- E-Reserves
- Content Management System for timely updating of web pages
- Extensive development and use of blogs for sharing information online
- ILLIAD interlibrary loan software
- GIL Express (Library Strategic Plan II.6.B)
- Marketing the self checkout units

In addition, we have moved services out of the library buildings, providing library services in the School of Music Media Center and the College of Education Instructional Technology Center, as well as at the Aderhold Classroom Building.

It may seem somewhat ironic that the library is making it easier for patrons to not come to the library (Library Strategic Plan I.5.B) at the same time that we’re putting forth a massive effort to make the library more attractive. In actuality this is consistent with the efforts of leading research libraries through the world, which have recognized that people go to libraries for very different reasons than they used to, and have very different expectations of service when they get there. Ultimately we will have patrons who do not

have to come to the library if all they want is some fairly common information, freeing us to serve the many patrons who need what the physical library and its expert staff can provide:

- expert consultation services
- teaching of research tools and information literacy in classroom and small group settings
- providing high-end high-speed computers for accessing networked information
- books and journals not available in digital format
- assistance with all aspects of the work of completing a research project, and
- inviting space in which to study quietly or work in a group.

Studies have shown that libraries configured to meet these demands experience exponential growth in use, and become important contributors to the sense of community on campus. That is our goal, and the staff of the library has been doing outstanding work in moving us closer to that goal during the past year.