Annual Report
University Library
2011-2012

University of Wisconsin - Stout
Menomonie, WI
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Introduction

2011-2012 was a year of exceptional change in the University Library—new people, new tasks, new directions—oh, and new babies!

The year began with Bill Johnston moving into the interim Director slot, while Paul Roberts moved to interim Archivist; the year continued with several staff people coming and going. Cory Mitchell moved from EMC Librarian to Collection Development. Melissa Gilles left us in Cataloging and Janice Kunkel joined us at the end of the year, replacing Melissa. Julianne Johnson was replaced by Linette Greske as Circulation Supervisor and, along the way, Kate Kramschner and Barb McRoberts joined the staff as temporary workers.

Two searches were begun for an Archivist and a new EMC/Instruction/Reference Librarian and by June of 2012 we’d found Heather Stecklein for the Archives position and hired Kate as our permanent EMC librarian.

Our Reference collection underwent a makeover, with hundreds of Reference books deselected, made electronic or moved to the main collection—the resultant space created became the basis of an Information Commons. Our processing, cataloging and acquisition staff were responsible for a huge volume of changes, electronic and physical, while processing the reference resources taken off the ground floor and handled the job efficiently and accurately.

New templates for the University web presence meant another re-design for our Web Page, which came online in February, thanks to incredible detail work by Carol Hagness, our Web Librarian.

Paul Roberts finished a Safety Report, with needed upgrades and changes to the facilities identified, and many of the recommendations were addressed in 2011-12.

Then, toward the end of the year, as we were wrapping up two searches, our long-time ace Reference Librarian, Jana Reeg-Steidinger, announced her retirement and another search for a new librarian was begun.

What remained constant through this tumultuous year was the commitment to service made by each Library staff member to the University of Wisconsin-Stout students, faculty and staff. Through all the disruptions and change, short staffing and improvisation, the mission of the University Library has remained constant: to provide the University with the tools and means to meet their educational and scholarly needs.
Access Services Work Group

Work Group Leader:

Susan Lindahl - Access Services/Library Systems Librarian

Work Group Members:

Josh Steans - Interlibrary Loan, Universal Borrowing, Circulation Supervisor, Periodicals assistance, Open Reserve

Linette Greske - Circulation Supervisor, Fine and Fees Billing, Circulating Equipment, Video Booking

23 Student Employees - Assist with information location and retrieval, camera and other media assistance, technology (computer, software and printing) support. Eight Student Managers are responsible for building access and security during night and weekend hours.

Projects:

- **Student Technology Fees** granted funds to purchase 10 Digital SLR cameras for student use. Cameras are in high demand by students for class projects; most weekends all cameras are checked-out.
- Power cords for PC and Mac laptop computers continue to be a popular check-out item. Ask5000 Helpdesk transferred additional cords to the library for circulation.
- Added Transcription Laptops to circulation collection with funds from **Student Technology Fees** and **Access to Learning**.
- Supported Reference Work Group in transformation of Reference Area into InfoCommons. Shifted physical reference collection and reconfigured bookshelves.
- Updated signs for Group Study rooms, emphasizing collaboration nature of space.
- Expanded EMC material check-out periods from 7-days to 28-days.
- Restricted puppet check out to local patrons only.
- Instituted program to recognize student work achievements; highly effective as motivator.
- Instituted shift Work Reports for students; effectively increasing communication of work accomplished and problems addressed.
- Updated D2L Circulation Desk instance to include Periodical Desk Manual and quizzes for Interlibrary Loan and Periodicals work stations.

Staff Training and Conferences:

- UW-Stout Strategic Planning workshop, October 2011. Susan
• UW System Library Automation Managers annual meeting; UW-Stevens Point, Jan. 2012. Susan
• UW System ExLibris Access Reports training; UW-Milwaukee, Jan. 2012. Susan
• University of Wisconsin Information Technology Management Council (ITMC); UW-Stevens Point, April 2012. Susan
• UW System ILLiad meeting. UW-Stevens Point, May 2012. Josh
• Council of University of Wisconsin Libraries Annual Conference; UW-Madison, June 2012. Linette and Susan

**Statistics:**

<table>
<thead>
<tr>
<th></th>
<th>2010-2011</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gate Count (total for year) *see challenges</td>
<td>201,060</td>
<td>195,122</td>
</tr>
<tr>
<td>Gate Count for a typical week (avg. week in October)</td>
<td>6274</td>
<td>6957</td>
</tr>
<tr>
<td>Circulation Transactions (total for year)</td>
<td>33,528</td>
<td>31,369</td>
</tr>
<tr>
<td>Questions Answered ^see challenges</td>
<td>41,035</td>
<td>-</td>
</tr>
</tbody>
</table>

**Inter-library Loan:**

<table>
<thead>
<tr>
<th></th>
<th>2010-2011</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loans to other Libraries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Returnable</td>
<td>992</td>
<td>999</td>
</tr>
<tr>
<td>Non-Returnable</td>
<td>1599</td>
<td>1763</td>
</tr>
<tr>
<td>Universal Borrowing</td>
<td>2742</td>
<td>2773</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5333</strong></td>
<td><strong>5535</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2010-2011</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borrowed by Stout</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Returnable</td>
<td>438</td>
<td>482</td>
</tr>
<tr>
<td>Non-Returnable</td>
<td>2997</td>
<td>3963</td>
</tr>
<tr>
<td>Universal Borrowing</td>
<td>2017</td>
<td>2013</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5452</strong></td>
<td><strong>6558</strong></td>
</tr>
</tbody>
</table>

**Challenges:**

• *When MSC reopened after renovation in Jan 2012 the library monthly gate counts took a severe dip. However the count began to steadily rise again after 2 months.
• ^Method for collecting help statistics was changed during the year; meaningful comparison is not available.
• Circulation Supervisor position was covered with LTEs for over a year until May 2012 when we were able to fill it on a permanent basis.
• Demand for quality camera equipment continues to grow among students. We will request additional funding for digital SLR cameras from Student Technology Fees.
• Lack of sufficient Group Study Rooms continues to be a concern voiced by students. It is hoped the Stout license for EMS online room reservations will be available for use in the library during the next fiscal year.
Administration

Work Group Leader:

William Johnston - Interim Director

Work Group Members:

Amy Styer - Financial Specialist 4

Dawn Skovbroten - LTE

Barb McRoberts - LTE (October - December, 2011)

New Developments:

- The Library finished its ESURC review and replied to the findings.
- We continued the transformation of the Information Commons area on 1st floor.
- A Safety study was conducted by Paul Roberts and numerous improvements were undertaken in response to his recommendations, including replacements of floor electrical outlet covers, more safety strips on the loading dock, a review of security procedures in the evening, procedures and responsibilities for locking the Mail Room door and basic training in the use of a defibrillator.
- Over 26,000 pages were digitized for the use of online students and students with disabilities.
- The Library Blog averaged 1,500 hits a month.
- A Long-Range Strategic Planning committee was begun and recommendations to be brought to the entire staff were collected.
- Over 260 Instruction sessions were given for more than 5,000 Undergraduates and graduates, including research sessions on Native Pride, applied anthropology, and intellectual property as well as special sessions for high school students from Prairie Farm and other locales.
- Jana Reeg-Steidinger retired after over 30 years of service.
- Heather Stecklein (Archivist) and Kate Kramschuster (Educational Materials Center Librarian) were hired.

Challenges and Opportunities:

Going forward, the challenges of 2012-13 will be to:

- Develop a new long-range Strategic Plan.
- Continue to upgrade Library Facilities.
- Fill newly vacant positions.
- Mesh the existing staff with the new to create a cohesive unit.
Area Research Center/University Archives

Work Group Leader:

Paul Roberts (Interim Archivist)
Robin Melland - Library Services Assistant-Advanced/Lead
Kate Kramschuster (LTE)

Statistics:
We recorded 1561 patrons served by the Archives during the fiscal year. 787 were in person and 774 were remote requests through mail, email, and telephone. Our requests most commonly originate with our web site request form.

Accomplishments/Highlights:
Paul Roberts assumed the position as Interim Archivist for the fiscal year. During the Spring of 2012, we successfully recruited Heather J. Stecklein, who will become the permanent Archivist in July of 2012.

The Archives assisted several UW-Stout classes. Most notably, the Exhibition Design class researched paranormal topics to create a “Menomonie Anomalies” exhibit and the American Cinema class researched the Menomonie Drive-In theatre to create a special temporary exhibit at the Rassbach Heritage Museum entitled, "Double Feature Drive-in: Good Times — Bad Films."

The records center continued to accept items within the university’s retention schedule, and we destroyed items that expired under this schedule and were inappropriate for inclusion in the collection of the Archives.

Challenges/Opportunities:
We continue to struggle with the very large concern of collecting and storing electronic records from the University. It is likely that we will need to create a campus wide committee to address this growing and significant concern.

We are striving to increase the usage of the ARC collections by faculty, students, and administration. As we add to our online presence, the potential for partnerships with campus departments grows considerably, and we hope that the existing resources will spark interest in the collections we have yet to include online.

Our existing facilities do not have the adequate space to accommodate our physical
collections. We will need to work with the Library to secure additional secure space within a close proximity to our public research room, since we are often unable to simultaneously supervise researchers and retrieve collections from a remote storage space.
Cataloging and Processing

Work Group Leader:

Becca Peters - Cataloging/Processing Librarian

Work Group Members:

Marge Kunkel – Library Service Assistant Sr.

Deb Faulhaber – Library Service Assistant-Advanced (started September 2011)

Janice Kunkel – Library Service Assistant-Advanced (started June 2012)

Melissa Gilles – Library Service Assistant-Advanced (June 2011-February 2012)

New Developments

Information Resources

- Accomplished a comprehensive box labeling project, identifying discontinued journals, or titles to claim, totaling 64 titles.
- Recataloged and reprocessed 276 reference titles moved to main, as part of the Info Commons update.
- Recataloged and reprocessed 233 titles due to reclassification of PZ call numbers.
- Withdrew 592 titles from the EMC Textbook collection.
- Added 1,324 e-book records from Brill’s Humanities and Social Sciences collection.
- Withdrew 30+ equipment records.
- Added 2,193 e-book records from OECD’s iLibrary collection.
- Withdrew 178 print tiles from the reference collection.
- Reviewed 675 newly established Library of Congress moving images genre headings and changed 2100+ records to reflect new genre headings.

Ongoing Projects

- Online catalog database quality control and enhancement.
- Authority work for Library of Congress Subject and Name Headings.
- Updating of cataloging manual.
- Quality control of e-book records.
- Reclassification of PZ call number titles.
Collaboration/Accomplishments

- Marge Kunkel served on Stone Soup scholarship committee.
- Deb Faulhaber and Becca Peters served on Library Strategic Planning Committee.
- Becca Peters volunteered as a note taker for a UW-Stout Engagement Session, August 2011.
- Becca Peters served on Student-Artist-In-Residence Committee.
- Becca Peters served on UWDICC Committee.
- Becca Peters served on Memorials and Honors Committee.
- Becca Peters served on Archives Search & Screen Committee.
- Becca Peters served on Reference/Distance Learning Librarian Search & Screen Committee.
- Marge Kunkel served on the Periodical/Display Moving Committee.
- Marge Kunkel served on the Student Assistant Christmas Party Planning Committee.

Continuous Learning

- Deb Faulhaber and Becca Peters attended CUWL Annual Conference, Madison, June 2012.
- Marge Kunkel and Deb Faulhaber attended Enhancing Quality Staff in Changing Times Conference, Minneapolis, May 2012.
- Marge Kunkel, Deb Faulhaber and Becca Peters participated in three DRI Library Team Building Training Sessions, October-November, 2011.

Challenges

- Implementing cataloging rule changes resulting from the switch to Resource Description & Access (RDA) from AACR2.
- Utilizing technology to improve cataloging/processing processes and efficiencies.
- Managing staff turnover of two catalogers.

Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original cataloging:</td>
<td>361</td>
</tr>
<tr>
<td>Copy cataloging:</td>
<td>4,325</td>
</tr>
<tr>
<td>Total cataloging:</td>
<td>4,686</td>
</tr>
<tr>
<td>Records withdrawn:</td>
<td>1,358</td>
</tr>
<tr>
<td>Records downloaded:</td>
<td>20,059</td>
</tr>
<tr>
<td>(Includes upgrades, new cataloging, name &amp; subject authorities)</td>
<td></td>
</tr>
<tr>
<td>Record sets added for e-books (# titles)</td>
<td>7,480*</td>
</tr>
<tr>
<td>Records enhanced by vendor Blackwell (BNA)</td>
<td>0**</td>
</tr>
</tbody>
</table>
Mended/Repaired:

Books 343
Periodicals 13
Audiovisual 75
Miscellaneous 2306
(Includes kits, games, Browsing to Main, Reference to Main, Blacked-out Withdrawals, DVD’s moved to Browsing)

Total: 2737

Standing Orders Processed: 155

Grand Total: 2,892

*Lapse in addition of some e-book collections to catalog
**Lapse in enhancement of records
Collection Development

Work Group Leader:

Cory Mitchell - Collection Development Librarian

Work Group Members:

Cyrilla Face - Acquisitions

Kathy Winters - Standing Orders/Periodicals/Scanning

Jana Reeg-Steidinger - Librarian & Reference Work Group Leader (retired June 2012)

Bob Butterfield - Director of Instructional Resources Service/Textbook Rental

Cory Mitchell - Educational Materials Center Librarian (until June 30th 2012)

New Developments:

- Cory Mitchell became the Collection Development Librarian, and CDWG Leader, after working several years as the Educational Materials Center Librarian.
- Longtime CDWG member, Jana Reeg-Steidinger, retired and new RWG Leader is anticipated to start in fiscal year 2012-2013.
- Starting in fiscal year 2012-2013, Kate Kramschuster will be the Educational Materials Center Librarian and a member of the CDWG.
- Partnered with Learning Technology Services (LTS) to develop the technical processes to acquire and deliver streaming video for distance education and classroom use.
- Collection Development funds were reallocated to support increased acquisition of e-resources.
- Gale Virtual Reference Library (GVRL) and an initial selection of e-books for GVRL were purchased to bolster the Reference Collection.
- Requestor notification/hold procedure was revised to improve customer service.

Challenges:

- Budget reallocations to support increased acquisition of e-resources and to support the development of new (and recent) UW-Stout programs.
- Increasing costs across the board for all library resources and finding a way to acquire new resources with a static budget.
- Examining the structure and function of the CDWG to make improvements in how the work group operates, especially in the areas of communication and cohesiveness.
- Prioritizing CDWG projects to help get projects accomplished in a timely manner.
- Creating room in the Periodicals Collection by undertaking a periodicals weeding project.
• Implementing an e-book plan to increase the number (and quality) of e-books available to the UW-Stout Community.
• Supporting distance learning courses with e-resources, especially in the area of streaming video, due to the disproportionately high cost of streaming video resources.

Statistics:
Library Acquisitions 2011-12
• 2,089 books added to the Main Collection
• 213 DVDs (excludes movies) added to the Main Collection
• 12 audio-visual (sound recordings, CDs, Etc.) added to the Main Collection
• 193 books added to the Reference Collection
• 1,071 items added to the Educational Materials Center (EMC) Collection
• 94 movies added to the Browsing Collection
• 3,672 total items added to the library’s collection

Collection Holdings

Browsing Area Collection (2,055 total items)
• 802 print books
• 1,242 movies

Educational Materials Center Collection (19,277 total items)
• 18,133 print books
• 986 audio-visual items
• 149 puppets
• 9 periodical titles

Reference Collection (4,507 total items)
• 4,507 items

Main Collection (223,754 total items)
• 202,172 print books
• 13,293 videos (excludes movies)
• 8289 audio-visual (sound recordings, CDs, Etc.)
Total number of items (Main, Reference, & EMC Collections): 249,593 items

Periodicals Collection (1,909 total titles)
• 1,716 print titles (775 active print titles)
• 188 fiche titles
• 5 microfilm titles

Electronic Resources
• 35,634 e-books
• 120,794 full-text e-serials (journals, magazines, newspapers)
• 870,455 full-text special e-materials
• 244 e-databases
Educational Materials Center

Work Group Leader:

Cory Mitchell – Academic Librarian

Work Group Members:

Kate Kramschuster (Emergency Hire August 2011 – July 2012)

New Developments:

Information Resources:

- The EMC budget was $18,000.
- An additional $9,996 was allocated and spent on textbooks to support high-demand areas.
- Weeding of the textbook collection began (Call number range A-L completed).
- Updated textbooks in the areas of math, technology education, history, marketing, accounting, economics, science, careers, and life skills.
- Ordered complete sets of award winning books including Caldecott Award, Alex Award, and Coretta Scott King Award.
- EMC due dates were changed from 7 days to 28 days in response to user feedback.

Assessment:

- Ongoing EMC collection analysis included replacing aged and worn copies of items, identifying gaps in existing collections, and updating EMC collections in consultation with education faculty.

Collaboration:

- Met with education faculty to review course syllabi, provide EMC/library instruction, purchase requested materials to support assignments, seek input on, and maintain, education web pages to support student research needs.

Staff:

- Kramschuster was hired on an emergency basis to assist with reference, instruction, materials ordering, weeding, LibGuides, and other projects as needed.
- EMC Librarian participated in search committee to hire new EMC librarian.
Teaching:
- Kramschuster and Mitchell provided 45 library instruction sessions for EMC/curriculum related classes, and non-education courses, including English, History, and Psychology.
- Thirteen Education LibGuides were updated and standardized. New LibGuides in Health Education and Mathematics Education were created.

Challenges:
- Purchasing textbooks to support teacher education programs with decreased funding and reductions in free textbooks awarded by publishers.
- Maintaining the EMC weeding schedule to ensure that the entire collection is weeded every 5 years.
- Promotion of the EMC collection and services to the UW-Stout community.
- Maintaining continuity with a change in leadership. A new EMC Librarian, Kate Kramschuster, will start in July 2012.

Statistics:

<table>
<thead>
<tr>
<th>Collection</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMC Collection (Total)</td>
<td>21,051</td>
<td>20,685 items</td>
<td>19,277 items</td>
</tr>
<tr>
<td>EMC Juvenile Collection</td>
<td>11,238</td>
<td>11,666 items</td>
<td>12,166 items</td>
</tr>
<tr>
<td>EMC Text Collection</td>
<td>7,348</td>
<td>7,212 items</td>
<td>4,943 items</td>
</tr>
<tr>
<td>EMC Young Adult Collection</td>
<td>1,078</td>
<td>1,232 items</td>
<td>1,594 items</td>
</tr>
<tr>
<td>EMC Curriculum Guides Collection</td>
<td>969</td>
<td>415 items</td>
<td>416 items</td>
</tr>
<tr>
<td>EMC Puppet Collection</td>
<td>153</td>
<td>150 items</td>
<td>149 items</td>
</tr>
<tr>
<td>EMC Periodicals Collection</td>
<td>10</td>
<td>10 titles</td>
<td>9 items</td>
</tr>
</tbody>
</table>
Electronic Resources Access

Work Group Leader:

Lelah Lugo – Senior Academic Librarian

Staff:

Others as they are affected.

The ERA Librarian is responsible for the functionality and local customization of databases/electronic resources; ensures accessibility for databases through authentication processes and placement on the library web site; maintains SFX link resolver availability and SFX Journals A-Z list; administers Metalib database access and its configurations; provides library instruction sessions in areas of expertise; participates in reference services and reference collection development; and aids for electronic resources.

As Assistive Technology Librarian, she is responsible for providing equipment and a computer system with specialized software and devices for users with disabilities, as well as instructing users in their use. Also acts as the library liaison to the UW-Stout Office for Students with Disabilities.

New Developments

Information Resources

New Databases

Currently the library has 244 databases or database systems, 225 full text (92%) and 21 (9%) non-full text databases. Two databases ceased publication. This is an increase of 3.3% over the previous year when the library had 236 database systems. Full text databases comprise periodical indexes, book collections, ERIC documents, standards, conference proceedings, legal documents and single full text books or periodicals. Several databases were purchased through the UW-System Library Consortium, Stout Library, Badgerlink (Wisconsin funded program via Department of Public Instruction), and several were free.

New Databases/Systems:

- AP Newsmonitor (free from EBSCO)
- Berg Fashion Library
- Brill E-Books ((UW-System Library Consortium)
- COS Pivot (UW-System)
- Gale Virtual Reference Library
- Internet Archive (free)
- Soundzabound (Badgerlink)
- Sport Discus (EBSCO)
- Web News (free from EBSCO)

Database Vendor Changes

In June 2011, EBSCO announced that they had acquired the WilsonWeb databases and
would be converting or incorporating the Wilson databases into the EBSCO platform. This
project was completed by EBSCO in December 2011. The University Library continues to
subscribe to twelve of the former WilsonWeb databases.

Another change has been ProQuest’s acquisition of the former Lexis Nexis Congressional
Serial Set which is a full text database of the publications of U.S. Congressional documents from
1789 to date. ProQuest is also slated to convert the Lexis Nexis interface into ProQuest’s in
August 2012.

The Community of Science (COS) databases which included Funding Opportunities and
Scholar Universe were combined into one database, COS Pivot. This system, provided to the
Stout community through the UW-System, provides access to researchers worldwide including
funding opportunities. The COS system was available on two platforms: ProQuest and a separate
interface. The only COS database now available on the ProQuest platform, is Papers Invited.

Database Usage and Full Text Availability

The Ex Libris SFX link resolver system provides a collection tool that will report on the
number of unique and duplicate holdings available from full text targets (databases). Not all of
the targets that are available to Stout users are available in the SFX system. There are forty-eight
targets that can be accessed for full text resources (books, periodicals, conference proceedings,
and standards). A total of 135,464 titles are available and of that, 114,519 titles are unique to
their respective databases. This means that there are 85% that are unique with only a 15%
overlap of titles. During this fiscal year, there was a 35% increase in the number of full text titles
available over the previous year (88,762).

Database usage increased this fiscal year by 20% with the EBSCO databases leading the
way due to this vendor’s acquisition of WilsonWeb. EBSCO also provides flexibility in how
their databases are accessed and how they can be customized for users. A subject arrangement of
the databases was developed so that users can search similar databases simultaneously.

ExLibris

- The ExLibris products, SFX (Find it!), bX Recommender Service (part of Find it!) and
  Metalib (Supersearch) are available to the Stout Community. Continued refinement is
  ongoing.
The Reference Work Group decided that Metalib (Superssearch) would no longer be a link off of the Library Home Page since this federated searching system was not being used for simultaneously searching multiple databases. It is however still available through the Database A-Z list option.

The front end Metalib system, Xerses, was supposed to be implemented, but was not due to the decision of the Council of University of Wisconsin Libraries (CUWL) to purchase the ExLibraris systems, Primo and Primo Central. These two systems will replace Metalib, Xerses, and SFX and become the new discovery interface for all the UW libraries. Primo and Primo Central are due to be implemented in the 2012-2013 fiscal year.

The new SFX version 4 upgrade was fully implemented in August 2011.

MobileLib

The EBSCO, JStor and RefWorks database systems along with the Stout Library Catalog, WorldCat Mobile, and Google Books provided mobile access through their respective interfaces. The Library’s Research Guides via the LibGuides interface as well as the Library Blog and Facebook are also accessible.

Usage statistics are available for EBSCO and 6,097 searches were preformed over the twelve month period with users viewing seventy-six full text articles. 508 searches on average were performed per month.

Assistive Technology

The implementation of a new assistive technology station was put on hold for several reasons. New software for Zoomtext and Jaws was ordered and received for the new station, Kurzweil software although ordered was not upgraded due to an ordering problem. Also the Epson scanner that was slated to be used had to be relocated to the scanner pod in the reference area when another scanner became inoperable. Now that another scanner has been received the new station will be set-up by the Library Systems Work Group.

Statistics

Database Usage Statistics FY 2011-2012:
The database modules available provide varying levels of usage statistics.

<table>
<thead>
<tr>
<th>DATABASE SYSTEM</th>
<th>SEARCHES</th>
<th>LOGINS</th>
<th>AVE/SRCH/MON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessible Archives</td>
<td>78</td>
<td>NA</td>
<td>7</td>
</tr>
<tr>
<td>American Chemical Society</td>
<td>1,323</td>
<td>162</td>
<td>110</td>
</tr>
<tr>
<td>BioOne</td>
<td>139</td>
<td>NA</td>
<td>12</td>
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<tr>
<td>Books 24X7</td>
<td>5,436</td>
<td>808</td>
<td>453</td>
</tr>
<tr>
<td>Books in Print</td>
<td>343</td>
<td>128</td>
<td>32</td>
</tr>
<tr>
<td>Database System</td>
<td>Searches 11-12</td>
<td>Searches 10-11</td>
<td>% Change</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>----------------</td>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td>EBSCO</td>
<td>4,724,805</td>
<td>3,730,794</td>
<td>+21%</td>
</tr>
<tr>
<td>ProQuest</td>
<td>47,592</td>
<td>12,070</td>
<td>+75%</td>
</tr>
<tr>
<td>Plunkett Research Online</td>
<td>11,234</td>
<td>6,630</td>
<td>+41%</td>
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<tr>
<td>FirstSearch/WorldCat</td>
<td>6,108</td>
<td>4,743</td>
<td>+22%</td>
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<tr>
<td>Lexis Nexis</td>
<td>6,098</td>
<td>8,484</td>
<td>-28%</td>
</tr>
<tr>
<td>Cengage Gale Databases</td>
<td>5,475</td>
<td>7,772</td>
<td>-30%</td>
</tr>
<tr>
<td>Books 24X7</td>
<td>5,436</td>
<td>2,092</td>
<td>+62%</td>
</tr>
<tr>
<td>JStor</td>
<td>4,879</td>
<td>5,711</td>
<td>-15%</td>
</tr>
<tr>
<td>Credo Reference</td>
<td>3,395</td>
<td>6,315</td>
<td>-46%</td>
</tr>
<tr>
<td>Web of Science</td>
<td>3,173</td>
<td>2,201</td>
<td>+31%</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>4,818,195</strong></td>
<td><strong>3,786,812</strong></td>
<td><strong>+21%</strong></td>
</tr>
<tr>
<td>Other Databases</td>
<td>7,619</td>
<td>96,238</td>
<td>-92%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,825,814</strong></td>
<td><strong>3,883,050</strong></td>
<td><strong>+20%</strong></td>
</tr>
</tbody>
</table>

*Comparison Data for the Top Ten Database Systems FY 2011-2012:
*Does not include Oxford Art Online (usage statistics package was re-done by publisher)*
Database Subscriptions:
Full text database subscriptions = 225
Non-full text database subscriptions = 21
Ceased/Discontinued Databases = 2

Total full text/non-full text database subscriptions = 244
2010-2011 Total = 236 (3.3% increase)

Electronic Book Collections Subscriptions (full text):
Alexander Street Press (10 databases) = 3,395
Books 24/7 = 10,643
Berg Fashion Library = 70
Brill E-Books = 1,386
Credo Reference = 633
EBSCO Book Collection = 4,537
Eighteenth Century Collections = 180,000
Gale Virtual Reference Library = 178
Gutenberg-e = 35
Knovel Engineering Library = 3,839
MD Consult = 59
NetLibrary (EBSCO e-Book Collection) = 10,000
Nursing Consult = 44
Safari Tech Books = 445
University of California E-Scholar Editions = 770

Total titles = 215,634
2010-2011 Total = 215,547 (.04% increase)

Special Electronic Materials (full text):
ERIC Documents = 519,167
IEEE Explore Conference Proceedings = 15,190
IEEE Explore Standards = 2,250
OECD iLibrary Economic Surveys = 667
OECD iLibrary Working Papers = 24
ProQuest: Congressional Serials Set = 333,157

Total electronic special materials = 870,455
2011-2012 Total = 863,160 (.84% increase)

Full Text Periodical Titles Available by Database System:
There is some overlap of titles between the databases, thus a title can be counted in more than one database or system.
Accessible Archives = 23
African American Newspapers Newsbank = 81
African American Periodicals Newsbank = 102
American Chemical Society = 110
American City Business Journals (BizJournals) = 40
America’s Historical Newspapers (Series 1-7) Newsbank = 1,720
Annual Review of Nutrition = 1
Bentham Open Access = 242
BiologyBrowser = 408
BioMed Central = 313
BioOne = 95
CQ Researcher = 1
Directory of Open Access Journals = 7,987
EBSCO = 72,304
Find Articles = 2,225
Free Library = 2,312
Highwire = 306
IEEE Explore = 418
Institute of Physics = 40
JStor = 372
Lexis Nexis = 14,901
Magportal = 150
MD Consult = 58
Metapress Baywood = 6
Nature = 152
New England Journal of Medicine = 1
Newsbank = 2,384
Nursing Consult = 42
Open J-Gate = 7,484
PloS (Public Library of Science) = 7
Project Muse = 683
ProQuest = 5,667
Sage = 45
Springer Complete = 114
**Total Titles = 120,794**
2010-2011 Total = 114,718 (5% increase)
SFX Statistics FY 2011-2012
(Ex Libris Search Link Resolver)

SFX Requests and Clickthroughs FY 2011-2012:

<table>
<thead>
<tr>
<th>Month</th>
<th>Requests</th>
<th>Clickthroughs</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>784</td>
<td>502</td>
</tr>
<tr>
<td>August</td>
<td>559</td>
<td>419</td>
</tr>
<tr>
<td>September</td>
<td>1,473</td>
<td>873</td>
</tr>
<tr>
<td>October</td>
<td>6,846</td>
<td>3,922</td>
</tr>
<tr>
<td>November</td>
<td>1,557</td>
<td>943</td>
</tr>
<tr>
<td>December</td>
<td>3,800</td>
<td>2,122</td>
</tr>
<tr>
<td>January</td>
<td>2,239</td>
<td>1,368</td>
</tr>
<tr>
<td>February</td>
<td>6,392</td>
<td>3,933</td>
</tr>
<tr>
<td>March</td>
<td>4,845</td>
<td>3,141</td>
</tr>
<tr>
<td>April</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>May</td>
<td>2,777</td>
<td>1,420</td>
</tr>
<tr>
<td>June</td>
<td>2,364</td>
<td>1,591</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33,636</strong></td>
<td><strong>20,234</strong></td>
</tr>
<tr>
<td><strong>Ave Per Month</strong></td>
<td><strong>2,803</strong></td>
<td><strong>1,686</strong></td>
</tr>
</tbody>
</table>

Document Delivery/ILLiad Targets by Source FY2011-2012:

<table>
<thead>
<tr>
<th>Month</th>
<th>DocDel/ILLiad</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>257</td>
<td>5.9%</td>
</tr>
<tr>
<td>August</td>
<td>273</td>
<td>6.2%</td>
</tr>
<tr>
<td>September</td>
<td>449</td>
<td>10.3%</td>
</tr>
<tr>
<td>October</td>
<td>694</td>
<td>16%</td>
</tr>
<tr>
<td>November</td>
<td>639</td>
<td>14.7%</td>
</tr>
<tr>
<td>December</td>
<td>294</td>
<td>6.8%</td>
</tr>
<tr>
<td>January</td>
<td>280</td>
<td>6.5%</td>
</tr>
<tr>
<td>February</td>
<td>851</td>
<td>19.6%</td>
</tr>
<tr>
<td>March</td>
<td>43</td>
<td>1%</td>
</tr>
<tr>
<td>April</td>
<td>NA</td>
<td>--</td>
</tr>
<tr>
<td>May</td>
<td>199</td>
<td>4.6%</td>
</tr>
<tr>
<td>June</td>
<td>362</td>
<td>6.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,341</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Comparison of SFX Requests, Clickthroughs, and Document Delivery/ILLiad Targets FY2011-2012:

<table>
<thead>
<tr>
<th></th>
<th>2010-2011</th>
<th>2011-2012</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests</td>
<td>52,868</td>
<td>33,636</td>
<td>-36%</td>
</tr>
<tr>
<td>Clickthroughs</td>
<td>30,015</td>
<td>20,234</td>
<td>-33%</td>
</tr>
<tr>
<td>DocDel/ILLiad</td>
<td>4,460</td>
<td>4,341</td>
<td>-3%</td>
</tr>
</tbody>
</table>

Metalib Statistics FY 2011-2012
(Ex Libris Federated Search Engine)

Total Number of Active Databases in Metalib FY 2010-2011: 316
2010-2011 Total = 306 (3% increase)
Note: The 316 database figure represents all Metalib configurations including single journal titles, ex: Sage Journals (40 titles), database systems, ex: EBSCO which is a general access point for all of a given vendors databases, all of JStor subcategories which is the method used by Ex Libris for certain database targets.

Total Logins FY 2011-2012: 2,493
2009-2010 (last comparable year) Total = 1,463 (41% increase)

Links to Native Interface FY 2011-2012 = 1,896
2009-2010 (last comparable year) Total = 1,463 (23% increase)

Top Ten Databases Searched in Metalib FY2011-2012:

<table>
<thead>
<tr>
<th>Database</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>UW-Stout Library Catalog</td>
<td>533</td>
<td>21.3%</td>
</tr>
<tr>
<td>Academic Search (EBSCO)</td>
<td>479</td>
<td>19.2%</td>
</tr>
<tr>
<td>Omnifile Mega (Wilson)</td>
<td>390</td>
<td>15.6%</td>
</tr>
<tr>
<td>Masterfile (EBSCO)</td>
<td>129</td>
<td>5.2%</td>
</tr>
<tr>
<td>Library Information Science &amp; Tech Abs (EBSCO)</td>
<td>72</td>
<td>2.9%</td>
</tr>
<tr>
<td>UW-Madison Catalog</td>
<td>40</td>
<td>1.6%</td>
</tr>
<tr>
<td>Social Sciences FT (Wilson)</td>
<td>18</td>
<td>.72%</td>
</tr>
<tr>
<td>Education FT (Wilson)</td>
<td>16</td>
<td>.64%</td>
</tr>
<tr>
<td>Education Research Complete (EBSCO)</td>
<td>15</td>
<td>.60%</td>
</tr>
<tr>
<td>ERIC (EBSCO)</td>
<td>15</td>
<td>.60%</td>
</tr>
<tr>
<td><strong>SubTotal</strong></td>
<td><strong>1,707</strong></td>
<td><strong>68.5%</strong></td>
</tr>
<tr>
<td>Other Databases</td>
<td>786</td>
<td>31.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,493</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Resource Categories Searched FY2011-2012:

<table>
<thead>
<tr>
<th>Resource Categories</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find Database</td>
<td>2,447</td>
</tr>
<tr>
<td>Find X-Server</td>
<td>0</td>
</tr>
<tr>
<td>Metasearch</td>
<td>46</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,493</strong></td>
</tr>
</tbody>
</table>

Metalib Search Access Method FY2011-2012:

<table>
<thead>
<tr>
<th>Access Method</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z39</td>
<td>1,860</td>
</tr>
<tr>
<td>External</td>
<td>29</td>
</tr>
<tr>
<td>Webconfig Simple</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,892</strong></td>
</tr>
</tbody>
</table>

Challenges

- The UW-Libraries selected the ExLibris Primo and Primo Central discovery interface for implementation within the 2012-2013 fiscal year. It is not known yet how extensive each campus will be involved with the implementation and what level of autonomy libraries will have in the customization and application of the new system. It is anticipated that this will extensively impact how users will interact and use the Stout library systems.

- The transition to Primo and Primo Central will necessitate the conversion of the Voyager Library Catalog, Metalib and SFX database configurations. It is unknown at this time how this will be accomplished and what it will entail.
Instructional Resources Service

Work Group Leader:
Robert Butterfield – Instructional Resources Service Director

Work Group members:
Tom Dunbar - Library Services Assistant-Advanced
Jeanette Schermann - Library Services Assistant-Advanced

16 LTE’s----2026 hours
5 State payroll students----2891 hours

Instructional Resources Service offers a rental/purchase resource collection (non-consumables) of print and non-print materials for students on or off campus which directly support UW-Stout’s curriculum.

Segregated Fee
$5.71 per credit for undergraduate, $7.78 per credit for graduate

Circulation
Circulation Transactions 203,464 in 11-12

Books/Resources
Purchased 211 titles; 9,974 copies
Total Inventory: 1,854 titles; 89,292 copies; Retail $6,617,331

Cash Transactions
Sales: $53,231.44 in 11-12
Fines: $19,828.85 in 11-12

Personnel Transition
Jeanette Schermann left Instructional Resources for another position on June 30, 2012. Jeanette contributed more than 17 years of dedicated service to the students of UW Stout in her position with IRS.

Kim Uetz began extended service with IRS on June 30, 2012 in an LTE capacity. Kim will support IRS in the position vacated by Jeanette Schermann until the position is permanently filled.
E-book pilot project
IRS was identified as the operational lead in support of the E-textbook Task Force. The task force has been tasked to develop a comprehensive plan to implement e-textbooks into the UW Stout curriculum. The initial goal of the task force was finalizing plans for implementation of the inaugural e-textbook pilot to commence in fall 2012.

Transition to paperless operations
IRS has begun a transition to a paperless workflow. New textbook requests are now received electronically. The next phase will include transitioning the ordering process to an electronic format.

Uncertainty of Budget
A small budget surplus resulted in the decision to not increase the segregated fee for FY12-13. Any remaining surplus will be used for replacing outdated material and support the initial phases of e-textbook implementation. This anomaly will be short-lived, and an immediate concern of the E-textbook Task Force will be to develop a sustainable business model that will support an increase in digital material while sustaining print resources as needed.
Library Instruction

Work group Leader:

Jessy Polzer – Instruction Librarian

Cory Mitchell (Interim) – Collection Development Librarian

Work Group Members:

Carol Hagness, Bill Johnston; Lelah Lugo; Cory Mitchell; Becca Peters; Jana Reeg-Steidinger.

Personnel

Jessy Polzer was absent for maternity leave from November 28th through January 27th. Cory Mitchell served as interim IWG leader. All work group members worked together to cover teaching and reference responsibilities. Kate Kramschuster came as an emergency hire librarian to assist during this time.

Jana Reeg-Steidinger, Reference and Distance Learning Librarian, retired March 2012.

Teaching

217 sessions were conducted for an audience of 5,255 students, faculty, staff and community members. Additionally, the Library Instruction Work Group (IWG) scheduled 50 sessions in the Library Instruction Lab (University Library 111) for groups other than library staff.

Publications

Librarians continue to increase the usability of Research Guides (hosted on Libguides) through an editorial rotation. Standards for design and content were discussed and implemented to optimize student use, streamline the editing process and preserve continuity.

The move of the library website to the new Figleaf design began in spring 2011 and was finished fall 2011. Online tutorials were redone to reflect changes as well as implementation of an entirely new Research Tutorial (expected release date, December 2012). The IWG continues to collaborate closely with the Web Librarian to increase usability of instructional materials on the web.

A new design for print publications was approved by IWG. IWG leader is currently working on a finalized template as well as new editing and ordering procedures.

All print publications were uploaded to the Library Learning Center (S:) Drive for shared editing and archiving.
INSTRUCTION STATISTICS 2011 - 2012
Total Instruction Events: 217
Total Audience: 5,255
Total Undergraduate Classes: 161
Total Graduate Classes: 46
Other Groups Presented to: 4

Instruction by Staff Members
Johnston: 2
Kramschuster: 43
Lugo: 20
Mitchell: 9
Peters: 4
Polzer: 87
Reeg-Steidinger: 50

Library Instruction Presentations by Department

<table>
<thead>
<tr>
<th>Department</th>
<th>Levels 100-400</th>
<th>Dual UG/G</th>
<th>Levels 500-800</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art/Art History</td>
<td>7</td>
<td></td>
<td></td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Business</td>
<td>4</td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
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<tr>
<td>Communication Technologies</td>
<td>13</td>
<td></td>
<td></td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Counseling</td>
<td></td>
<td>7</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Education</td>
<td>15</td>
<td>4</td>
<td>11</td>
<td>1</td>
<td>31</td>
</tr>
<tr>
<td>Engineering &amp; Technology</td>
<td>4</td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>English/Philosophy/Speech/Theatre</td>
<td>74</td>
<td></td>
<td>1</td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>Food &amp; Nutrition</td>
<td>1</td>
<td>1</td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>History</td>
<td>7</td>
<td></td>
<td></td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism</td>
<td>6</td>
<td></td>
<td></td>
<td>6</td>
<td>6</td>
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<tr>
<td>Human Development &amp; Family</td>
<td>6</td>
<td>1</td>
<td></td>
<td>7</td>
<td>7</td>
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<tr>
<td>Operations &amp; Management</td>
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<td>12</td>
<td></td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Psychology</td>
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<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>3</td>
<td>3</td>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Social Science</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Transdisciplinary</td>
<td>6</td>
<td></td>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Library-Sponsored</td>
<td>7</td>
<td>8</td>
<td></td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>• 7 Thesis Workshops</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 1 ESL Orientation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 3 International Student Orientation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Type</td>
<td>Count</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 High School Class</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Learning Community Sessions</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Pre-College Session</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UW-Stout-Sponsored</td>
<td>4</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 New Instructor Workshops (NTLC)</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>1 New Employee Orientation</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1 Honors Colloquium Discussion Leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additionally, librarians continue to meet with students individually for research consultations, including Honors students. See Reference section of this report for details.
Library Systems Work Group

Work Group Leader:
Susan Lindahl – Access Services/Library Systems Librarian

Work Group Members:
Linda Heath – PC software, Active directory management, and InMagic/EZproxy server
Matthew Decker-Maurer – PC hardware, collaborates on ExLibris Products (Voyager, SFX, and MetaLib), shared file server
Lelah Lugo – Electronic Resources/Assistive Technologies Librarian. Responsible for MetaLib/SFX and Assistive Technology station

Collaboration with Campus IT:
- Discontinued Library Domain Servers, move all library network access to Stout domain.
- Student Technology Fees approved grant for Collaboration stations in the Library group study rooms.
- Moved library servers from 3rd floor to shared IT/Library server space on 1st floor.
- Ask5000 Helpdesk provided laptop power adapters for circulation through the library.
- Library Systems Librarian is member of the Campus IT Advisory Committee.
- Library staff participates in the deployment of campus laptops.

Major projects:
- JAVA script to collapse Table of Contents in OPAC.
- Deployed server for in-house file sharing and staff computer backups.
- Deployed 3 circulating laptops with software installed for transcription, plus NVivo and MS Visio programs.
- New flatbed scanners purchased and installed on public computers.

Statistics:
- Computers in the library: 141 total (71 public computers and 70 staff computers) including IRS and laptops.
- Public printers produced 179,000 print pages.
- Searches performed in the Voyager public catalog:
  - 2011-12: 2,063,858 +1.03%
  - 2010-11: 2,010,288 +64.3%
  - 2009-10: 1,292,457
Staff Training and Conferences:

- ExLibris Access Reports training, UW-Milwaukee (Jan. 2012, Susan)
- UW System Library Automation Managers meeting at UW-Stevens Point (Jan. 2012, Susan)
- ITMC UW System meeting, UW-Stevens Point (April 2012, Susan)
- One System, One Library: UW System Library conference at UW-Madison (June 2012, Susan)

Challenges:

- PRIMO: library resource discovery interface will be implemented for the UW System libraries. Coordination and technical expertise will need to be quickly attained.
- Public print server hardware and software are more than 10 years old and not handling modern day file sizes. Current print server systems need to be investigated.
- UW System Libraries are continuing to work toward an Identity Management (IdM) system to allow for unique patron logon throughout system. It will be a challenge to implement across several library software systems.
Reference Work Group

Work Group Leader:

Jana Reeg-Steidinger - Reference/Distance Learning Librarian; retired March 2012.

Jessy Polzer conducted reference meetings and set up reference scheduling for the remainder of the year.

Work Group Members:

Carol Hagness, Bill Johnston, Susan Lindahl, Lelah Lugo, Cory Mitchell, Becca Peters, and Jessy Polzer.

A new Educational Materials Center (EMC) Librarian, Kate Kramschuster, was hired temporarily in September 2011 and permanently in May 2012. She also participated as a member of the Reference Work Group.

Highlights:

Reference Questions/LibAnalytics:

A new online system of reference question reporting was implemented using the Springshare system, LibAnalytics. The program accommodates recording, tracking and analysis of reference data from reference desk services encountered in offices, on campus, and through home email. The project was implemented on July 1, 2011.

This electronic system provides a method to gather and record reference transactions determined by several fields. The statistics derived by the system can be analyzed to examine reference usage patterns, types of resources used, types of questions asked and who used reference services.

Reference/Consultation Statistics:
For 2011-2012, 4,933 reference questions were recorded using LibAnalytics. This was a decrease of 17% over the previous year which had a total of 6,368. The majority of reference questions were either ready reference (1,427) or research related (1,145) which constituted 52% of the total asked.

Librarians provided scheduled consultations with students and staff for research; classroom and library instruction follow-up; thesis workshop follow-up; APA style; and Honors contacts. Ninety-nine consultations were provided which was an increase of 17% over the previous year.
2011 Jul = 246; Aug = 262; Sep = 772; Oct = 551; Nov = 630; Dec = 408
2012 Jan = 376; Feb = 513; Mar = 396; Apr = 418; May = 223; Jun = 138

**Question Type:**
- Nothing Picked = 0
- ALD = 1705
- Ready Reference = 1427
- Research = 1145
- Consultation = 99
- Directional = 414
- Other = 143

**Questions When Librarian Off Desk:**
- Nothing Picked = 4700
- Office = 122
- On-Campus = 0
- Off-Campus = 94

**Transaction Duration:**
- Nothing Picked = 0
- <1 = 952
- 1-5 Min = 2503
- 5-10 Min = 770
- 10-15 Min = 325
- 15-30 Min = 189
- 30-60 Min = 95
- >60 Min = 22
Reference Resources:
Nothing Picked = 3785  Reference Collection = 80  eReference = 549  EMC = 79  Other = 440

Consultation Type:
Nothing Picked = 4747  Research = 58  Instruction Follow-Up = 20  Intellectual Property/ Copyright = 0  Honors = 43  Thesis = 34  Other = 30

Reference Resources:
In order to expand electronic reference sources a subscription to the Gale Virtual Reference Library (GVRL) was implemented. A number of resources in this collection replace print versions that used to be purchased. Currently there are 179 titles in this collection which includes encyclopedias, dictionaries, handbooks, sourcebooks and other reference materials. This collection will continue to grow as new editions and titles become available.

Reference Area/Information Commons:
During the summer of 2011 improvements to the area included additional moveable table arm chairs; removal of outdated and/or unused equipment; rearrangement of side-by-side computer workstations into pod-style configurations; and modest improvement to floor covering.

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>111</td>
<td>256</td>
<td>181</td>
<td>69</td>
<td>-</td>
<td>29</td>
<td>71</td>
<td></td>
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<tr>
<td>February</td>
<td>111</td>
<td>278</td>
<td>182</td>
<td>103</td>
<td>-</td>
<td>58</td>
<td>98</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>103</td>
<td>168</td>
<td>146</td>
<td>116</td>
<td>-</td>
<td>64</td>
<td>138</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>107</td>
<td>228</td>
<td>185</td>
<td>123</td>
<td>20</td>
<td>76</td>
<td>113</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>104</td>
<td>95</td>
<td>118</td>
<td>92</td>
<td>68</td>
<td>29</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>245</td>
<td>212</td>
<td>175</td>
<td>98</td>
<td>51</td>
<td>62</td>
<td>70</td>
<td></td>
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<tr>
<td>July</td>
<td>143</td>
<td>275</td>
<td>184</td>
<td>100</td>
<td>54</td>
<td>61</td>
<td>68</td>
<td></td>
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<tr>
<td>August</td>
<td>70</td>
<td>139</td>
<td>217</td>
<td>94</td>
<td>76</td>
<td>103</td>
<td>38</td>
<td>50</td>
</tr>
<tr>
<td>September</td>
<td>66</td>
<td>161</td>
<td>245</td>
<td>134</td>
<td>73</td>
<td>50</td>
<td>66</td>
<td>86</td>
</tr>
<tr>
<td>October</td>
<td>74</td>
<td>227</td>
<td>197</td>
<td>173</td>
<td>78</td>
<td>43</td>
<td>64</td>
<td>49</td>
</tr>
<tr>
<td>November</td>
<td>160</td>
<td>228</td>
<td>184</td>
<td>137</td>
<td>58</td>
<td>50</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>December</td>
<td>133</td>
<td>170</td>
<td>131</td>
<td>40</td>
<td>84</td>
<td>48</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>Total for year</td>
<td>503</td>
<td>1849</td>
<td>2486</td>
<td>1749</td>
<td>928</td>
<td>487</td>
<td>622</td>
<td>907</td>
</tr>
</tbody>
</table>
**Challenges:**
The antiquated laser printing system buckles under heavy use impacting library service at crucial student production times. A new printing system is being proposed, but has not progressed very far.

The worn carpeting in the Reference Area/Information Commons still needs to be replaced.

A new Reference/Distance Learning Librarian will need to be hired to replace the retired Work Group Leader.

As an enduring goal, the professional reference librarians need to explore new technologies and methodologies to enhance and expand reference services to UW-Stout’s physical and virtual campuses.
Web Services

Work Group Leader:
Carol Hagness – Web/Reference/Instruction Librarian

Work Group Members:

Cory Mitchell – Collection Development/Serials Librarian, responsible for purchasing online resources.

Lelah Lugo – Electronic Resources Librarian, responsible for maintaining web pages for vendor-related web resources and contacts with vendors; SFX/MetaLib/AZ List enhancements.


Matt Decker-Maurer (to February 2012); Linda Heath (from March 2012) – IS Network Support Technician, responsible for the proxy server and its associated Area Research Center databases.

Rebecca Peters – Cataloging Librarian, responsible for management of electronic resource records and electronic collections added to the Stout Library Catalog.

Melissa Gilles - (to February 2012); Janice Kunkel (from June 2012) – Library Services Assistant-Advanced. Both are responsible for bibliographic entry of electronic resources and periodicals into the Stout Library Catalog and for online UW-Stout theses.

Kathy Winters - Library Services Assistant-Advanced, responsible for periodicals, standing orders and electronic course materials.

Web Projects

• By June 2011, the web librarian migrated all library webpages from the Stout server to a new campus content management system, CommonSpot (CS5). Work then began on the second campus web redesign with FigLeaf and the migration from CS5 to CS6 which went live in December 2011. The library’s homepage redesign follows:
Developed and conducted a web usability survey; used results in library website redesign
Reworked all photos to fit new web layout; edited all content to reduce length of pages; reworked web templates and pages on three other servers to reflect new colors, links, navigation
Worked with campus webmaster to ensure library pages on other servers are included in campus Google search
In LibGuides (Research Guides):
  - developed three “master guides” to make editing/updating pages easier and standardized (databases, az, emc, and general);
  - linked boxes on each research guide to the new masters as appropriate;
  - standardized database linking;
  - developed “Selected Periodicals for [subject]” box with direct links to e-journals on each research guide;
  - reworked color scheme and banner to match Stout website;
  - developed and placed search widgets for Credo Reference and Gale Virtual Reference;
  - updated all reference print titles after Reference weeding project; added e-reference titles as appropriate
Reproduced two Camtasia tutorials to reflect web page changes
Twitter account was set up

Collaboration
Web Work Group developed “Web Resources Access Policy” document
Compiled guidelines for social media
With Library Systems, customized Stout interface for Forward
Servers/Pages: The Library website is situated on four servers:

<table>
<thead>
<tr>
<th>Server</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>CommonSpot</td>
<td>168 pages/Documents</td>
<td>160 pages/Documents</td>
<td>164 pages/Documents</td>
</tr>
<tr>
<td></td>
<td>28,918 views</td>
<td>317,689 views</td>
<td>354,375 views</td>
</tr>
<tr>
<td>LibGuides (Research Guides)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>151 Subject/Database/Research Guides</td>
<td>147 Subject/Database/Research Guides</td>
<td>128 Subject/Database/Research Guides</td>
</tr>
<tr>
<td></td>
<td>30 Course Guides</td>
<td>32 Course Guides</td>
<td>26 Course Guides</td>
</tr>
<tr>
<td></td>
<td>131,956 total hits</td>
<td>170,773 total hits</td>
<td>156,702 total hits</td>
</tr>
<tr>
<td>EZProxy/InMagic</td>
<td>12 searchable databases</td>
<td>13 searchable databases</td>
<td>13 searchable databases</td>
</tr>
<tr>
<td>/static/lib (moved to content/lib/ in 2010)</td>
<td>19 Camtasia tutorials</td>
<td>15 Camtasia tutorials</td>
<td>9 Camtasia tutorials</td>
</tr>
<tr>
<td></td>
<td>53 SAIR pages</td>
<td>52 SAIR pages</td>
<td>54 SAIR pages</td>
</tr>
</tbody>
</table>

Statistics

Top Library Pages in CommonSpot

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>/lib/index.cfm</td>
<td>209,934</td>
<td>242,352</td>
</tr>
<tr>
<td>/lib/archives/index.cfm</td>
<td>14,963</td>
<td>13,111</td>
</tr>
<tr>
<td>/lib/services/irs.cfm</td>
<td>15,823</td>
<td>12,853</td>
</tr>
<tr>
<td>/lib/about/index.cfm</td>
<td>2,011</td>
<td>8,904</td>
</tr>
<tr>
<td>/lib/services/index.cfm</td>
<td>2,571</td>
<td>4,790</td>
</tr>
<tr>
<td>/lib/about/staff_directory.cfm</td>
<td>4,270</td>
<td>4,436</td>
</tr>
<tr>
<td>/lib/archives/digital_collections.cfm</td>
<td>1,728</td>
<td>4,352</td>
</tr>
<tr>
<td>/lib/research/index.cfm</td>
<td>2,747</td>
<td>3,980</td>
</tr>
<tr>
<td>/lib/archives/databases.cfm</td>
<td>6,652</td>
<td>3,763</td>
</tr>
<tr>
<td>/lib/services/addaprinter.cfm</td>
<td>3,264</td>
<td>2,479</td>
</tr>
<tr>
<td>/lib/services/askalibn.cfm</td>
<td>1,830</td>
<td>2,279</td>
</tr>
</tbody>
</table>
### Top Pages in LibGuides (Library Research Guides)

<table>
<thead>
<tr>
<th>Guide</th>
<th>Hits 2009/10 Total</th>
<th>Hits 2010/11 Total</th>
<th>Hits 2011/12 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles &amp; Databases</td>
<td>100,523</td>
<td>34,873</td>
<td>16,513</td>
</tr>
<tr>
<td>School Counseling and Psychology</td>
<td>1,463</td>
<td>3,035</td>
<td>12,885</td>
</tr>
<tr>
<td>Library Hours</td>
<td>No page</td>
<td>9,091</td>
<td>9,301</td>
</tr>
<tr>
<td>Thesis Survival Guide</td>
<td>3,875</td>
<td>4,050</td>
<td>5,979</td>
</tr>
<tr>
<td>Family and Consumer Science Education</td>
<td>2,265</td>
<td>3,422</td>
<td>5,973</td>
</tr>
<tr>
<td>Citing Resources</td>
<td>15,897</td>
<td>11,040</td>
<td>5,710</td>
</tr>
<tr>
<td>APA Style for UW-Stout Master’s Theses</td>
<td>2,058</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Off-campus Access to Databases</td>
<td>3,751</td>
<td>3,752</td>
<td>5,173</td>
</tr>
<tr>
<td>Newspapers on the WWW</td>
<td>Not in LibGuides</td>
<td>5,719</td>
<td>4,652</td>
</tr>
<tr>
<td>Graduate Research Resources</td>
<td>299</td>
<td>2,442</td>
<td>3,405</td>
</tr>
<tr>
<td>K-12 Education</td>
<td>867</td>
<td>1,166</td>
<td>3,175</td>
</tr>
<tr>
<td>BUINB-260: International Business &amp; Marketing</td>
<td>8,310</td>
<td>7,841</td>
<td>3,175</td>
</tr>
<tr>
<td>Business</td>
<td>2,265</td>
<td>2,092</td>
<td>2,713</td>
</tr>
<tr>
<td>Evaluating Resources</td>
<td>6,094</td>
<td>3,682</td>
<td>2,653</td>
</tr>
<tr>
<td>Speech and Forensics</td>
<td>3,451</td>
<td>593</td>
<td>2,540</td>
</tr>
<tr>
<td>E-books</td>
<td>821</td>
<td>Feb-June 2010 only</td>
<td>3,010</td>
</tr>
<tr>
<td>Special Education</td>
<td>376</td>
<td>1,200</td>
<td>1,818</td>
</tr>
<tr>
<td>Apparel, Fashion, and Retail Merchandising</td>
<td>1,496</td>
<td>Jan-June 2010 only</td>
<td>1,820</td>
</tr>
<tr>
<td>ENGL101: Freshman English - Hagenson (new)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marriage and Family: Mental Health Counseling</td>
<td>697</td>
<td>668</td>
<td>1,594</td>
</tr>
<tr>
<td>Hospitality and Tourism</td>
<td>886</td>
<td>1,321</td>
<td>1,495</td>
</tr>
<tr>
<td>Food and Nutrition</td>
<td>1,159</td>
<td>1,257</td>
<td>1,307</td>
</tr>
<tr>
<td>Art and Art History</td>
<td>249</td>
<td>584</td>
<td>1,271</td>
</tr>
<tr>
<td>Anatomy and Human Physiology</td>
<td>792</td>
<td>926</td>
<td>1,268</td>
</tr>
<tr>
<td>Search the Web</td>
<td>9,522</td>
<td>1,104</td>
<td>1,218</td>
</tr>
<tr>
<td>Literary Criticism</td>
<td>978</td>
<td>1,192</td>
<td>1,206</td>
</tr>
<tr>
<td>Career and Technical Education</td>
<td>563</td>
<td>1019</td>
<td>1,170</td>
</tr>
<tr>
<td>Human Development and Family Life</td>
<td>427</td>
<td>579</td>
<td>1,170</td>
</tr>
<tr>
<td>Early Childhood Education</td>
<td>514</td>
<td>848</td>
<td>1,147</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>390</td>
<td>777</td>
<td>1,128</td>
</tr>
<tr>
<td>RefWorks</td>
<td>3,030</td>
<td>1,231</td>
<td>1,098</td>
</tr>
<tr>
<td>RDGED-703 Children’s and YA Literature</td>
<td>1,967</td>
<td>1,477</td>
<td>1,072</td>
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<tr>
<td>Management</td>
<td>No page</td>
<td>3,976</td>
<td>1,010</td>
</tr>
<tr>
<td>Research Tutorial</td>
<td>Not in LibGuides</td>
<td>1,627</td>
<td>995</td>
</tr>
</tbody>
</table>
Comments on Statistics

- The use of search boxes on the library homepage and direct linking to databases throughout the library site, instead of directing all links to one page (Articles and Databases, Stout Library Catalog), has lowered the overall total hits. However, direct linking at point-of-use enables faster access to research journals. A search box tab for Archives databases provides easier access to locally developed digital collections.

- The redesign of webpages to comply with campus pages has affected some top-level library pages in terms of access and use. Citing Resources and Research Tutorial which showed a significant decline had been on the homepage previously and are not as visible under the Research Help on the left navigation menu.

- Hits on research guides aimed at graduate students have increased significantly for (Thesis Survival Skills, Graduate Research Resources, APA Style for UW-Stout Master’s Theses).

- Guides created collaboratively with faculty for library research have high use (BUINB-260, ENGL-101 Hagenson, RDGED-703)

Social Media
Over the last 4-5 years, the library has embraced several new technologies (Google Blog, Calendar and Analytics; Camtasia, Jing, and YouTube for tutorials; LibAnalytics for statistics-recording; Prezi for instruction; Flickr for photos; Meebo and LibH3lp! for chat). They have afforded the library new avenues for disseminating library information and provide more online visibility. Unfortunately, use statistics have not been recorded for all these services. In an attempt to form a baseline for future comparison, below are statistics for our current subscriptions to Facebook, Twitter, and Google Blogger.
Twitter (Statistics captured on 9/17/2012)
- 94 followers
- 210 following
- 251 tweets

Google Blogger (Stats on 9/17/2012)
- 26,196 pageviews
- 170 posts

Facebook (Statistics captured on 9/17/2012)
- 225 Likes
- 82,915 Friends of Fans
- 21 People talking about this
- 1,265 Weekly Total Reach

<table>
<thead>
<tr>
<th>July2011thru</th>
<th>Timeline</th>
<th>Wall</th>
<th>Photos</th>
<th>Info</th>
<th>Video</th>
<th>Events</th>
<th>Questions</th>
<th>Twitter</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>June2012</td>
<td>257</td>
<td>1839</td>
<td>217</td>
<td>71</td>
<td>50</td>
<td>27</td>
<td>16</td>
<td>36</td>
<td>2513</td>
</tr>
</tbody>
</table>

Pages Digitized for Inclusion in Online Courses and for Students with Disabilities

<table>
<thead>
<tr>
<th></th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td># of pages</td>
<td>14,212</td>
<td>29,466</td>
<td>31,087</td>
<td>26,556</td>
<td>-4.92%</td>
</tr>
</tbody>
</table>

Challenges

- The redesigned campus website presents challenges in featuring library resources; the campus site aims to market Stout which takes primary webpage real estate and conflicts with the library’s use of space in providing efficient access to research resources for faculty and students.
- Changing the web design and site navigation in the middle of a school year (December) created issues for library instruction and library users in the use of library materials.
- With University Archivist, bring Archives databases access into CommonSpot and provide dynamic content for local digital collections.
- Prepare for web changes associated with UW System libraries move to Primo (new ExLibris interface for access to library catalog and periodicals holdings).
- Further develop and implement a strategic plan for use of social media to promote library services and resources.

Compiled and Edited by:
University Library Staff