UNLV | UNIVERSITY LIBRARIES

Annual Report

For

July 1, 2010 – June 30, 2011

This report illustrates a range of achievements during FY11 (July 1, 2010 – June 30, 2011) in technology, education, research support and community involvement that serve to engage users and provide value.

The Libraries mission is to bring people and information together in innovative ways. One way we do that is by using new technologies to connect and engage users.

- Recommended a new kind of library catalog, labeled a web scale "discovery" service, after extensive investigation. This service incorporates many types of content (books, articles, media, etc.) as well as an incredible volume of content (over half a billion items) into one search tool. It can substantially improve discovery of and access to resources.
- Employed social media such as Twitter to push information out to users and to collect comments about the libraries. As of July 2011 there were 139 followers.
- Expanded access and exposure to images from the Libraries Special Collections through Flickr, an image sharing website extremely popular worldwide. The pilot project (http://www.flickr.com/photos/unlvdigitalcollections/) highlighted 94 images from the Howard Hughes digital collection. As of August 26, 2011 there were 8,625 views to the collection.
- Supported access to materials at all Nevada System of Higher Education campuses in southern Nevada by initiating unmediated paging from all campuses, and facilitating maintenance and contract revision of the shared library online catalog.

The Libraries supports student learning in both curricular and co-curricular environments through direct instruction of students as well as by partnering with faculty and other academic support staff.

- Sponsored an institute for Hotel College Faculty on core course redesign. The feedback from Hotel College faculty and administrators was extremely positive.
- Provided support for the work of the Academic Success Center (ASC), including workshops for ASC's tutors, assistance in administering the information and critical thinking diagnostic test known as *iSkills* (which measures information, communication, and technology skills), and provided space for ASC's tutoring.
- Partnered with the Office of Information Technology and UNLV's Online Education division to plan for a faculty Collaboratory, which will provide instructional technology assistance to faculty.
- Collaborated with many disciplines in both instruction and course design, including communication, science, education, interdisciplinary studies, business, history, music, psychology, dental school, civil engineering, hotel, and nursing.
- Offered 598 library class sessions, attended by 15,242 people. In addition, library drop-in workshops for graduate students were attended by 65 grad students. Their feedback was so positive that additional sessions are being planned for 2011-2012.
- Collaborated to incorporate library resources and services in several campus initiatives, including the Science Undergraduate Research Opportunities Program (UROP) and the Center for Entrepreneurship's participation in the Donald W. Reynolds Governor's Cup Competition.
- Provided personalized research and instruction assistance to library users both physically in the libraries as well as virtually via web technologies and telephone.

- The Architecture Studies Library was termed a national exemplar for support of student learning during the School of Architecture's accreditation review by the National Architecture Accrediting Board.
- Continued to be involved in the development of UNLV's new general education curriculum, with library faculty serving on the general education advisory committee, and the Library Dean chairing the general education task force that vetted the general education proposal to the campus and presented the model to the faculty senate.

The Libraries support the research and scholarly agenda of the university by providing both resources and services.
- Sponsored several events open to faculty and other interested campus citizens, including "Open Access Week" which featured activities and presentations around the topic of access to resources free of copyright restrictions. The Libraries' Institutional Repository librarian gave two presentations: "Discover Open Access to Peer-Reviewed Research" http://digitalcommons.library.unlv.edu/libfacpresentation/17/ and "Your Intellectual Property is Valuable: Retain Your Journal Article Copyright." The Libraries also sponsored access to the webinar, "Copyright & Faculty Rights."
- Arranged for workshops on the effective use of library-purchased databases, from vendors EBSCO and Thomson, as part of the Vendor of the Month project.
- Library faculty presented to nursing faculty on measures of scholarly impact.
- Continued to expand the Institutional Repository, highlighting the research being produced by those on the UNLV campus. Archived Brookings Mountain West scholarship and Black Mountain Institute podcasts, as well as more than 3,000 other items. The Repository hosts 15 communities and saw more than 200,000 downloads of items hosted in the repository.

The Libraries engage diverse stakeholders in the community through documenting and sharing the history of our region, support workforce development by interacting with the local business community, and encourage the lifelong learning of the citizens of southern Nevada.
- Special Collections connected the world to Southern Nevada in many ways. Photographs were used by many personal and corporate entities, including Harry Bellafonte and the Cosmopolitan Hotel and Casino. Oral histories were collected from individuals for the *Boyer Early Las Vegas* project and the *John S. Park* project, among others. The Center for Gaming Research sponsored five gaming fellows from around the world and produced 5 papers in its *Occasional Papers* series. Special Collections made many items in its collection available through the web. New digital collections include:
    o ***The Historic Landscape of Nevada: Development, Water, and the Natural Environment.*** This grant-funded project [$95,000] serves as a comprehensive resource on water and the environmental history of Southern Nevada.
    o ***Menus: The Art of Dining Digital Collection.*** This grant-funded project [$50,000] provides online access to a rich, artistic collection of over 1,500 historic menus.
- A highlight of the first half of 2011 was the 10th Anniversary celebration of Lied Library. More than 200 people attended the event, many of whom had either never been in the building or had only visited when Lied first opened. The event helped to increase awareness of the interesting and innovative programs taking place in the impressive building, which in turn boosted the pride of major supporters and Library Board members.

- Business Librarian continued to provide research assistance and information on library resources and services to members and companies in the Southern Nevada business community. This included outreach work with the Vistage International CEO professional development organization, the Nevada Industry Excellence ExporTech Program which helps local manufacturing businesses develop exporting plans to enter markets in foreign countries, and the Rotary Clubs of Las Vegas.

The Libraries provide value to its users. Three campus-wide assessment tools included questions on libraries resources, staff, and overall impact. Responses indicated that students view the Libraries as useful and effective.
  - The Student Satisfaction Inventory was taken by 1,925 students. On a scale of 1-7, students rated the item "The library contributes to my academic success" at 6.17 (for importance) and at 5.1 (for satisfaction). Students rated library resources at 6.1 in importance (5.52 in satisfaction) and staff helpfulness as 5.72 in importance (5.32 in satisfaction).
  - The 2010-2011 Graduating Senior Exit Survey, taken by 1,371 seniors, showed 99% of graduating seniors are satisfied with the library's resources; among 17 items on the educational experience, graduating seniors continue to be most satisfied with the quality of library resources.
  - The Graduate Student Graduation Survey, administered in fall 2010 and spring 2011, had two items relating to the library: "holdings needed to conduct your work," and "interaction with the university libraries." For holdings, the most frequent rating was excellent (41.9%) or good (35.5%) by the 160 who responded to this question. For interactions, 84.9% rated the library as excellent or good. Interactions with the libraries received the 2nd highest average among the 29 items on the quality of graduate student support services, which included bookstore, police, recreation center, health center, and career planning (the only higher item was for the student recreation center).

National Recognition

Library staff brought national recognition to UNLV in areas that reflect our foci on education, better access for users, and digital collections. Overall the work of the Library Dean on library standards and with Association of American Colleges and Universities (AAC&U) is both achievement and acknowledgment of excellence.

Dean Patty Iannuzzi chaired a prestigious task force of the Association of College and Research Libraries to revise the *Standards for Libraries in Higher Education*. Also on the task force was UNLV Libraries Head of Assessment Jeanne Brown.

Dean Iannuzzi continued her work with the Association of American Colleges and Universities as a faculty member in the Greater Expectations Institute, which engages campus teams in planning for educational reform and innovation.
The Libraries' work on selecting a new discovery tool, Summon, garnered a lot of attention. Instrumental in promoting the work was Jason Vaughan, Director of Library Technologies, who wrote a national report titled "Web Scale Discovery Services" in the series *Library Technology*

Reports, as well as made presentations at several national conferences, including that of the Coalition for Networked Information, the Association of College and Research Libraries, and the Library Information and Technology Association.

Jennifer Fabbi, Director of Research and Education, and Anne Zald, Head of Instruction, presented at the Association of American Colleges and Universities sponsored conference, "Creativity, Inquiry, and Discovery: Undergraduate Research In and Across the Disciplines," November 11-13, 2010, Durham, North Carolina. Their presentation, "Research-Based Learning from the Start: Developing Undergraduate Researchers" was designated a Liberal Education & America's Promise (LEAP) featured session, meeting criteria as an innovative effort by a member of the LEAP Campus Action Network. Only four sessions at the conference received this designation.

Anne Zald, Head of Instruction, is on the faculty roster for the Association of College and Research Libraries Immersion Program, which focuses on individual development of instruction skills and integrating and managing institutional and programmatic information literacy programs. She has served annually as faculty for this program since 1999.   In 2010-2011 she taught 90 academic librarians from across the US, Canada and several other countries at the week-long program held in Vermont.

Cory Lampert, Head, Digital Collections, Brian Egan, Web Designer, and Alex Dolski, Web and Digitization Developer, received a commendation from Emerald Publishing for their article in OCLC Systems and Services titled "dmBridge: Building a collaborative solution for streamlined digital library design and development."

Other work by the Libraries faculty is evident in the many articles and presentations done in FY11. See listings at http://digitalcommons.library.unlv.edu/lib_articles/   and http://digitalcommons.library.unlv.edu/libfacpresentation/

Data Highlights FY11

- 2,721,610 electronic views of library web pages
- 2,501,695 searches in electronic resources
- 1,871,499 full-text views in electronic resources
- 1,767,647 physical visits to Lied Library and 3 branch libraries
- 1,366,972 library web site sessions
- 445,699 PC computer logins; 307,980 wireless logins; total 753,679 logins
- 357,217 physical items checked out, renewed, or used in the library
- 174,211 page views of the Libraries' Digital Collections
- 171,871 contacts with patrons via phone, in-person, and electronically
- 79,091 uses of items on electronic course reserve
- 15,242 persons received instruction in 598 sessions conducted by librarians

Notable statistical increases included attendance by non-UNLV folks at library sponsored events (350%), wireless logins (33%) and presentations/outreach to the non-UNLV community (22%). Notable statistical decreases include laptop checkouts (-33%) and borrowed items (-21%).

Whether up or down, the raw numbers are – for the most part – representative of intense use of the libraries and library resources.

Key Statistics FY Comparison *Includes All Locations [Lied & Branches]*			
Statistic	**FY 2009-2010**	**FY 2010-2011**	**% change**
Facility Visits	1,743,273	1,767,647	1%
Presentations; UNLV	608	532	-13%
Persons in Attendance, UNLV	13,053	12,525	-4%
Presentations; non UNLV	54	66	22%
Persons in Attendance; non UNLV	591	2,660	350%
PC Logins	527,252	445,699	-15%
Web Page Views	3,220,437	2,721,610*	-15%
Web Sessions	1,654,147	1,366,972*	-17%
LibGuide Hits	151,368	143,811	-5%
Wireless Logins	230,976	307,980	33%
Laptop Checkouts	6,814	4,536	-33%
Electronic Resources – Searches	2,317,483	2,501,695	8%
Electronic Resources – Full-text Views	1,653,177	1,623,442	-2%
Physical Use	410,087	357,217	-13%
Interlibrary loans	23,348	24,083	3%
Interlibrary borrowed	14,699	11,635	-21%
Patron Contacts	178,326	171,871	-4%

*Experienced data-tracking-software loss of data during this period.

Reaching for Excellence

The two gauges below show the feedback from students on the campus administration of the national Student Satisfaction Inventory regarding the importance of and their satisfaction with the library's contribution to their academic success. Our goal is to increase the satisfaction rating on this vital measure of value.

Student Satisfaction Inventory Ratings

Library's Contribution to Your Academic Success 2011

(Importance)

Number of Respondents:
2011: 1925

Student Satisfaction Inventory Ratings

Library's Contribution to Your Academic Success 2011

(Satisfaction)

Number of Respondents:
2011: 1925