

KIMBEL LIBRARY & BRYAN INFORMATION COMMONS 2013-14

PRACTICING SERVICE EXCELLENCE



DEAN'S SUMMARY

This year the library was busier than ever! The number of students, faculty, staff and community members visiting the library **exceeded half a million**, an increase of over 20% from the previous year. Services expanded and were evaluated and refined to ensure that the library was responding appropriately to the needs of our population. Since this was our second year running 24-hour/7 days a week, we were able to evaluate staffing and service levels and to make refinements based on our experience and feedback from our patrons. Based on student data, our reference model was expanded to increase assistance during the hours of greatest need. The library implemented a new chat service, which greatly increased our ability to connect with students and others both on and off campus.

Using a data-driven approach to electronic resource development, we were able to re-allocate resources and purchase some additional databases to support the curriculum. The library's webpages were optimized for viewing in mobile applications and for improved search results. Floor maps and computer availability mapping were added to the webpages.

Working with the Horry County Archives Center, the library collaborated with the Low Country Digital Library and the South Carolina Digital Library to digitize the *Atheneum* yearbooks, the Horry County *Independent Republic Quarterly*, and the civil war letters of John Beaty. These projects lay the foundation for an exciting venture into establishing Coastal Carolina University's digital collections.

Based on the previous year's LibQual data suggesting that users were not fully aware of all the resources available or how to use the resources, the library is undertaking a project to develop brochures, tutorials, videos, and other materials to increase awareness of services and resources and to ensure that directions on use of all library technology and resources are available to our community. The library developed brochures for students, faculty, and distance learners and also developed instructional materials that are available from the library's website and at major service points.

The library's community outreach activities were very successful and included events for Banned Books Week and National Library Week. For National Library Week the library was fortunate to have two authors, Batt Humphreys and Bret Lott, do book readings and talk about the art of writing. The Edible Book Fair attracted university faculty, staff, students, and community members who contributed entries. The library, together with the Jackson Family Center for Ethics and Values, co-hosted the very successful Muslim Journeys' book discussion series. In addition to the Muslim Journeys' grant, the library partnered with the Department of Music to co-sponsor the *America's Music* film series and performances. The library continues its tradition of providing various activities throughout the year focused on providing some fun and stress relief for students, especially with the De-Stress fest. The library focused efforts on expanding its social media outreach and, as a result, almost doubled the number of Facebook followers.

The library participated in Feel the TEAL. All faculty, staff and student workers received training and emphasis throughout the year was placed on developing a culture of service excellence. The library began a program to recognize outstanding student workers.

The library facilities continued to improve with new carpeting completed in the fall of 2013 and painting completed in the summer of 2014. Technology funds were used to purchase new desktop computers and workstations for around two of the columns on the first floor of the Kimbel Library. This opened up some new space for improved seating and reducing the number of extension cords crisscrossing the main floor. The library continues to look for opportunities to improve seating to meet the needs of our students.

This year continued to see growth in the use of the library, its services, and its resources. As one student commented on a recent survey, "The library is the place to be on campus!" This provides exciting challenges and opportunities as the library continues to practice service excellence to our campus and greater community.

Barbara Burd,
Dean of Library Services

BUILDING SERVICE EXCELLENCE

The Peter C. Bolton Help Desk is often the first stop for visitors to the library. Here students receive help with research, can check out materials, including reserves, can get computing help, and can get assistance with using the technology in the library. The desk is staffed by members of the access services department, by reference librarians, by student assistants, and by student computing services.

This past year the staff performed an hourly head count to assess the use of the building. The head count for last summer was 6,060; for fall 2013, 259,340; and, for spring 2014, 234,071 in spite of the fact that the library was closed for four days due to extreme weather conditions. The overall headcount was **514,818**, an over 20% increase from the previous year.

The building is heavily used with peak periods from 6pm-2am, Sunday through Thursday.

LIBRARY LENDING

Laptops	21,051
Powercords, bags	56,577
ENO board kits	2100
Print items	10,554
Juvenile	1995
Textbooks	563
State Documents	8
CDs	761
DVDs	3707
VHS	15
Other media	134
Course Reserves	3773
Interlibrary Loan	1626
PASCAL Delivers	1956

The library experienced significant technology infrastructure issues with its interlibrary loan system for much of the year, leading to an almost 50% decrease in requests. The issues were resolved over the summer, so for fall of 2014 the system should be fully functioning.

Overall, lending was slightly less than last year with the exception of course reserves and equipment other than laptops. One factor for the decrease in laptop lending may be the age of the laptops and the fact that the library extended the borrowing period to 24 hours. For fall of 2014 the library will add PCs and Macs for lending to accommodate the demand and student requests.

Circulation to **graduate students** increased overall this past year.

Total Checkouts	2365
Equipment	1576
Course Reserves	51
Juvenile	26
Mainstacks	334
Media	142
PASCAL Delivers/ILL	145

STUDENT ASSISTANTS FEEL THE TEAL

The library could not maintain its hours and services without the student assistants. This past year the library employed over 50 students, all of whom were trained in library basics and Feel the TEAL. Students staff the circulation desk, provide assistance at the help desk, and assist students with printing, copying, and use of technology in the library. They shelve books and maintain the stacks so that materials are in their proper places. They participate in outreach events and engage with other students to create a lively and friendly space where students can congregate, study, and get help with their research and other assignments.



Waiting to provide assistance at the circulation desk.

Library student assistants show support for the football team.



A friendly face greets everyone who comes into the library.

In the spring semester the library implemented a student assistant recognition program. Three students were recognized for their service excellence.

SERVICE EXCELLENCE IN ACTION

Librarians, library staff, and student workers contribute to student success through assistance at the Peter C. Bolton Help Desk, at the circulation desk, through consultations in person, via email and virtual chat, and through information literacy instruction in one-credit courses and in faculty-requested course-related instruction.

This past year the librarians were asked to develop a new model for reference service to better meet the needs of students using our 24 hour facility. As a result librarians and staff from access services increased the hours of coverage at the help desk. All individuals covering the desk receive training in search strategies and information literacy concepts and applications in order to provide the correct information to students and to develop information literacy skills in the students with whom they consult. As a result of this, the total number of recorded reference questions for fall and spring semesters was 9817, an increase of 12.89% over the previous year, in spite of losing 15 days worth of data due to a server failure. On average, service locations were staffed 70 hours per week by librarians and 72 hours per week by access services' staff. The Library Technology and Systems department worked with librarians and staff providing reference services to implement a new virtual chat service. This service is much more robust and easier to use than the previous utility and offers an instant messaging capability. By implementing this new service and aggressively marketing "Ask A Librarian", chat service increased 260% from 234 questions in 2012-13 to 844 transactions in 2013-14. Librarians also developed a new research consultation service. This "Book A Librarian" service allows individuals or groups to reserve a time slot for in-depth research assistance conducted by a librarian in the research consultation office. During times of heavy library use, librarians also staff this service point for drop-in consultations. A survey distributed to users of this service in the spring of 2014 indicated that 63.6% of respondents found the service "very helpful" and 27.3% said it was "helpful."

The library instruction program continues in a state of flux this year as the English Department has revised its curriculum to include information literacy in its English 101 and English 102 course offerings as a component of its new four-credit course structure. This year librarians taught 263 course-related instruction sessions with a total head count of 5320 students. In addition, nine instruction sessions were taught to local middle or high schools. Fifty-seven students enrolled in the library's one-credit courses, bringing the number of individual classes taught by librarians to 388 with a total head count of 5577.

Librarians and access services staff continue to develop research guides and online videos and tutorials to assist students in an anytime/anywhere environment. Librarians and staff published 79 LibGuides; the following chart shows the top ten LibGuides and the number of times each was accessed.

Library's Top Research Guides

Title	Number of Times Accessed
Graduate School	23318
How to Cite Resources	22800
CBAD 478 Strategic Management	18826
Welcome to Kimbel Library's Research Guides	6451
History-Primary Documents	4115
Media Collection-Juvenile Book Lists	3907
EDUC111: Exploring Teaching as a Profession	3270
PSYC 497:Applied Research in Psychology	2704
CBAD120: Introduction to the Global Culture of Business	2555
ENG102: Composition and Critical Thinking	2437
Exercise and Sport Science EXSS	1795

Librarians and library staff have developed online tutorials and videos to enhance the learning experience. In addition to being available from the library's website, faculty use the videos in class and embed the videos in their course management systems. Videos were embedded in 21 distance learning nursing courses last year. The top five tutorials with the number of views from the library's webpages are listed in the following chart.

Library's Top Five Videos

Title	Number of Times Accessed
Finding Articles in Discover!	207
Identifying Peer-Reviewed Articles	157
PASCAL: Requesting Books Not Owned by Kimbel Library	157
Academic Dishonesty and Plagiarism	136
Choosing Keywords for Research	124

EXCELLENCE IN ACCESS TO RESOURCES

Primary access to the library's resources and services is provided through the library's webpages. The Library Technology and Systems Department is responsible for developing and maintaining the library's web presence and with ensuring that access to resources and services is user-centered and user-friendly. This past year the department worked on improving the architecture of the library's web pages in order to provide more accurate results for those searching for library information through GOOGLE or other search engines. This re-build provides faster and more efficient searching. The number of page views to the library's website increased from 693,647 in 2012-13 to 754,267 in 2013-14. The library added floor plans, computer availability mapping, and other pages that address primary questions asked by our patrons. The following are the most accessed library sites:

Library's homepage accessed 516,629 times, up 8% from 2012-13

Library databases accessed 44,127 times, up 70% from 2012-13

Computer availability maps accessed 38,666 times

The library's DISCOVER! service provides a single search interface to the library's resources, including the library's catalog and the major databases. This GOOGLE-like search accesses books, journal articles, DVDs, newspaper articles, and many other resources available through the library. DISCOVER! ran 42 million searches this year with 239,763 full-text search retrievals.

BUILDING AN EXCELLENT COLLECTION

This past year the library spent \$117,534 on one-time purchases and \$739,326 on recurring subscriptions, primarily databases. The Head of Collection Management is responsible for developing the monographic collection and making other one-time purchases. Each department is allocated \$1000 per major to purchase materials to support the curriculum. Faculty make requests to the library through their department representative. This past year the library was able to fill all faculty requests and, in addition, purchased titles from Choice Outstanding Titles for a number of departments. With the commencement of the doctoral program in Marine Science, the library subscribed to three journal titles requested by the department. These subscriptions will begin in fall 2014. Towards the end of the spring semester, the library instituted a patron-driven acquisition program with JSTOR. This allows patrons the opportunity to view JSTOR books which will then be purchased if the patron selects the title for further reading. This program will continue through 2014-15 and then be evaluated.

The Head of Library Technology and Systems oversees the management of recurring subscriptions. Under the leadership of the Head of Library Technology and Systems, the Electronic Resources Committee adopted a data-driven approach to analyzing subscriptions for renewal. Since this plan was adopted this past year, the library has been able to customize certain subscriptions to better meet the needs of the university community and to upgrade several databases to improve content coverage. With this focused approach, the library has been able to add several important new resources to the collection.

BUILDING AN EXCELLENT COLLECTION

As of July 1, 2014, the library's collection totals 125,593 books, 60,273 ebooks, and 6726 media which includes DVDs, CDs, VHS, and LPs.	
Books added 1142	Ebooks added 24
Juvenile Books added 82	DVDs, CDs added 76
Databases Added	
Archives Unbound Collections <ul style="list-style-type: none"> • Federal Response to Radicalism in the 1960s • Federal Surveillance of African Americans • In Response to the AIDS Crisis • JFKs Foreign Affairs and International Crises • Literature, Culture and Society in Depression Era America • Papers of the Nixon Administration • Records of the Persian Gulf War • The Civil War in Words and Deeds • The Southern Literary Messenger: Literature of the Old South • The War Department and Indian Affairs, 1800-1824 • The War of 1812: Diplomacy on the High Seas • We Were Prepared for the Possibility of Death: Freedom Riders in the South, 1961 • Witchcraft in Europe and America 	
ATLA Religion Database with ATLA Serials	Health and Psychosocial Instruments
Bates' Visual Guide to Physical Examination	JSTOR Arts and Sciences XII
Berg Fashion Library	PsycTests
British Literary Manuscripts Online	RILM Abstracts of Music
CINAHL Complete	Slavery & Anti-Slavery: A Transnational Archive
Digital Dictionary of American English	State Stats
Eighteenth Century Collections Online	Strategic Defence & Security Studies
Emerald LIS Journals Online	VAST Academic Video Online
Filmakers Library Online	

The library has 8,184 bound periodicals, 4,658 microfilms, 10 print newspapers, and 190 print subscriptions. The library is a government repository with the majority of documents in electronic format.

In addition, PASCAL funded several initiatives that are beneficial to the library. With proceeds from lottery funds, PASCAL purchased three-year subscriptions to ebrary and to EBSCO ebooks. These subscriptions added about 269,847 ebooks to the collection with an approximately 30% overlap.

DIGITIZING COLLECTIONS

In conjunction with the Horry County Archives Center, the library began a project to digitize important university and local history documents. With the receipt of a grant from PASCAL, the library was able to digitize all past issues of the *Atheneum*, Coastal Carolina University's yearbook. In addition, the Horry County Archives Center digitized a collection of Civil War letters written by John Beatty. These two collections establish a foundation for future digitization projects. The library was able to establish a Memorandum of Understanding with the Low Country Digital Archives, who will host the library's digital collections.

HORRY COUNTY ARCHIVES CENTER SERVING THE UNIVERSITY AND THE COMMUNITY

In addition to university digitization projects, the Horry County Archives Center plans to digitize local community collections. These include the *Independent Republic Quarterly* (the journal of the Horry County Historical Society), local maps and photograph collections. These collections will be valuable for research for both community members and students and faculty of Coastal Carolina University. Student interns and workers receive experiential learning in digitization, organization, and preservation of digital materials.

Ben Burroughs, the director of the Horry County Archives Center, is a sought-after speaker at local civic and historical associations. His knowledge of local history is extremely valuable as he serves as a primary resource for the area. Ben did three instructional sessions for history faculty and began a series of "History Talks," which focus on researching and learning about the local area.

This past year he reviewed and refined the library's Waccamaw Collection and added microfilm of area land grants to the collection.

COMMUNITY ENGAGEMENT AND OUTREACH

ORIENTATIONS AND OPEN HOUSE TO WELCOME NEW STUDENTS

The library continued its participation in orientation throughout the summer. Library staff distributed bookmarks, magnets, and other informational materials about the library during 12 freshman and transfer student orientations.

The library participated in Welcome Week by having an open house for new students. Unfortunately the library's open house was scheduled opposite a party at the beach, so the turnout was less than anticipated. In spite of this, the students who did come to the open house expressed satisfaction with the activities and said they learned a lot about the library. For the fall semester of 2014 the library has scheduled an open house for the afternoon of the first day of classes in hopes that students will drop in for cake, games, photo opportunities, and some raffles.



Chauncey helped out with orientation.

NEW FACULTY ORIENTATION AND LUNCHEON

The library participated in new faculty orientation by staffing a table at the expo fair. In addition, the library hosted a luncheon for new faculty. Faculty were introduced to their liaisons and were provided information about requesting materials for purchase, scheduling instruction sessions, placing materials on course reserves, interlibrary loan and PASCAL Delivers, along with a general overview of how the library supports student and faculty research. Response was very positive and this event will continue in the future.

MUSLIM JOURNEYS BOOK DISCUSSION SERIES

The Kimbel Library in partnership with the Jackson Family Center for Values and Ethics received an NEH/ALA grant to sponsor a book discussion series titled *Muslim Journeys*. The purpose of the grant opportunity was to increase awareness of global cultures and to provide a forum for discussion of cultures that are sometimes unfamiliar to Americans. The book discussion *Pathways of Faith* explored the similarities and differences between Muslim, Jewish, and Christian religions. The series consisted of five lectures presented by scholars from Coastal Carolina University or other experts in the field. Average attendance at the lectures was 55 persons, consisting primarily of individuals outside the university community. Evaluations were extremely favorable with many persons indicating a high level of satisfaction with the content and presentation of the material. As a result of the positive feedback, the library and Jackson Family Center were awarded an extension of the grant to continue another book discussion exploring the theme of *Connected Histories* for the fall of 2014.

BANNED BOOKS WEEK

Banned Books Week is a national program that focuses on the Right to Read. The library promoted Banned Books Week through participation in the Banned Books Readout and other library activities. Over 80 individuals holding their favorite banned book had their photos taken. The photos were then uploaded to the library's facebook page.



The library partnered with Sigma Tau Delta for a Banned Books Readout. Twelve members of the CCU community read from their favorite banned books.

DOOR DECORATING CONTEST

Every fall the university sponsors a door decorating contest to support football on campus. One of the highlights this year was the library's participation with decorating the foyer of the Bryan Information Commons. The library was acknowledged across campus for its team spirit and innovation in decorating.



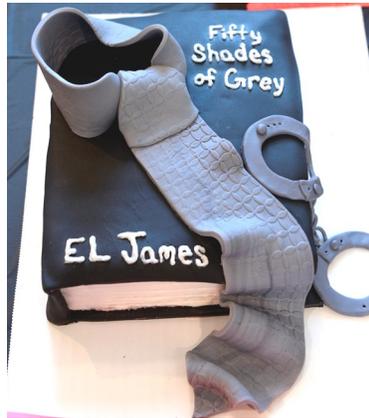
Using the sliding doors effectively to “knock out” our opponents.



NATIONAL LIBRARY WEEK

National Library Week is held each spring to focus awareness on the importance of libraries in providing resources and services that support learning and community. This year the library celebrated National Library Week with two author readings and the Edible Book Fair, which is becoming a community tradition. Twenty-five individuals attended a book reading and discussion by Batt Humphreys, author of *Dead Weight* and thirty-five attended a reading by New York Times best-selling author and Oprah book pick winner, Brett Lott, who read from several of his books.

The Edible Book Fair had 42 entries and prizes were awarded to best student entry, best faculty/staff entry, and best community entry. Winners were selected by popular vote.



Faculty/staff winner: *The Adventures of Tom Sawyer*

Student winner: *Fifty Shades of Grey*

Community winner: *Aunt Flossie's Hats (and Crab Cakes, Later)*

DE-STRESS FEST

For the past five years, the library has been doing de-stress fests during fall and spring exam weeks. During this time the library staff pass out free snacks and drinks during the overnight hours. In addition, students can take a break from studying by playing word games and puzzles, making origami figures, doing crafts, coloring, playing giant Jenga and checkers, and making stress balls.



HOLIDAY EVENTS

The library celebrated the following:

Halloween— Eighty eight students entered the zombie trivia contest and 259 students entered the candy corn contest

Valentine’s Day—Students enjoyed candy in the library

Dr. Seuss’s Birthday—101 students guessed the number of goldfish in the bowl while enjoying cake and receiving other Seuss freebies.

SOCIAL NETWORKING

The library focused its outreach efforts on establishing a robust presence on Facebook with a goal of doubling its “likes”. This was accomplished through an aggressive campaign of posting current content, videos, and student photographs. A significant contribution was posting photos of the sports displays in the foyer and on the doors of the commons. As a result, the library ended the year with 881 friends.

LIBRARY DISPLAYS AND EXHIBITS

With the availability of exhibit space in the commons and the addition of a book display in Kimbel Library, the library was able to substantially increase the number of exhibits that focused on the collections and resources offered by the library. Books and other materials placed on display were heavily circulated and displays often had to be replenished.



On left, display featuring books, DVDs, and other items for Halloween.

On right is the display for *America’s Music: Rock ‘n Roll*



PEER COMPARISONS

The library uses NCES Academic Libraries' Comparisons to assess the strengths and weaknesses of the library's facilities, resources, and services. The last published data was for 2012 and was included in the library's annual report for 2012-13.

ISSUES AND CONCERNS

The library's services have expanded this year to meet the needs of students, faculty, staff, and the greater community. Visitors to the building continue to increase and overcrowding is an issue. Student comments on surveys, through the suggestion boxes, and in person indicate an inadequacy of study spaces, quiet areas, and power outlets for computers and other devices. As the university continues to grow, there should be a thorough evaluation of the library's facilities. The previous peer comparison indicated that CCU's library facilities at approximately 60,000 square feet is less than half the 150,000 square feet average of peer and aspirant institutions. Many opportunities for enhancing the student experience and for community engagement are lost because of the limited facilities.

The library should be a leader on campus for digitizing archives and special collections and ensuring that college digital collections can be accessed from a central repository that is maintained according to proper standards. This is especially important as the university develops its graduate programs, since there is currently no mechanism in place for preservation and access to digital theses and dissertations.

This past year the library expanded its reference services, its outreach activities, and its engagement with the community. In order to continue these important initiatives, there is a need for adequate staffing. The loss of three librarian positions is a concern. Without an electronic resources librarian, the job responsibilities for maintaining and monitoring electronic resources has fallen to the Head of Library Technology and Systems while the Dean of Library Services has taken on the responsibility for collection management of electronic resources. This is not a sustainable solution. Again, opportunities that would enhance student success are lost because of staffing issues. Librarians and staff are committed to the *Feel the TEAL* initiatives and constantly seek ways to assist everyone who comes into the library, but it is very difficult to provide a consistently high level of service when short-staffed.

Throughout 2014 and going into 2015, the library has experienced issues with its technology infrastructure. There should be a review of critical systems and the infrastructure supporting the systems to ensure that access is efficient and reliable. Hopefully the library will be able to move its integrated library system to a hosted solution, thus eliminating the need for ITS to maintain the server and do backups. Maintaining access to resources is critical as the university continues to grow and places increased demand on the library's technology structure.

FUTURE DIRECTIONS

For 2014-15 the library will be working on improving its technology infrastructure to ensure access to resources and services. This past year there were numerous attacks on the integrated library system server. After consultation with ITS, it was decided that moving the software to a hosted solution would provide a more robust environment and would eliminate the need for ITS to maintain and backup the current, outdated server. This migration will also make it possible for the library to make changes to the installation of EZProxy, which is currently installed on the same server as the library system. This installation has been problematic and has caused problems with the interlibrary loan system. After a year without our online utility for interlibrary loan, the problems with the server were satisfactorily resolved to allow patrons to use the web-based forms. This year the library will move toward a more secure solution for EZProxy and for interlibrary loan. Making these improvements should provide more ease of access and a more reliable solution for both the integrated library system and interlibrary loan.

The library continues to build its collections and, with the new university emphasis on graduate programs and certificates, will do a comprehensive review of its collection policy to ensure that acquisitions include graduate level resources. In the past collection management was limited to primarily undergraduate materials to support the curriculum. This year the library will review its collection management policy to include levels that are also appropriate to graduate courses, especially for the marine science programs.

With the changes in the English 101 and 102 courses and in the administration of University 110, the library's instruction program needs to be articulated to ensure that students graduating from CCU are information literate. Opportunities for graduate level instruction need to be explored with specific learning outcomes adopted for graduate students to reflect their level of research needs. This past year the librarians and access services' staff adopted a new model for reference. This model needs to be assessed to ensure it's meeting the needs of students.

Space continues to be an issue and as more library space for students is being absorbed by tutoring and faculty offices, the library will need to look for ways to increase seating by re-configuring existing spaces.

Librarians and library staff take pride in their commitment to customer service and in the Feel the TEAL initiative. Continuing this culture of service will be a priority for the coming year. This past year's activities and outreach laid a strong foundation for engaging the community at an intellectual and social level with students and faculty participation in activities growing every year. This year the library will work on its community outreach through its Friends of the Library program. In collaboration with the office of philanthropy, the library's goal is to establish a functional friends' group that can act as advocates for the library in program development and fundraising.

As Coastal Carolina University continues to grow, the library's primary mission is to support students to ensure their success in college and in their future endeavors. This makes it a challenging time for the library filled with opportunities to improve and to become a leader in access to resources and services that support the university's mission.