Hunt Library Strategic Direction – 2016-2017

Strategic Direction 1: _Customer Service – Enhance user experience of the physical and virtual library._

Determine user needs through assessment.

- A new, shorter email response to EAGLEsearch help requests was developed based upon the results of student assessment.
- ILL Borrowing patron satisfaction with the new ILL account authentication process and other ILL account features was found to have an 86% rating of Good/Very Good overall.
- Promotional/marketing materials being distributed to new PhD students that received a less than 60% approval rating will not be purchased in the future.
- All Research Guides have been updated to change the navigation links to the left-hand side of the page as a result of user feedback.
- The Hunt Library annual survey of Daytona Beach campus students included questions about social media usage which will inform future social media decisions.
- An Ask a Librarian service optional rating system attached to all email responses garnered a 100% rating of great.

Develop or improve services responsive to the needs of the users.

- A new EagleSearch feature that assists with Interlibrary Loan requests on journal citation result pages added convenience for patrons.
- New video equipment installed in some of the College of Arts and Sciences classrooms by IT to capture speech classes allowed faculty and students almost immediate access to their files and reduced the number of speech classes needing media support.
- A Virtual Shelf Browser feature which allows patrons to see adjacent titles within the catalog was added to Voyager, the library's online catalog.
- Free ear plugs at the BORROW desk help students control the sound level during finals and other busy times.
- A new study-room procedure implemented in January 2017 lets library users schedule a room for up to two hours at a time.
- An updated "Alternative Study Spaces" brochure featuring locations and hours around campus that offer student study spaces was made available at the ASK and BORROW desks.
- Interlibrary Loan Get It Now service from the Copyright Clearance Center was implemented which helps fill rush and hard-to-fill requests from a select 160 publishers within 24 hours.
- Short videos produced by the Research Department enhanced online self-help aids.
- A revised Library Code of Conduct on the library's website now links University documents that govern behavior on campus.
- A Research Consultation service and request form was added to Ask a Librarian.

Strategic Direction 2: *Collection Management – Refine the collection management process to create a cohesive, relevant collection.*

Continue to streamline the collection.

- Staff focused on reviewing collections, revising processes and procedures, eliminating unnecessary paper, and planning for the move to the new facility in August 2018.
- A streamlined acquisitions workflow using electronic data interchange (EDI) to send invoices to Accounts Payable also reduces paperwork and staff time.
- OCLC's Sustainable Collection Services GreenGlass tool was purchased to analyze the library's collection of print and purchased electronic books. The tool provides easily obtained usage information as well as overlap with other institutions.
- Analysis of the library's collection continues with the goal of ensuring that only relevant materials are moved to the new library in August 2018. Over 1,500 duplicate and outdated volumes were withdrawn leaving the collection with nearly 77,000 print volumes.
- Over 6,000 reels of microfiche were removed because they were duplicated in online resources or no longer needed.
- The library continues to purchase physical titles, and streamlining the collection has resulted in an increased purchasing of electronic books. Students have access to more than 92,000 electronic books.
- We began using vendors who offer subscription and acquisition options that ensure the electronic books purchased are ones the students need and use.
- Online resource offerings were refined with the addition of several new databases such as *ASTM Compass*, *Sage Journals*, and *Wiley Online Library*.
- Online resources removed from our collection after careful review based on overlap, relevance or a cease in production include *Satellite Industry Directory*, *Applied Science and Technology Full-Text*, *Mental Measurements Yearbook*, *CultureGrams*, and *Gale Artemis: Literary Sources*.
- Many periodicals were deaccessioned and removed from the library collection because of new electronic availability, incomplete holdings, and lack of relevance to the curriculum. The library managed to rehome many of the aviation titles by donating them to other institutions such as:
  - Air University Library (Maxwell AFB)
  - Auburn University
  - FLARE (Florida Academic Repository at the University of Florida
  - Georgia Tech University
  - Smithsonian National Air and Space Museum
  - Wright State University
- An ongoing review of the Media Collection resulted in obsolete videos and DVDs no longer relevant to the curriculum being removed from the collection.

Update the Collection Management Policy.

- Collection Management manuals from other institutions were reviewed to gather best practices that could be applied to the Hunt Library Collection Management Policy.
- An electronic database collection development policy, a joint effort between the Hazy and Hunt Library, was developed and implemented.
- Significant review and rewrite of the Policy is ongoing.

Strategic Direction 3: *Marketing/Communication – Enhance communication to reach a wider audience.*

Improve faculty outreach.

- Daytona Beach faculty and staff can now request that items from our collection and Interlibrary Loan be delivered to their offices.
- Library instruction and liaison outreach extended to a variety of new departments and classes.
- Karen Bronshteyn and Clayton Cassella presented a workshop, First Class Resources of the Hunt Library, at the Gaetz Institute conference.

Promote services and resources.

- A new Hunt Library sign installed above the library entrance improved the library's visibility on campus and helps patrons locate the library more easily.
- Decisions about added or canceled research databases are noted on the Research Databases page so that patrons are aware of changes.
- Clayton Cassella and David Woolard presented a library workshop for incoming PhD in Aviation and PhD in Business students.
- Research Librarians staffed the Student Services Resources Fair each academic term.
- Kathleen Citro, Karen Bronshteyn, David Woolard, and Suzanne Eichler participated in The Info Hanger, an event that showcased the Hunt Library along with other ERAU departments at the Worldwide Conference.
- Kathleen Citro and David Woolard presented at the Worldwide College of Arts and Sciences Department meeting.

Engage student participation in library activities.

- Cram with Cookies, the library's signature event, remained popular with students. Additional stress relief activities were added to the spring event.
- The library participated in the mannequin challenge by creating a video in the Research/Worldwide hallway. (Available on ERAU Hunt Library Facebook and Instagram accounts.)
- The library's graduating student assistants were photographed for the Forever Friends campaign to raise money for the Senior Eagle Scholarship fund. The photo was part of a slideshow at the graduation ceremony.