

July 11, 2005

To: Francoise Puniello
Acting Director
New Brunswick Libraries

From: Myoung C. Wilson
Chair, Information Services Group
New Brunswick libraries

Re: **Annual Report (July 2004-June 2005) of the NBL Information Services Group (ISG)/ Steering Group (ISSG)**

The following are the highlights of the Information Services Steering Group (ISSG). During this reporting period members of ISSG addressed a number of important issues on behalf of the NBL Information Services Group. The members of the ISSG during this period were as follows:

Myoung C. Wilson, Chair
Jeris Cassel, Vice Chair and Kilmer Library Reference Team Leader; NBL Instruction Liaison
Penny Page, Vice-chair and Branch Libraries
Stephanie Bartz, PC Coordination Team Leader
Ronald Jantz, CKDB Liaison
Kayo Denda, Douglass Library Acting Reference Team Leader
Kevin Mulcahy, Alexander Library Reference Team Leader
Patricia Piermatti, Library of Science and Medicine Reference Team Leader

Reference Associates:

Tony Joachim, Douglass Library (through December, 2004)
Andre Ruggiero, Douglass Library
Pam Johnson, Library of Science and Medicine
Kevin McGuire, Kilmer Library

At the end of FY 2004-2005, M Wilson completed her third term and the final 6th year service as Chair of NBL ISG/ISSG. At its May, 2005 NBL faculty meeting, New Brunswick Librarians endorsed the system of co-chairship of Jeris Cassel and Marty Kesselman for Information Services Group beginning July 1, 2005.

At its August 2004 meeting, members of the ISSG agreed to reduce the number of meetings from monthly to bimonthly. This decision was partly in anticipation of the Rte. 18 construction scheduled to begin during spring semester, 2005. On behalf of the members of Information Services Group, the Steering Group (ISSG) met bimonthly during this reporting period and addressed the following (among other) issues:

I. Reference/Research/Instruction Services:

• Data collection

We continue to collect reliable data using the web-based reporting forms available at the NBL website. Additional features were added this year that will allow us to capture and extract data of NB librarians' activities in this area. They were:

- A new category of reporting that will capture the activities of NB librarians who serve as faculty supervisors for interns and independent studies was also added
- Also added is a new program that will allow us to extract data from instruction data file by its many variables.

This robust data collection should be able to help us plan, design and deliver services that facilitate research, reference and instructional services at NBL and the unit level.

• Reference transactions

We can now begin to track trends of reference/research assistance activities from year to year provided by NB librarians at the reference desks and in their offices (or in the departmental offices in some cases). The following numbers summarize the extent of these services during this academic year:

- 28,188 reference and research queries were fielded in person, by phone at NBL reference desks and via Ask A Librarian service by NB librarians.
- 20,993 directional questions were fielded in person and by phone at desks
- Individual and advanced research consultation sessions were held away from the reference desk totaling 3,433 such consultations.

These are generally lower numbers than in previous academic year. However, the Alexander Library Reference Team Leader K. Mulcahy notes in his annual report that a possible error might have occurred during AY 2003-2004 in individual reporting of off-desk activities. Douglass Reference Team Leader K. Denda also notes in her annual report that the Douglass Access Services staff answered 27% of the total reference questions posed in the building. For detailed report in this area, see unit reference team leader's report should be consulted.

• Instructional services

NB librarians taught a total of 711 classes/tours/orientations reaching a total number of 9796 students and other groups (in first session classes). Among these:

- 560 sessions were for undergraduate classes
- 91 sessions were for graduate classes

- 2 sessions were for RU faculty
- 7 sessions were for EOF students
- 7 sessions were for other groups at RU
- 15 sessions were for non-RU groups (including 7 sessions for high school students)

For a detailed report on instructional activities, unit instruction coordinators' report should be consulted. T. Joachim, the NBL Digital Reference and Instructional Technology Services Librarian will be submitting a detailed report analyzing the NBL wide reference and instructional services from AY 2003-2004 to AY 2004-2005.

- **Separate Budget Line Item for Instruction**

This was the first academic year when a separate voucher budget line item that was solely dedicated to support NBL instruction activities was requested. The total amount allocated for this purpose was \$5000.00. Jeris Cassel as the NBL instruction liaison coordinated hiring part time librarians to help teach a large number of sections of English 201 and 301 courses, and other 100, 200 level courses offered in multiple sections. During the fall semester, 2004, Mira Foster, Kristen Fitzpatrick; Robin Brown (who served as Librarian V at Kilmer) taught in this capacity. In the spring semester 2005, Kristen Fitzpatrick, Jeannette de Richmond and Steve Chudnick taught these sessions as NBL PTLs.

- **Instruction Repository**

The Instructional Repository has become available via the NBL website. This is a web-based repository of library instruction materials (e.g., bibliographies, exercises, tutorials, etc.) developed and used by Rutgers librarians. Currently, the repository contains materials from librarians on the New Brunswick/Piscataway Campus. Its primary objective is to share instructional materials among librarians. The work on this database began in summer 2003 and will continue as additional materials are added. Jeris Cassel serves as the project manager and is responsible for the concept of the repository and for content development. William Voon, SCILS Ph.D. student and reference assistant at the Kilmer Library, is responsible for the technical development and management of the repository. Ann Bemis, former temporary librarian at Kilmer, assisted with the content development and design of the repository in the second (revamping) phase of the repository in 2004.

- **Common Knowledge Database (CKDB)**

CKDB continues to serve as an important and unique online reference tool that is particularly useful in locating Rutgers, New Brunswick and New Jersey specific information. In the AY 2004-2005 there were 453 searches of this database. There are currently 732 records in the database and 50 of these records are new additions or were revised during the academic year. This database also serves as an important training tool for orientation purposes for Information Assistants, new librarians and staff.

II. Creation of NBL Online Directory

During the summer 2004, the ISSG NBL Online Directory Working Group was created jointly with Access Services team members. The group met regularly and completed its first version of the NBL online directory in August in time for its release for the fall, 2004 semester. The online directory can be found at: http://nbl/nbl_directory/index.html

The members of the NBL Online Directory Working Group were Megan Doyle, Heather Huey, Kevin McGuire and Karen Wenk. Stephanie Bartz served as the technical consultant and advisor; the team was chaired by M. Wilson. Members of the ISSG and Farideh Tehrani (Head of Access Services) provided valuable input and comments for the final version.

III. Campus Outreach/Marketing Initiatives

In the fall semester, 2004 the members of ISSG made significant progress toward implementing some of the **campus outreach efforts** and **marketing** ideas that were based on earlier ISSG discussions. Some of the accomplishments are:

- **Your Libraries @ Campus Center** was the joint effort of the Access/Information Services Team. The Access Services Team (represented by Roger Smith) took the lead in organizing and staffing this program with support from selected NB librarians. Myoung Wilson and Roger Smith (on behalf of F. Tehrani) worked out the initial details with the Rutgers College Campus Center director Kathryn Kuhnert. The purpose of this program was to enhance the libraries' visibility and to register barcodes and PIN numbers especially for undergraduate students at the Rutgers College Campus Centers on the College Avenue and Busch campuses.
- M. Wilson, J. Cassel, and K. Hartman met with the Rutgers College Residential Deans in October 2004 to better coordinate the Residence Outreach Program. As a consequence, J. Cassel and K. Hartman held a training session for the 26 Academic Community Program (ACP) peer assistants to better prepare them to provide guidance for first year students in using library resources and services in residence halls. In addition, K. Hartman met with the students in the residence halls both at the College Avenue and Busch campuses in October 2005. Rutgers College was selected to test the feasibility of the residence outreach programs to be extended to Douglass and Livingston College students in the future.
- For the past few years the members of ISSG have had an on-going discussion on the ways of reaching a wider number of students with messages that contain information on the rich resources and services that the libraries offer. One of the goals was to find ways to provide services or to post library messages at places where students tend to congregate—such as at campus centers, campus buses, and dormitories. Among our efforts toward meeting this goal during this period were:
 - M. Wilson and F. Puniello met with the Assistant Director of Campus Bus Services John Karakoglou and successfully negotiated with the Campus Bus Operations to obtain the permission to post library messages on campus buses. Beginning November 2004, all 55 NB/Piscataway campus buses carry the

message "Lost in Cyber Space? Try Your Library Space at www.libraries.rutgers.edu" and will continue to do so into spring, 2005.

- Placing print informational brochures from the libraries in strategic locations at campus centers, thus taking a more proactive approach in providing library information in places where students congregate. For instance, Douglass College Campus Center and Rutgers College Campus Center (CAC) information brochure display carried the library information brochures for most of the fall semester, 2004.
- To better coordinate future outreach efforts the ISSG formed a working group on campus outreach programs (P. Page, Chair, K. Denda and R. Smith) to collect additional messages, to identify areas to post the messages, and to prepare a more complete marketing plan for the future. The group has already secured the Fall semester 2005 class schedule space (online and offline) to advertise library messages and will continue its work as part of the RUL Marketing Team.
- The ISSG discussions on campus outreach programs were also instrumental in the creation of very user-friendly screen displays of all RUL public machines that now clearly indicate to users the library homepage with its logo and choice of browsers.
- We have been unsuccessful in convincing the NB Computing Services (and especially its director) to consider placing library logos (and therefore shortcuts to the libraries website) on the display screens of all NB Computing Lab public machines.

IV. Follow up on the Seamless Information Services Report

On May 25th, 2005 a special meeting was called to discuss the training issues and to follow up on the recommendations contained in the Seamless Information Services Report. It was a joint meeting between Access (represented by Acting Head, Judy Gardner and Assistant Head, Roger Smith) and the NB librarians who expressed interests and concerns in training issues. Many issues were identified and will be followed up both by Access and Information Services. One of the important points raised at this meeting, among others, is the important role that librarians play in staff/student orientations and training. Establishment of cross-communication channels was advocated as well as continuous dialogue between Access and Information Services. Some of these recommendations were already implemented in units such as the Douglass and Alexander Library.

V. Information Commons at Douglass Library

Under the leadership of the Douglass Acting Reference Team Leader, Kayo Denda, a number of new initiatives and explorations were undertaken to fully utilize the newly created Information Commons -- the first of its kind in RUL. Among these, a survey that aimed to identify the user population and to assess the needs for new services was conducted and a new information services model that cross-trained Access and Information Services team members was implemented. This was to test a model that provides an integrated and seamless information services across libraries functional units such as Access and Information Services. Due to its

attractive new facilities, Douglass Library was the host site for the 22 visiting librarians from Scandinavian countries at the end of their participation in the Virtual Reference Conference in Cincinnati, Ohio.

VI. LSM Activities

LSM librarians continue to work on the expansion of the documents card catalog and have installed a new patent workstation from the US Patent and Trademark Office. Librarians also continue to work on the updates of the LSM Quick Guides and have recently added a new one on psychology. The Math Library has a new improved bulletin board outside the library that contains news about RUL. For more detailed information about LSM and its branch library activities see the annual report available from its Reference Team Leader, Pat Piermatti.

VII. PC Team

Under the leadership of PC Coordination Team Leader Stephanie Bartz the team accomplished the following:

- Redesigned and upgraded NBL website. The new site includes a search function which adds value to the site as a source of information not only for the purposes of current operations but also as a source of archival information on the development of NBL policies and procedures. Douglass PC Coordinator Tony Joachim contributed much to this effort.
- Developed a database in order to track licensed software (e.g. Dreamweaver, Flash, Fireworks, etc) that were purchased and installed in staff/librarian's office machines
- Initiated and facilitated collaboration with the New Brunswick Computing Service that successfully led to the creation of the much desired computing lab in the Alexander Library for undergraduate students. The lab is expected to open in the Fall Semester, 2005.

VIII. Personnel

- A new Douglass Unit Computing Specialist (UCS) was successfully recruited. K. Denda served as chair of the search committee and S. Bartz served as a member of the search committee.
- Robin Brown, Lauren Chester, Mira Foster and Tony Joachim were recruited as Librarian V during this period.
- M. Wilson met with the following librarians and staff for NBL orientation.

John Shepard, Music Librarian

Bill Hemmig, Librarian V

Mira Foster, Librarian V

Tony Joachim, Librarian V

Andre Ruggiero, Douglass Unit Computing Specialist

IX Goals and Objectives

The members of ISSG made considerable progress toward fulfilling the goals and objectives articulated last year particularly in the areas of marketing and campus outreach programs. Information services librarians need to address the following areas to advance the overall goals and objectives of NBL/RUL.

- Continue to review the organizational structure of ISG in order to arrive at the most efficient model that will facilitate the participation from the grass root level in order to meet the information/research/instruction needs of students and faculty. Define/refine its leadership structure within the context of NBL structure.
- Continue to collect data that capture instruction/research service activities consistent across all NBL units to establish the trends and patterns regarding how the university community uses the libraries resources and services
- Continue to search for partnerships and collaboration with academic and non-academic units of the university community
- Continue to build on the successful NBL marketing initiatives within the RUL marketing framework
- Continue to explore alternate information services model based on the findings made available by the RUL Communication Audit and data collected for the purposes of RUL strategic planning.
- Continue to explore and aggressively pursue technology integration into information/instruction/research services
- Continue to enhance working relationships with Access Services staff and students so that a consistent level of quality information services can be offered to all users at all locations and at all times.
- Monitor the development of the University (especially on New Brunswick campus) undergraduate curriculum revisions and seek opportunities to promote systematic information literacy program and articulate library's role in it.