QUICK FACTS

Staff members: 10 employees, 9.125 FTE
20 student workers

Hours Open Regular Semester .................................. 100 / week
Reference Hours Regular Semester.............................. 58 / week

Collections
Total owned items.......................................................... 85,893
Books—volumes ......................................................... 69,039
Periodical subscriptions .............................................. 415
Periodicals (electronic subscriptions) ......................... 98
Periodicals full text (databases) ................................... 48,491
Videos/DVDs .............................................................. 69,039
CDs ........................................................................... 2,079
Licensed electronic books ......................................... 88,390

Check Outs ................................................................. 15,422

Resource Sharing
Borrowed ................................................................. 5,429
Loaned ......................................................................... 2,495

Instruction
Instruction sessions .................................................. 124
Number of students attending ................................. 1,713

Reference Questions .................................................. 3,413

Computer Access ....................................................... 105

Study Room reserved use by hours/week ................. 259
MESSAGE FROM THE DIRECTOR

MOVING RAPIDLY FORWARD

2011-2012 was a year of rapid change in the library. Major projects initiated by the library and as a result of campus initiatives made for a busy year, but continued our forward progress towards integrated technology tools, patron-centered services, and curriculum-integrated instruction. Some highlights include:

- Migration to the OCLC WMS cloud-based integrated library system. Viterbo was the first in Wisconsin, and the 21st in the country, to adopt this cutting-edge technology. Four new databases and an article link resolver were also implemented this year.

- A comprehensive space-use analysis and satisfaction survey conducted in Fall 2011. These surveys resulted in a granular understanding of how the library space is used and how patrons perceive library services.

- Reference Effort Assessment Data shows that librarians are being asked increasingly complex research questions at the reference desk.

- Launch of UNST 301: Information Literacy class to meet the needs of the new Core Curriculum. The library initiated an assessment plan of this class, including an IRB-approved study of UNST 301 outcomes compared to ENGL 105, and won an award from the Wisconsin Association of Academic Libraries for the work.
INSTITUTIONAL PRIORITY: Academic Distinction

Goal 1: Assess and improve collections:
- Implemented multiple tools to assist in the discovery of library resources so collections are readily found.
- Reallocated resources to enhance collections in areas identified as deficient by the collection analysis and program review processes.
- Weeded the collection based on collection statements; over 10,000 out-of-date items weeded at halfway through the project.

Goal 2: Participate in curricular planning, including incorporating information literacy:
- Participated in planning and implementation of new and changed programs, including the Masters of Mental Health Counseling and the doctoral level Nursing classes.
- Successfully planned and taught five sections of UNST 301: Information Literacy to meet the requirements of the Core Curriculum.

Goal 3: Increase and promote the professional credentials of library staff:
- Library staff presented research and best practices at the Wisconsin Association of Academic Librarians conference.

Goal 4: Create culture of assessment:
- Instituted outcomes-based assessment in a study of UNST 301: Information Literacy and ENGL 105 outcomes. Planned outcomes-based assessment for the general library instruction program.
- Conducted a library service and satisfaction survey to determine patron needs.
INSTITUTIONAL PRIORITY: Catholic and Franciscan Identity

Goal 1: Maintain Franciscan approach to service:
- Gathered data on how well the library serves patrons in the spirit of the Franciscan values. Changes to quiet spaces in the library will be undertaken based on the results.

INSTITUTIONAL PRIORITY: Affordability, Access, and Success

Goal 1: Evaluate, enhance, and expand access to library resources and services:
- Embedded a librarian in an online class and created multiple course subject guides to increase access to information resources.
- Observed and recorded the use of physical space in the library through a space-use analysis. Data gathered is being formulated into a space change proposal to address unmet needs and new opportunities.

INSTITUTIONAL PRIORITY: Enrollment Growth

Goal 1: Address the costs of growing enrollment with existing and new resources:
- Expenditures in all collection areas have been examined for applicability to current program needs and resource costs. Adjustments have been made within the library budget to meet outstanding needs.
STAFF AND PROFESSIONAL ACTIVITY

Staffing
- Susan Spiker retired from her position as Information Services Manager in October 2011 after 15 years with the library.
- Elizabeth Bass was promoted to the position of Information Services Manager.
- Jason Skoog started as Information Services Assistant in January 2012.

Professional Activity
- Gretel Stock-Kupperman attended the American Library Association Midwinter Conference in Dallas and served on the American Library Association Membership Committee. Gretel presented one session at the Wisconsin Library Association conference and two sessions at the Wisconsin Association of Academic Librarians conference. A session co-presented with Kim Olson-Kopp garnered the annual WAAL Information Literacy award. Gretel also gave two national webinars discussing customer-focused libraries and the OCLC WMS system.
- Kim Olson-Kopp presented at the Wisconsin Association for Academic Libraries conference.
- Jennifer Nelson served on Graduate Council.
- Jonathan Hinck won an award from the Catholic Library Association for the design of The Kaleidoscope newsletter for the Wisconsin CLA chapter.
OUTREACH AND EVENTS

Emilio Sanchez Exhibit
The library hosted a display of the lithographs of Emilio Sanchez, a Cuban-American artist. Twenty-nine works representing scenes from New York and Cuba made up this fascinating exhibit.

Learning and Fellowship
The library continued the Learning and Fellowship Series for faculty and staff, hosting sessions on technology and research topics such as “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:

- A display from student Shannon Foss’ Peace Crane Project to highlight her work in Japan.
- Co-sponsoring musical events in Franny’s featuring local musicians.
- Participating in Proseminar, Courtyard Carni, STAR Days, and transfer student orientation.
- Continuing a year-round book club with the English Department and Residence Life to encourage reading and discussion among students.
- Founding of “Fiber Fridays” for crafters to gather in the library for fellowship and creativity with colleagues.
ACQUISITIONS AND CATALOGING

Migration to OCLC WMS

The library migrated to a new catalog system over the summer of 2011. While most records came over seamlessly, over 1200 items had to be manually re-cataloged. Migration also put a halt to cataloging temporarily. Amazingly, cataloging kept pace; including the items that were re-cataloged, staff added 2137 items this year, almost as many as last year without three months of lost work time.

New Workflows and Opportunities

OCLC WMS has provided us the opportunity to dramatically change workflows and increase efficiencies. Partner librarians who select new titles are now working directly in the system instead of handing off lists that have to be re-entered by acquisitions and cataloging staff. Ordering and receiving items is a much simpler and streamlined process, and cataloging speed has increased dramatically. Finally, since deletion of system records is incorporated into the circulation module, students are able to assist with this straightforward and formerly time-consuming task. We are looking forward to seeing next year’s cataloging numbers to see how these new processes have impacted our productivity.

Vendor Analysis

In the midst of our conversion, acquisitions staff analyzed our ordering workflow and vendor discounts. Through cost-benefit analyses, staff determined that Amazon continues to be our preferred vendor, representing an average 22% discount rate on titles compared to 10%. Shipping from Amazon is also twice as fast as their closest competition, providing us the opportunity to fill requests quickly when needed. We have decided to shift the majority of our purchases to Amazon and to utilize other vendors only when necessary.
Information Services

iPads, Webcams, and More

Information Services became a technology hub this year with the addition of several technology tools. The library offered iPads, headphones with microphones, digital voice recorders, webcams, and pocket video cameras for patrons to use. The iPads were particularly popular, circulating 282 times over the course of the year.

Circulation Statistics Update

Due to an error in reporting, circulation data from 2010-2011 has been adjusted from 30,000 to 17,055. Since the library converted to OCLC WMS mid-year, 2011-2012 statistics are likely incomplete. Our official circulation is 15,522, but we anticipate actual circulation will be higher next year once we are on the system for a full fiscal year.

Space-Use Analysis

Information Services students collected data on how students interacted with library spaces during the year, and we identified the most popular areas of the library, including the quiet study carrels and the group-work tables in periodicals. The table to the right compares circulation data (in blue) with use patterns (in blue), showing that while service use declines at night, space usage remains steady.
Reference Effort Assessment Data

The library used the READ (Reference Effort Assessment Data) Scale for the entirety of the 2011-2012 fiscal year. This scale captures content and complexity of reference questions, allowing for quality assessment in addition to quantity. A few notable trends have emerged:

- Questions of high complexity doubled from the previous year (450 from 200). While the majority of questions are still entry and mid-level, the growth in complex questions bears continued observation.

- Total number of questions were down slightly (3413 vs. 3719), but librarians report not tracking when patrons come back for assistance within a short time period. This may account for this change.

- More patrons are seeking help from a distance than ever before. Phone, chat, and email questions now account for 25% of all reference transactions.

Instruction Shifts

Library instruction sessions increased for the second consecutive year, from 118 to 124, with attendance growing as well. Despite fewer classes in the MAED program, we stayed steady in graduate sessions with the addition of MSMHC and additional MASL sessions. We also taught five sections of UNST 301: Information Literacy with instruction librarians.
SERIALS, ARCHIVES, & ELECTRONIC RESOURCES

Tools that Connect
The library implemented several new technology tools this year, most notably the OCLC WMS cloud-based integrated library system. The public catalog, WorldCat Local, provides users the opportunity to search multiple resources from a single search box. In addition, the system links to electronic content that the library subscribes to, making the connection to full text almost seamless.

Additionally, the library enhanced its full text finder service with the 360 Link resolver. Users now have one-click access between major article databases, like EBSCO, to full text collections like JSTOR and Science Direct. Usage of the journal-finder system jumped by 24,000 searches, close to double the previous year.

Viterbo Research Collection Created
Through the work of the archives staff and volunteers, the Viterbo Research Collection was created this year. This institutional repository will be the home of culminating graduate scholarship, Fine Arts Center recordings, undergraduate scholarship, and faculty works. The important work of developing the system structure and collection policies was undertaken this year. The first formal submissions to the collection will begin in Fall 2012.

Serials
The serials department continues to work towards collecting as many titles electronically as possible. Print titles are only maintained when cost and access of electronic titles are unfavorable.

Print vs. Electronic Expenditures 2007-2012

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