2013-14 Annual Report

Robert S. Swanson Library and Learning Center

University of Wisconsin-Stout
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Research Support

94 hours open in a typical week

157,478 visitors to the building (gate count)

302,802 library website pageviews

Archives: 17,900

134,946 research guides total hits

28,084 items circulated

3,834 equipment items circulated

13,213 interlibrary loan requests fulfilled

3171 reference interactions

Archives: 1227

5-10 minutes average reference interaction

512 reference chats received

187 sessions and 3872 attendees at instruction sessions

Archives: 7 sessions with 169 participants

512 scanning requests fulfilled

1 accreditation review supported by library data

20 public relations activities

Social Media:

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>BLOG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>Followers</td>
<td>Pageviews</td>
</tr>
<tr>
<td>415</td>
<td>227</td>
<td>45,851</td>
</tr>
<tr>
<td>Visits</td>
<td>Following</td>
<td>Posts</td>
</tr>
<tr>
<td>784</td>
<td>261</td>
<td>201</td>
</tr>
<tr>
<td>Most popular age group</td>
<td>Tweets</td>
<td></td>
</tr>
<tr>
<td>18-24 years old</td>
<td>427</td>
<td></td>
</tr>
<tr>
<td>Most users from</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Menomonie, WI</td>
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In-person reference consultations have declined 11%, but reference chats increased 54%
Collection Highlights

1,047,339 Full Text E-Documents

224,829 books (volumes)
57,127 e-journals

225,492 E-Books

29,857 Streaming Videos

20,923 video and audio-visual titles
225 research databases

4,749,354 searches in online databases

2 patron driven acquisition projects

<table>
<thead>
<tr>
<th>ARCHIVES DIGITAL COLLECTIONS</th>
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</thead>
<tbody>
<tr>
<td>Full-text items in digitized collections: 168</td>
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<tr>
<td>Full-text downloads: 2421</td>
</tr>
<tr>
<td>Terrabytes: 6</td>
</tr>
<tr>
<td>Collections publicly available: 16</td>
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In the past year the library has made a concerted effort to increase access to electronic content at UW-Stout. Strong inroads have been made to provide more e-books, streaming videos and e-journals. The library realigned the collection budget to focus on electronic content by conducting a journal efficiency project that resulted in the addition of nearly 4,500 e-journals, including over 2,200 new titles. That helped to bolster UW-Stout’s overall access to e-journals to 57,127 titles, an increase of nearly 13% over FY 13 (or nearly 21% since FY 12).

In addition, the library completed an e-database and print standing orders review project that allowed the library to provide access to new electronic content, including several e-databases and e-book packages that help support a broad range of UW-Stout academic programs. The library also conducted two Patron Driven Acquisition (PDA) e-book programs to help bolster the library’s e-book collection.

Rising costs of electronic content, especially e-journals and e-databases have put a strain on the library’s collection budget. It is becoming increasingly challenging to support all the program offerings at UW-Stout.
USER FEEDBACK

“I received the photos of my dad and I'm beyond thrilled to have those! Thank you so much for going above and beyond to help me find those memories to cherish forever.”

“I had hit a wall and she really helped me get back on track. I wouldn’t have been able to get my “second wind” if it wasn’t for her help in coming up with new ways to phrase what I was looking for.”

INSTRUCTIONAL RESOURCES SERVICE HIGHLIGHTS
The digital resources program (UTeXt) has continued to grow and is now in full implementation. Spring semester saw over 100 courses, more than 300 sections and over 5000 students that utilized some form of digital materials. Continued growth is projected.
IRS implemented a number of efficiency projects:

- Change in workflows resulting in an 85% reduction in paper
- New circulation software system which has decreased student wait times at textbook pickup from several hours to several minutes
- Fine and fee collection was transferred to Student Business Services which has reduced errors, eliminated the need to handle money and increased the rate of textbook return
- By partnering more closely with the library’s collection development work group, vendor partners and external partners, IRS was able to reduce the cost of acquiring resources. They also have taken first steps to initiate use of open education resources in the Stout curriculum.

ARCHIVES HIGHLIGHTS

The Archives contributed extensively to the Hall of Heroes project, a memorial wall in the Memorial Student Center that honors students, faculty and staff who died while serving their country. A total of 40 men, dating to World War I, have been identified and were honored with individual plaques.

The Archives received photographs, correspondence, and newspaper clippings from the families of Stout students Hjalmer Molner and Byrl Gaertner. Molner died in service as a pilot during WWII and Gaertner died in combat in Vietnam. The Archives also received photographs, letters, clippings and memoirs documenting the student life and careers of Agnes and Kathryn McHenry. The sisters graduated from Stout in 1916 and became experts in the field of Dietetics. Agnes served as an Army Dietician during World War I.
Kathryn served for over forty years as a dietitian for the American Red Cross, the United States Army, the U.S. Public Health Service and the United States Veterans Administration. She was Chief Dietician at several VA Hospitals, including for 18 years at Hines Veterans Hospital (Maywood, Illinois).

**The Year In Review**

**Planning** was an important activity in 2013-14. Library staff completed a 3-year strategic plan and began work on an assessment plan tied to the goals of the strategic plan. We recognize that resources are limited and our energies must be focused on the goals within the library strategic plan as well as those of the campus. Space planning also grew out of the strategic plan. Today’s students learn in different ways than those of 10-15 years ago. Today’s libraries need to reflect their needs for active, social and experiential learning. In line with that, we are beginning to develop a new plan for our spaces that includes more group study areas, individualized private study rooms, flexible collaboration/meeting spaces and more.

**Budget** cuts to UW System were imposed by the state legislature and UW-Stout was forced to make deep, permanent cuts to all areas over a 3-year period. The Library identified reductions for the first 2 years. Salary savings were possible due to vacancies and voluntary reductions in FTE. The collections budget was preserved in order to continue to provide vital resources in an environment where costs continue to spiral. Preservation of the collections budget is also critical in order to deal with the growing number of majors and programs at Stout and the new initiative to become an emerging research institution.

The **Gaming and Digital Innovation Lab** was launched to promote the study, design and development of games and digital media. It is designed to foster the skills students need to succeed in an increasingly digital world. Vintage video games and gaming systems are available to facilitate the study of the history of video games.

The library’s new research discovery tool, **Search@UW**, was rolled out in the summer. Its purpose is to provide a one-stop spot to search for books, journal articles, media, digital and archival collections all in one search box. It includes resources from our library as well as others in the UW System.

In line with the campus focus on **sustainability**, several changes were made this year.

- Transitioned more to web-based guides
- Purchased 3 public printers that offer duplex printing and scanning
- Purchased a digital microfilm scanner for public use in the Archives
PERSONNEL

In July, Marlys Brunsting joined the staff as the Library Director. She assumes overall responsibility for the management, planning and development of all library policies, services, budgets, and supervision of library personnel. She also serves as the campus copyright officer. Prior to coming to UW-Stout, she had 16 years of experience in various library positions at UW-Green Bay, including 12 years as Coordinator of Library Automation and Copyright Librarian.

Kathy Winters was awarded the Barnard Outstanding Service Award. The award was established by David and Kay Barnard to recognize library staff members who have achieved over and above what is required in their position description and have made outstanding contributions in serving the information needs of students, faculty, and staff. Kathy was recognized for her rapid, professional scanning service and her consistent, dependable and exemplary service to students and faculty.

Heather Stecklein earned the Digital Archives Specialist Certificate from the Society of American Archivists. This certification demonstrates knowledge in 7 core competencies dealing with electronic records and their storage, description, management, organization and preservation.

Ann Vogl, Jessy Polzer, Kate Kramschner and Linette Greske won the poster award for Best Visual Presentation at the Wisconsin Association of Academic Libraries annual conference in April.

Professional development of staff was a priority this year. Staff attended various training sessions and conferences including Lean Certification, and Curation Practices for Digital Objects.
Severe budget cuts imposed by the state legislature forced UW-Stout to make deep, permanent cuts to all areas over a 3-year period. This forced the library to make a reduction and reorganization in staffing. Collections were also evaluated and cuts were made to lesser utilized journals in order to deal with sharply rising subscription costs, and the need to provide resources for the growth in academic programs and degrees.