

Wyndham Robertson Library: 2012-13 Highlights

The library successfully completed four searches during the 2012-13 academic year. We enter the 2013 fall semester fully staffed as a library for the first time in 15 months. We hired three librarian positions, including the University Librarian, the Outreach/Liaison Librarian, and the Information Technology/Liaison Librarian. We also filled one paraprofessional position, the Circulation Coordinator.

The library co-hosted, in collaboration with the VPAA's office, the inaugural faculty authors/achievers lunch. We produced a booklet recognizing faculty accomplishments and showcased an exhibit at the lunch and in the library. This effort builds upon the library's previous efforts to showcase Hollins faculty work, including our faculty publications database and the faculty authors collection in the Hollins Room.

The library offered more instruction sessions for HU courses in 2012-13 (103 classes for 1,084 students) than it had in any previous academic year. Despite concerns of our instruction work dropping during our transitional period, we successfully prioritized instruction among our various responsibilities. Our instruction also continues to adapt and evolve, as we work with faculty to best address the information literacy needs of our students.

Working with the development office, the library accepted a donation of Persian rugs from the McDaniel family to the loft space accessible from the third-floor spiral staircases. The rugs have been a welcome addition, making the space an even warmer place to visit.

Working closely with May Thomas and the Physical Plant, we initiated improvements to spaces throughout the library. Thanks to numerous painting projects and similar small fixes to building flaws, we improved the library's appearance. Notably, we also gained needed space for Special Collections and Archives by transforming an unused nook into a locked closet space.

We turned the library into an art showcase in January and February, as Jennifer Anderson's j-term art class placed multiple installations in library spaces. We hope we can serve as a home for similar art projects in the future as well.

Our new information technology librarian, James, initiated a collaboration with Brad Oechslin in Information Technology to share new instructional technologies with our faculty. James has led training sessions on Mahara, and his technology survey (which received 98 responses) will result in targeted training sessions this year for faculty and staff. The work that James is doing ties closely into the Hollins strategic plan, which has as a goal to "enhance teaching and learning in the digital world by helping faculty integrate technology more fully in their classes."

The library, in conjunction with Hollins' goal to provide increased opportunities for online education in the MALS program, purchased a license for Camtasia software, enabling James to begin developing screencast video tutorials for online viewing. These videos will be plugged into the library website and library course guides as appropriate to better serve the needs of students not physically present on campus.

The library continues to build a stronger partnership with the local public library, allowing our students to take advantage of the resources it makes available. We hosted the local branch public library manager for library card signup drive at our Moody bookmobile, and we included a presentation from the public library at our orientation for children's literature students.

We added 361 gift books to the collection, as the beginning of a long-term effort to reduce our large backlog of gift books. The decision to no longer accept gift materials (unless in special circumstances, such as collections from former faculty) has reduced the rate of increase in these materials.

We successfully completed a major periodicals review that reduced the subscription costs of our print periodical collection by about 33%, without taking away access to faculty-desired materials or materials used heavily by our students. We shared all cancellation plans with faculty to ensure their support. To make the best decisions possible, we used print periodical usage statistics, online full-text download statistics, information on overlap with online holdings, and pricing information. The savings from this project will enable us to continue building a strong, faculty-driven monograph collection, and to redistribute funds to new resources and projects that better match the needs of our community. The reduction in our print periodical collection is also enabling us to explore new uses for our first-floor reading room space.

Responding to numerous inquiries from the HU community, Maryke, with help from our reference assistants and students, reorganized our fiction films into a genre-based classification system. This classification allows for much easier browsing of our collection, and resulted in several compliments (and not a single complaint) from the community.

The library's student advisory committee grew to a record 24 students (we usually average about 10 at meetings) and continued to provide useful feedback and ideas for the library staff to consider. Notably, in 2012-13, we initiated a new carrel reservation system, allowing students to call a particular carrel home for the semester, and developed a framework for the redesign of our first-floor Reading Room.

The circulation department successfully hired two non-work study students as student peer coordinators (student assistants who are given additional responsibilities, such as opening/closing the library and training new student assistants). The ability to hire one or two non-work study students from our part-time labor budget enables us to expand our pool of candidates and find better fits for our higher-level assistant positions.

WRL staff participation in the profession, 2012-13

Maryke is completing the final year of her two-year term as the treasurer of the Virginia Library Association.

Luke completed the last year of his three-year stint as the chair of the American Library Association posters sessions committee.

Jonathan started his two-year term as secretary of the Roanoke Valley Library Association.

The chapter co-authored by Maryke and Luke, "Looking outward: partnerships and outreach at Hollins University," was published in 2013 as part of the book, *Excellence in the Stacks: Strategies, practices, and reflections of award-winning libraries*.

Maryke and Susan and Luke all presented sessions ("Netflix at the Academy: Classifying films by genre in academic libraries"; "Extra funds not necessary: Reinvigorating faculty and student interest in your library's book collection"; and "Writing effective cover letters for library positions") as part of the Virginia Library Association Conference in October 2012.

Jonathan presented the session, "Evernote for Interlibrary Loan: Leveraging the Web Service for Total Information Management," at the 2013 ILLiad International Conference in March.

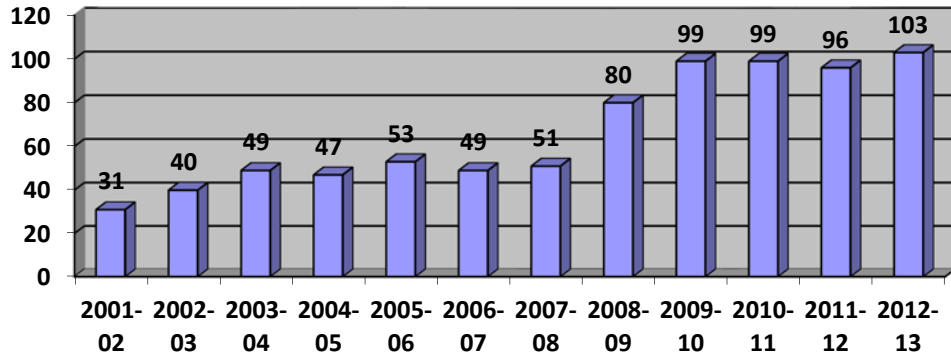
Luke co-presented, with colleagues from Radford and Longwood universities, a preconference at the Association of College & Research Libraries 2013 Conference titled "Begin at the end: Engineer your library instruction through analysis of student bibliographies and citations."

Within the Virtual Library of Virginia (VIVA) consortium, Luke participated on an institutional repository RFP committee for digital repository products, and continued his membership on the VIVA Outreach Committee.

WRL by the numbers

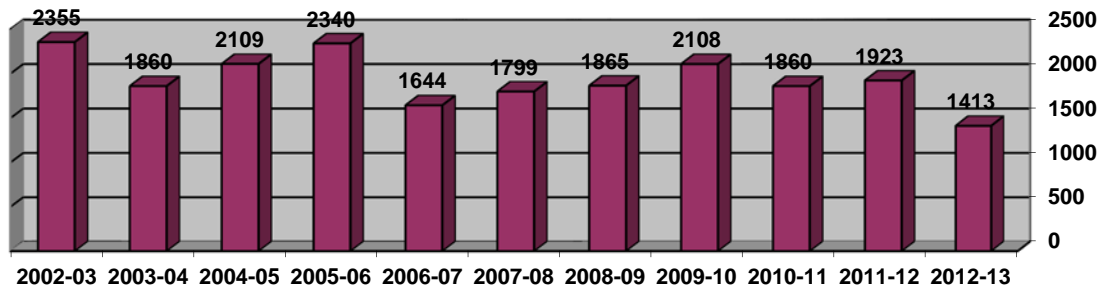
Instruction

Instruction Sessions taught, by year



Reference

Reference Desk Questions, by year



Our reference numbers dropped significantly in 2012-13, and we're not sure why, though the simple fact that there were many fewer students on campus probably played a significant role.

Note that the chart above shows only the questions asked at the reference desk. Librarians also receive questions asked directly of them (via e-mail, phone, etc.), and we recorded 413 of those questions in 2012-13. Notably, Beth answered 270 reference inquiries in regards to Special Collections and University Archives, with Hollins students, alumnae, and various campus departments (notably Division I and IV faculty, External Relations, and Student Services) all represented significantly in that total.

Use of the physical library, and circulation of library materials

- Number of Initial Circulations (excluding reserves and renewals): **16,866**
(down from 2011-12's 19,217, and 2010-2011's 21,859)
- Total Circulations (initial and renewals excluding reserves): **24,501**
(down from 2011-12's 25,722 and from 2010-2011's 33,108)
- General Circulation Transactions (initial Checkouts and Renewals and reserves): **26,611**
(slightly down from 2011-12's 27,299, and significantly down from 2010-2011's 34,480)
- Reserve Circulation Transactions (Checkouts and Renewals): **1,566**
(about the same as 1,577 in 2011-12, up from 2010-2011's 1,372)
- Average Weekly Gate Count: **1,046** (52,319 total / 50 weeks)
(down from 2011-12's 1,278 and 2010-2011's 1,484)
- Library Charges – \$9,634.43, from 58 students

Interlibrary Loan and Delivery Services

We filled 2,134 interlibrary loan requests from the Hollins community (up from 1,911 in 2011-12), including 1,158 requests for loans (most commonly books or films) and 976 requests for copies (usually journal articles or book chapters). We only cancelled 30 requests, giving us a fulfillment rate of over 98%.

We filled 1,971 interlibrary loan lending requests (up from 1,750 last year) from other libraries for materials from the Hollins collection, including 1,471 loans and 500 copies.

We FLEX delivered 1,149 items to 94 Hollins faculty and staff members in 2012-13, and picked up 278 items from 27 faculty/staff.

Physical and Online Collections, and Usage

Through the process of selecting, ordering, cataloging and processing titles, we added 5,741 volumes to the physical collection in 2012-13. Included in these additions were 3,490 printed monographs and 330 films. We now have about 261,000 titles in the collection, including more than 15,000 films. We also own about 50,000 e-books.

We provide access to about 40,000 newspapers, magazines, and journals through our database subscriptions, and recorded a minimum of 53,734 full-text article downloads from those journals in 2012-13. Note that this number does not come close to showing the full number of downloads. It only shows downloads from five of our most popular platforms, with EBSCO, JSTOR, and Project MUSE most heavily represented.

We recorded 31,618 visits to the library website in 2012-13. Our library course guides, provided through LibGuides software and hosting, recorded another 15,192 page views, led by the 602 views of the Intro to Communication studies library guide.

Many visitors to our web presence use the site as a gateway to our online resources, notably our subscription databases (for which we spend more than \$100,000/year). We recorded at least 158,863 searches in our library databases in the calendar year 2012 – mostly for journal article

content, but also for e-books, streaming video and audio, historical primary sources, and more. Note that this number is also an undercount, as we are not able to get search data for all of our databases.