

Hunt Library

Providing Library Services to the ERAU Daytona Beach and Worldwide Campuses

Annual Report 2010-2011

In January 2010, during a Hunt Library staff retreat, areas were identified in which the library needed to improve. As a result, in July 2010, the Hunt library established a one year strategic plan developed from discussions at the retreat. The full plan is available at <http://library.erau.edu/daytona/about/strategic-planning/>.

The library made progress toward achieving some part of each of the goals but did not accomplish any in full. In March 2011 at a staff meeting, the library staff agreed to maintain the same goals for 2011-2012 and include objectives to further those goals. The 2011-2012 strategic plan matrix is available at <http://library.erau.edu/daytona/about/strategic-planning/>.

Accomplishments

Goal 1: Begin the migration from print to electronic collections.

Several factors contribute to the predominance of physical versus electronic library collections at ERAU. Chief among them have been traditional distinctions between internal funding sources that made transference to another format difficult and the recognition that Hunt Library has a responsibility to retain ownership of some publications that are unique and specialized. In a series of discussions between Hunt Library administration and the University Budget office in late 2010, all agreed to a new interpretation of what the library could purchase from capital funds that allows for the migration of journal and magazine subscriptions from print to electronic.

Another major challenge to the library considering electronic-only format for subscriptions to journals and newspapers was the concern that ERAU would lose access to backfiles if technologies changed or other factors prevented access. This issue was resolved by the decision to join the Portico organization. A cooperative of publishers and libraries, Portico pledges to provide access to electronic-only subscription backfiles in the event a library cannot access them any other way.

In the spring of 2011, the Hunt Library Collection Development Team began to discuss which titles to begin migrating to the electronic format. The team will develop a list in FY 2012 for migration in January 2013.

In late June 2010, the library entered into an agreement with ebrary, a vendor of electronic books (ebooks). In FY 2011, the library acquired 543 books from ebrary, as well as an additional 571 from other publishers, which increased electronic book holdings by 231%. In addition, the Hunt Library added three online streaming video modules from Alexander Street Press: *American History in Video*, *Filmakers Library Online*, and *World History in Video*. These three modules give all ERAU constituents access to over 7,000 streaming videos which support research and teaching in the humanities and social sciences.

Goal 2: Explore the collection development process.

Collection development refers to the process through which librarians identify new materials to purchase or lease for the library collection. In 2010-2011, changes in personnel and processes resulted in some reorganization within the library to provide greater efficiencies.

Personnel: In August 2010, Hunt Library created a new position, Collection Management Librarian. In October 2010, the position was filled and the librarian received responsibility for all areas of initial ordering and processing, formerly divided into subunits responsible for books and journals. In May 2011, after the retirement of a librarian who handled journal ordering and cataloguing, this position was converted to a support staff job with more general ordering duties.

Processes: The Collection Development Team, composed of librarians representing various library departments, analyzed the materials selection process and implemented several time-saving procedures. They include a streamlined materials recommendation process utilizing email for feedback when possible; all faculty recommendations automatically purchased; electronic format purchased whenever possible; and using new vendors for better discounts. The new processes contributed to a more efficient workflow without so much time spent in face-to-face meetings.

In FY 2011, the Hunt Library added 3,577 book titles (2,433 print plus 1,114 ebooks), maintained 1,537 periodical titles and 38,098 electronic journal titles, according to Serials Solutions. Electronic format made up 31% of the new acquisitions.

Goal 3: Investigate new avenues for marketing and outreach.

In the summer of 2010 the Hunt Library established a marketing team, comprised of representatives from several library departments. The team established several new promotional events and helped to publicize others.

Among the marketing and outreach efforts the Hunt Library engaged in for FY 2011 were

- Created a Facebook page
- Developed a new slogan for WW Services: “Hunt Library – Bringing the Library to You”
- Advertising about library services added to Touch-N-Go messages
- New posters marketing library events
- Conducted 3 READ poster ceremonies
- Participated in orientations and volunteer events, such as House Calls
- Developed programming for Banned Books and National Library and Virtual Library Weeks
- Led a food drive for Halifax Humane Society and Halifax Urban Ministries in November and December 2010
- Hosted Cram with Cookies during extended library hours on final exam study days

Goal 4: Investigate ways to preserve special and unique print collections digitally.

The Hunt Library formed a preservation team consisting of representatives from each department within the library to begin exploring which of the print special collections and other ERAU-specific print resources should be preserved so they are not lost as the print begins to disintegrate. The team also took on the charge of investigating the digitization of as much as possible in order to provide greater access. The accomplishments of the committee in 2010-2011 were:

- Creating spreadsheets of particular special collections titles considered to be a priority – early to mid-twentieth-century aviation journals and manufacturers’ newsletters
- Evaluating scanning equipment
- Making use of a sample version of CONTENTdm, an institutional repository software program available freely through the Florida Electronic Library, to digitize some issues of the *Avion*
- Inviting partners from WW-IT and UA-IT to collaborate on the team

The Hunt Library also worked with Dr. Tina Frederick-Recasino to secure funding to digitize all print ERAU Masters’ Theses in the library. The contract to outsource this work was completed at the end of the fiscal year and theses were shipped to the vendor, ProQuest, for digitization.

Goal 5: Look into implementing a new integrated library system and other innovative technology.

ILS: The integrated library system (ILS) is the platform on which the virtual library runs. The current system the Hunt Library employs, Voyager, is an older technology and does not support newer add-ons as readily as next-generation ILS systems do. In 2010-2011, members of the library Voyager team explored the idea of investigating and implementing a new ILS with colleagues in IT, who maintain Voyager. While the discussion was generally positive in regard to the need for a new ILS, all agreed that funding and IT-dedicated time to implement were still a year or two in the future.

Discovery Tool: New discovery tool technologies that enable a library to offer consolidated searching of databases in a Google-like way are becoming more prevalent. The ERAU libraries, in response to student and faculty requests for a simpler and more efficient search engine, committed to exploring discovery tool technologies as a possible way to respond. In December 2010, a project team comprised of librarians from the Hunt and Hazy libraries as well as staff from IT, investigated discovery tool software that would enable simpler and more effective searching of library electronic resources. The committee recommended the Serials Solutions’ Summon product and Dr. Heist agreed to fund the implementation and first year subscription costs. The contract was signed in March 2011 and an implementation team from the two libraries and IT began the process of integrating the Hunt and Hazy collections with the Summon product in April.

Links from library website: In response to repeated requests from DB and WW faculty and students to enable linking to electronic materials directly from the library website, librarians worked with IT staff to allow access to materials without having to log into Ernie first. This year-long project was nearly completed by June 2011.

Web-based Research Guides: The Hunt Library began a subscription to LibGuides, software used to create research guides, course guides, and more in spring 2011. Reference librarians began constructing guides to research for specific courses and on particular topics that enable students and faculty to locate information more efficiently.

Other Library Statistics : FY 2011 Compared to FY 2010

- The library's gate count (number of people in the library daily) was up 2% over the previous year. In FY 11, 489,538 people visited the library building compared to 488,508 in FY 10.
- The library added nine online databases to an ever-growing collection of electronic resources, accessible to students and faculty in the DB, WW, and PR campuses. The nine new titles brought the total database count to 102 which is a 9% increase.
- The Daytona Beach reference service transactions were up 1% compared to to FY 10. This is particularly significant in an era of annually declining reference transactions in the majority of academic libraries.
- The Hunt Library interlibrary loan department loaned 2,209 items to other libraries in FY 11, which is a 2.5% increase over FY 10.
- The Media Services department processed 332 student speeches from the Daytona Beach campus COM 122 classes. This was a 38% increase over last year when 242 speeches were processed. This service allows students and speech faculty access to the speeches for their classes via ERNIE any time they want to view them. Media Services records the speeches so professors can go back and review the speeches and the students can watch and review their own and their classmates' speeches.

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