QUICK FACTS

Staff members: ..................................... 10 employees, 9.125 FTE
................................................ 20 student workers

Hours Open Regular Semester ..................... 100 / week

Reference Hours Regular Semester................. 60 / week

Collections
Total Items............................................................. 108,832
Books—Titles .......................................................... 69,342
Books—Volumes...................................................... 77,430
  Electronic books................................................... 11,884
Periodicals (all print).................................................. 552
Periodicals (electronic subscriptions) ..................... 53
Periodicals full text (databases) ......................... 34,285
Videos/DVDs .......................................................... 2,513
CDs................................................................. 2,359

Check Outs .................................................. 20, 391

Resource Sharing
Borrowed ............................................................. 4,491
Loaned............................................................... 3,178

Instruction
Instruction sessions............................................. 105
Number of students attending.......................... 1,661

Reference Questions ........................................... 5,534

Computer Access ............................................. 105
MESSAGE FROM THE DIRECTOR

A YEAR OF TRANSITION

This year has marked a number of changes for the library. A change in leadership as well as shifts in the staffing of the Information Services department has led to an examination of the work we do and how we serve our constituents. Increases in the costs of resources we offer has led us to evaluate how we can best serve the research needs of the Viterbo community while being fiscally responsible. Valuable expertise from our consortia partners have led to us changing our workflows in order to make materials accessible more quickly, without sacrificing quality. A commitment to assessment has led to the crafting of a library strategic plan that supports the goals of the institution.

All these efforts will bring exciting changes in the next year while we continue to focus on our vision, being a “vital information services center that develops, coordinates, and promotes dynamic services designed to enhance learning and anticipate the needs of a diverse Viterbo community.”
Vision

Todd Wehr Memorial Library is an integral part of Viterbo University. Grounded in Franciscan values, this vital information services center develops, coordinates, and promotes dynamic services designed to enhance learning and anticipate the needs of a diverse Viterbo community.

Mission

Todd Wehr Memorial Library is a key partner in fulfilling the mission of Viterbo University by educating students and enhancing the scholarship of the institution. The library:

- Engages students in a variety of learning activities through formal and informal teaching forums.
- Promotes and develops an information literate community through instruction, faculty partnerships, and learner-focused information services.
- Enhances the university's scholarly culture by connecting researchers to scholarly information and engaging in ongoing dialogue with faculty partners.
- Provides responsive, reliable, and user-centered information services.
STRATEGIC PLAN GOALS

INSTITUTIONAL PRIORITY: Academic Distinction

Goal 1: Assess and improve collections: Assess the collection to support programs of distinction, curricular needs, and growth in new and existing programs.

Goal 2: Participate in curricular planning, including incorporating information literacy: Librarians will be aware of and have input into plans for new programs and in the program review process.

Goal 3: Increase and promote the professional credentials of library staff: Library staff will have the opportunity to develop their professional skills and will elevate the image of library staff members’ credentials on campus.

Goal 4: Improve connections to faculty and administration: The library will be known as a go-to resource for faculty and administrators.

Goal 5: Create culture of assessment: Library assessment will be refocused on the purpose, impact, and meaning of data gathered instead of focusing solely on data collection.

Goal 6: Connect to transfer, upper division, and graduate students: Enhance library understanding and service to populations with more specific and robust research needs.

INSTITUTIONAL PRIORITY: Catholic and Franciscan Identity

Goal 1: Maintain Franciscan approach to service.

Goal 2: Communicate and highlight library personality: Present an authentic and approachable face to the university community through our means of communication and service interactions.

INSTITUTIONAL PRIORITY: Affordability, Access, and Success

Goal 1: Evaluate, enhance, and expand access to library resources and services.

INSTITUTIONAL PRIORITY: Enrollment Growth

Goal 1: Utilize existing resources and grow resource pool to address the costs of growing enrollment.
STAFF AND PROFESSIONAL ACTIVITY

Staffing

- The Acquisitions Coordinator/Information Services Supervisor position held by Polly Forsell was reframed to an Assistant Acquisitions and Cataloging Librarian position. This shift in duties provided much needed support to Cataloging, and made for a smoother alignment of duties for staff.
- The change in the Acquisitions position created a part-time Information Services Assistant position. That position was filled by Elizabeth Bass.
- The Director of the Library position was filled in the spring, with Gretel Stock-Kupperman starting March 29th, 2010. Nancy Steinhoff was acting director of the library for the nine months prior.

Professional Activity

- Gregg Ruston attended two Wisconsin Historical Society Spring 2010 genealogy classes.
- Gretel Stock-Kupperman and Nancy Steinhoff attended the Wisconsin Association of Academic Librarians Conference in Milwaukee.
- Jonathan Hinck presented at a CONTENTdm User Group meeting in Madison and at the Wisconsin Association of Academic Libraries Conference in Milwaukee.
- Marilyn Adams attended the WLA Conference in Appleton and sessions on electronic resources management.
- Polly Forsell attended the Wisconsin Interlibrary Loan System Joint Reference and Interlibrary Loan Meeting.
ACQUISITIONS AND CATALOGING

2,525 items were cataloged in 2009-2010, which represents a 26% increase over the previous year. The donated Jack Schwem CD collection was completely cataloged and processed. It is now on display in the current periodicals area. The collection amounted to around 1,000 items.

The department continues to streamline operations based on a study conducted by Wisconsin Library Services (WiLS). As a result of the WiLS workflow study, three important changes were made to department structure.

- First, Liz Ehr will work fewer daytime reference hours, but will continue with evening and weekend rotations in the fall. This provides more time for handling the cataloging backlog.

- Second, the library will participate in a program with existing vendors to receive records when items are purchased, reducing the amount of staff time needed to process new items. With acquisitions taking on additional processing responsibilities, new materials should arrive on the shelf much faster in the future.

- Third, Polly Forsell will directly support cataloging in all areas, and will be able to assist with retrospective and gift projects.

Future goals for the department include addressing 90% of the backlog by December 2010, transitioning Liz Ehr to less copy cataloging and more authority control, batch holdings, original cataloging, and problem-solving work, and preparing to address a systematic weed of the library collection along with other library staff.
INFORMATION SERVICES

Circulation & Reserves

Circulation of library materials was up by 10%, with 20,391 items circulating in 2009-2010 versus 18,481 in 2008-2009. Borrowers continued to be predominantly students (74%), with faculty and staff the next largest category (19%). Circulation activity continues to be centered primarily from 9:00 a.m. to 4:00 p.m., with a significant drop in activity with each subsequent hour.

Reserves continue to be popular with faculty and students, with 4,853 reserve items checked out over the year. Electronic reserves continue to be popular, and are requested primarily for courses in Nursing, English, Nutrition, Sociology, and Religious Studies.

The department enhanced services to faculty by accepting equipment checkout responsibilities, formerly handled by IIT. Equipment includes faculty laptops, overhead projector, projectors, screen, digital cameras, tripods, PowerPoint remotes, projector remotes, and flip chart easel with replacement pads.

Interlibrary Loan

Interlibrary Loan continues to be a heavily-used service, especially by faculty and graduate students. The library borrowed 4,491 items in 2009-2010, up 150 from the previous year. 3,638 of those items were articles. The library supplied 3,178 items to other libraries, lending more books than articles.
REFERENCE AND INSTRUCTION

Reference and Instruction performed all of its usual activities in 2009-2010, including collaboration with the Viterbo community, encouragement of learning and research, provision of access to resources, and assessment of our activities. Highlights from the year include:

- Utilization of TracDat to record and analyze the reference desk assessment. The results of the assessment resulted in a change in assessment methodology for 2010-11 from a numbers-gathering to a context-rich methodology.
- Purchasing of additional electronic databases through WiLS to enhance access to research, publications, and resources.
- Instructing off-campus classes using web-conferencing technology, which will continue to be explored in the future.

Reference questions were up 14% in 2009-2010, from 4,834 to a record high of 5,534. Questions were primarily asked in person (61%) with email on the rise (34%). Phone questions remained steady (5%). In 2010-2011 we will focus on extending and tracking use beyond these methods, incorporating chat and other embedded services.

Library instruction was down a few sessions from the previous year (from 110 to 105), and attendance dropped (from 1793 to 1661). We largely attribute this to the drop in enrollment in the Masters of Education cohorts. The library is pursuing efforts to enhance upper-division undergraduate instruction in the coming years and to pilot an embedded librarian model in key courses.
SERIALS AND ARCHIVES

Archives
Retrospective cataloging and digitizing remained a strong focus for the University Archives this year, with 191 new items added. In addition, image cataloging for the library’s online archives continued, with images added from both the archival collection as well as from Viterbo committee and organization documents. This process remains a slow but careful one, with volunteers, when available, making meaningful contributions.

Serials
The department reduced print subscriptions by 22 titles and converted eight subscriptions to online-only. Usage of titles varies across the board, but print subscriptions and electronic subscriptions are close to even in terms of use per title, with electronic having slightly less use. Education, Chemistry, Nursing, Psychology, and Sociology are the highest cost departments for journals. By contrast, the use per title is most significant in Art, Education, and Nursing. The costs of serials will need to be examined as time progresses, as the library faces 10-12% cost increases per year for print and electronic titles.
Access to electronic resources increased in 2009-2010 with the addition of several new databases, including DynaMed, ATLA, Catholic Periodicals Index, Medline Full Text, and Cinahl Full Text. Bibliographic records for electronic reference titles were added to the library’s catalog to assist researchers in finding electronic resources.

Overall, the use of aggregated full-text databases (e.g. Academic Search Complete), Nursing and Education databases, and specific full-text collections are used most widely by researchers at Viterbo. Individual journal titles, specialty databases that cover one discipline or minor areas of study, and databases with limited full text are not as popular, and have a higher cost per use. In order to level the playing field for resources, the library will be looking into a link resolver in 2010-2011, an electronic tool that provides one-click access to full text in any library database. It would also facilitate greater use of library resources while providing a better view of what resources are truly needed.

<table>
<thead>
<tr>
<th>Database</th>
<th>Cost per search</th>
<th>Cost per full-text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Reviews</td>
<td>$108.20</td>
<td></td>
</tr>
<tr>
<td>Art Museum Image Gallery</td>
<td>$3.38</td>
<td>$20.66</td>
</tr>
<tr>
<td>BioOne</td>
<td>$7.31</td>
<td>$21.59</td>
</tr>
<tr>
<td>Business &amp; Co. Resource Center</td>
<td>$4.20</td>
<td>$21.15</td>
</tr>
<tr>
<td>Business Source Complete</td>
<td>$0.24</td>
<td>$0.30</td>
</tr>
<tr>
<td>CINAHL Plus</td>
<td>$0.27</td>
<td>$17.16</td>
</tr>
<tr>
<td>EBSCOhost package</td>
<td>$0.57</td>
<td>$0.27</td>
</tr>
<tr>
<td>Grove Art</td>
<td>$8.60</td>
<td>$193.18</td>
</tr>
<tr>
<td>Grove Music</td>
<td>$2.62</td>
<td>$44.27</td>
</tr>
<tr>
<td>Informe</td>
<td>$16.41</td>
<td>$60.96</td>
</tr>
<tr>
<td>Issues &amp; Controversies</td>
<td>$1.50</td>
<td></td>
</tr>
<tr>
<td>JSTOR</td>
<td>$0.43</td>
<td>$1.72</td>
</tr>
<tr>
<td>Literature Resource Center</td>
<td>$2.90</td>
<td>$3.60</td>
</tr>
<tr>
<td>MLA</td>
<td>$0.70</td>
<td></td>
</tr>
<tr>
<td>Naxos</td>
<td></td>
<td>$0.74</td>
</tr>
<tr>
<td>Proquest Nursing</td>
<td>$0.37</td>
<td>$0.47</td>
</tr>
<tr>
<td>Oxford Reference Online</td>
<td>$0.69</td>
<td>$115.00</td>
</tr>
<tr>
<td>PsycArticles</td>
<td>$0.32</td>
<td>$0.64</td>
</tr>
<tr>
<td>PsycInfo</td>
<td>$0.21</td>
<td></td>
</tr>
<tr>
<td>Sage Premier</td>
<td></td>
<td>$4.72</td>
</tr>
<tr>
<td>Science Direct</td>
<td>$1.91</td>
<td>$1.56</td>
</tr>
<tr>
<td>SciFinder Scholar</td>
<td>$10.94</td>
<td></td>
</tr>
<tr>
<td>Wilson Image Gallery</td>
<td>$3.38</td>
<td>$20.66</td>
</tr>
</tbody>
</table>