Todd Wehr Memorial Library
at Viterbo University

2010 / 2011 Annual Report
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 ......................................................... 97,922
Books—titles...................................................... 63,088
Books—volumes ............................................... 70,428
Electronic books............................................. 11,958
Periodical subscriptions ................................. 543
Periodicals (electronic subscriptions) ................. 57
Periodicals full text (databases) ........................ 35,993
Videos/DVDs.................................................... 2,541
CDs................................................................. 2,342

Check Outs....................................................... 30,703

Resource Sharing
Borrowed.......................................................... 4,945
Loaned............................................................. 2,634

Instruction
Instruction sessions ......................................... 118
Number of students attending ......................... 1,636

Reference Questions......................................... 3,719

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

YEAR OF THE STUDENT

This year showed the incredible power of our library work-study students. Library staff dedicated time and effort to better utilize student help in almost every department, with dramatic results:

- Circulation students processed over 5,000 unused items to be withdrawn from the library’s collection.
- Interlibrary loan students delivered full-text articles to library users through the new ILLiad system, facilitating faster delivery of items.
- Cataloging students enhanced 1,631 records in the library catalog with tables of contents, enabling better keyword searching.
- A first-ever cataloging intern fully processed 291 items for recreational reading.
- Students covered service desks from 7:30am to 1am, providing the face of the library for most users.

We could not have accomplished all that we did this year without our dedicated students, including the high honor of the Pax et Bonum award bestowed on the library. Here’s to growing partnerships with our students, the leaders of the future!

Gretel Stock-Kupperman
Director of the Library
INSTITUTIONAL PRIORITY: Academic Distinction

Goal 1: Assess and improve collections:
- Created collection policy statements for over thirty academic programs through the Library Partnership Program.
- Started to develop a model for realigning the budget to program needs based on institutional data and collection statements.
- Began the process of analyzing the collection for weeding based on collection statements.

Goal 2: Participate in curricular planning, including incorporating information literacy:
- Library staff served on the Program Review and Academic Integrity Committees, and also chaired the Information Fluency Foundations working group for the new Core Curriculum.

Goal 3: Increase and promote the professional credentials of library staff:
- Library staff presented a series of six brown-bag sessions to enhance faculty knowledge of tools, resources, and technologies to aid their scholarship and teaching.
- A cross-training plan was developed by a library committee to increase learning opportunities for all staff. The plan will be implemented in FY2011-12.

Goal 4: Create culture of assessment:
- Library staff utilized a new reference desk assessment called the READ scale, which captures type, complexity level, and descriptive text of all reference questions. Data from the first year provided a greater understanding of the kind of service offered at the library’s front desks.
INSTITUTIONAL PRIORITY: Catholic and Franciscan Identity

Goal 1: Maintain Franciscan approach to service:

- The library began tracking compliments and complaints through two online methods. Staff is evaluating the effectiveness of these methods and will adjust practices as needed.
- A library committee developed service standards based on Franciscan values. The library’s fulfillment of these standards will be measured in a Fall 2011 survey.

Goal 2: Communicate and highlight authentic and approachable library personality:

- Front desk staff incorporated new methods of including student workers in library communications and brought their contribution to the front through a series of blog posts.

INSTITUTIONAL PRIORITY: Affordability, Access, and Success

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

- Librarians incorporated the new information fluency rubric into the Core Curriculum and selected majors.
- A new chat reference, library research guide tool, and library Blackboard presence were launched this year to embed library services at the point of need.

INSTITUTIONAL PRIORITY: Enrollment Growth

Goal 1: Address the costs of growing enrollment with existing and new resources:

- A task list has been developed and implemented across departments for student workers to best utilize their abilities.
- A student supervisor proposal was developed to address the demands to balance additional open hours with existing staff time.
STAFF AND PROFESSIONAL ACTIVITY

Staffing

- Nancy Steinhoff retired from her position of Assistant Director/Reference and Instruction Librarian in December 2010 after eleven years of service.
- Kim Olson-Kopp was promoted to the position of Assistant Director/Reference and Instruction Librarian.
- Jennifer Nelson started as the Electronic Services and Instruction Librarian in January 2011.
- Jonathan Hinck shifted responsibilities with Jennifer’s hiring, and became the Collection Management Librarian in January 2011.

Professional Activity

- Gretel Stock-Kupperman attended the Association of College and Research Libraries Conference in Philadelphia and the American Library Association Midwinter Conference in San Diego, and served on the American Library Association Membership Committee. Gretel also had a paper accepted for publication in the *Journal of Management Policy and Practice*.
- Jennifer Nelson attended the Wisconsin Association of Academic Librarians Conference in Stevens Point.
- Jonathan Hinck served on the annual conference planning committee of the Wisconsin Chapter of the Catholic Library Association.
- Marilyn Adam and Kim Olson-Kopp attended the Wisconsin Library Association Conference in Wisconsin Dells.
- Sue Spiker attended the Wisconsin Library Services annual interlibrary loan meeting in Madison.
OUTREACH AND EVENTS

Franciscan Art Exhibit
The library hosted a display of Franciscan artwork, brought from Assisi, Italy, by Sr. Jean Moore, FSPA. The pieces were displayed in the library gallery. A web page with information about the artwork was created, and a series ran on the library blog that outlined historical information about each piece. In addition, the library coordinated distribution of the pieces across campus.

Leaning and Fellowship
The library launched the Learning and Fellowship Series for faculty and staff, hosting sessions on technology and research topics such as “Using RSS Feeds for Research and Classes,” “Copyright and Classroom Materials,” and “Tools for Collaborative Research.”

Building Community
Through several events, the library worked to enhance Viterbo’s vibrant student community. Events included:

- Working with Career Services for Career Awareness Week to bring attention to the Career resources available in the library.
- Co-sponsoring musical events in Franny’s featuring local musicians.
- Participating in Proseminar, Courtyard Carni, STAR Days, and transfer student orientation.
- Creating a summer reading group with Residence Life to encourage reading and discussion among students.
ACQUISITIONS AND CATALOGING

Backlog Complete!

Thanks to dedicated work by the Acquisitions and Cataloging staff, the library backlog of 2,100 items was completed in 2010-2011. The total number of items cataloged this year was 2,392, consistent with last year’s record number, which had increased 26% from 2009-2010.

Fr. Tom O’Neill Collection

The late Fr. Tom O’Neill and his estate donated to the library a collection of works by critically acclaimed and popular authors. The library utilized our first-ever cataloging intern, Brittany Appleman, to make this collection available to the Viterbo community. Brittany completed cataloging 291 of the 377 total items in the collection, a notable accomplishment for a first-time cataloger. The remaining items will be cataloged and available by the end of the calendar year.

Weeding and System Cleanup

The Circulation and Cataloging departments utilized student help in cleaning up the library collection and library system data. As the library prepared for migration to a new system, 9,902 items were deleted from the catalog. These included books that had not circulated in over ten years, unused children’s items, vinyl records, reserve record cleanup, and other record cleanup projects. All items withdrawn from the library were offered to patrons, local bookstores, or Better World Books, an organization that sells library books to benefit literacy charities around the world.
INFORMATION SERVICES

Focus on Work-Study Students
Information Services staff instituted a series of student-centered activities to increase productivity that included a task list for student workers so all library departments could take advantage of extra hands when needed and training checklists so staff would know what tasks students could undertake. This year, exit surveys were completed with graduating seniors to get feedback on how to improve training, processes, and department operations. All these measures resulted in a highly productive, engaged student workforce.

ILLiad Makes an Impact
The ILLiad interlibrary loan system has dramatically impacted operations this year. The Viterbo community is receiving requests faster, sometimes in the span of a few hours. Articles are delivered online, and notices are automatically generated via email. Staff is able to work more efficiently, with the time spent processing requests cut in half. The library borrowed 4,945 items from other libraries, slightly up from last year at 4,491, and fielded 2,634 lending requests.

Circulation Skyrockets
Circulation of library materials was up by an amazing 33%, with 30,703 items circulating in 2010-2011 versus 20,391 in 2009-2010. Circulation activity continues to be centered primarily from 9am to 4pm, with smaller but steady business during evening hours.

Circulation by Item
- Career: 59.51%
- Child: 22.43%
- Curriculum: 6.62%
- Main: 6.30%
- Reserve: 6.24%
- Video: 2.12%
- Other: 2.47%
REFERENCE AND INSTRUCTION

Reference Changes

Reference underwent several significant shifts this year:

- The READ (Reference Effort Assessment Data) Scale was implemented, which captures content and complexity of reference questions, allowing for quality assessment in addition to quantity.
- Reference librarians no longer processed interlibrary loan requests due to the shift to ILLiad. This led to a 34% decrease in reference email transactions.
- Chat reference and LibGuides were implemented, moving more knowledge online.

The result of these changes is a shift in numbers: librarians recorded fewer queries, 3,719 vs. 5,534 from last year. However, we now have data on all questions asked and answered and are gaining an understanding of what is needed at that desk. Chat reference is also a growing area, representing 196 questions in the first year.

Instruction Shifts

Library instruction sessions increased this year, from 105 to 118, with attendance numbers holding steady. The highest number of students instructed are undergraduate, though we have noted growth in graduate sessions outside of Education. Our contact hours are also down, but we are able to cover more topics; resources have become more streamlined, so we can focus on ILLiad, citation management, and search strategies instead of navigating challenging interfaces.
**SERIALS, ARCHIVES, & ELECTRONIC RESOURCES**

**Electronic Costs Up**

The library continues to increase subscriptions to electronic journals on an individual title basis to replace print. Online subscriptions provide seamless access to on-campus and distance students. However, the cost for online access can be up to double that of print. Since 2007, electronic subscriptions have increased from 49 to 57, but the costs for electronic now match costs for the 174 remaining print subscriptions.

The Viterbo community heavily uses electronic resources, with over 250,000 full-text articles downloaded over the year. Considering the cost of these resources increases 5-15% per year, we are pleased that electronic resources are meeting the needs of the university.

**Archives**

Digitization of the archives continued this year, as Archives students and staff continued to manage electronic records from committees and administrative bodies across campus. In development for next year is the use of our ContentDM server to create an internal institutional repository of student research. This tool will allow the library to archive student recitals, Scholars Day, and Seven Rivers Conference activities.
Thank you to our generous donors

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Sapere Aude:
“Dare to be Wise”

Todd Wehr Memorial Library
Viterbo University
900 Viterbo Drive
La Crosse WI 54601
(608) 796-3270
reference@viterbo.edu
http://www.viterbo.edu/library