

RUTGERS UNIVERSITY LIBRARIES

# MID-YEAR REPORT

## 2003-2004

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PUBLIC SERVICES AND COMMUNICATIONS

CONTACT:

JEANNE E. BOYLE, ASSOCIATE UNIVERSITY LIBRARIAN FOR PUBLIC SERVICES &  
COMMUNICATIONS

# MID-YEAR REPORT

## PUBLIC SERVICES AND COMMUNICATIONS

Public services and communications activities through March 2004 continued to support the research, teaching, and public services mission of the university. The area reports that follow this introduction detail the many accomplishments that librarians and staff achieved within the public services and communications division as well as through systemwide public services activities.

The division of Public Services and Communications sponsored or coordinated the following activities:

### OUTREACH ACTIVITIES TO THE CAMPUS AND THE COMMUNITY

- ⌘ The Libraries were well-represented at the October 2003 conference on undergraduate teaching. Several exhibits were presented by librarians and staff at an instructional technology fair coordinated by university computing: 1) Mediavision, 2) Electronic Reserves, 3) Plagiarism and Academic Integrity Tutorial, 4) Library Instruction, 5) Online Tutorials and Other Resources, and 6) Indexes and Full Text Online. The associate university librarian for public services and communications spoke about the exhibits during the conference luncheon.
- ⌘ Vendor training workshops were organized for all three campuses for *Factiva*, a major business online resource that is a joint venture of Dow Jones and Reuters. The Rutgers University Libraries' subscription includes the full text of 8,000 leading business newspapers, magazines, trade journals, newsletters, and television and radio transcripts.

### SERVICE REVIEW

- ⌘ A communications audit is underway. We have contracted with Library Communications Strategies, Inc., to study how best to communicate externally with our students and faculty as well as internally within the Libraries. Recommendations will be incorporated into our long range planning process. Details about the audit are included below in the Communications section.
- ⌘ The Learning Frameworks Study Group was charged to “identify and study Learning Frameworks and recommend an appropriate learning framework for Information Literacy Instruction” at the Rutgers University Libraries. In addition, it was asked to determine if this framework might be used as a foundation for the development of an online information literacy tutorial for the Rutgers University Libraries. Further, and more specifically, the group was charged to analyze the Texas Information Literacy Tutorial (TILT) to determine whether it is an appropriate online information literacy tutorial for the university. The group recommended a learning framework for information literacy instruction that includes educational aspects; institutional involvement; creation, presentation, and assessment of teaching materials; resource and maintenance support; and management and administration. The group also recommended that the Libraries adopt and customize a version of

TILT similar to SearchPath, which was created by Western Michigan University. Members of the group were Rebecca Gardner, Triveni Kuchi, and Roberta Tipton. Recommendations were positively reviewed by the Public Services Council and the Cabinet, and work on customizing SearchPath has been undertaken by the Instructional Services Committee.

Academic year 2002/2003 has so far once again given us a record in which everyone should take pride.

Jeanne E. Boyle  
Associate University Librarian for Public Services and Communications

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## ACCESS SERVICES

JUDY GARDNER, HEAD, UNIVERSITY LIBRARIES ACCESS AND INTERLIBRARY SERVICES

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### NEW SERVICES

- ⌘ A new interlibrary loan (ILL) user interface was introduced to users in July. This enhanced service provides users with the ability to query the ILL system directly about the status of their requests, to cancel an ILL request, to choose the email address to which their Web article delivery notices are sent, and to renew most ILL books themselves using SELF SERVICES in IRIS. Interlibrary loan staff on all Rutgers campuses began using RLG's ILL Manager peer-to-peer management system to process interlibrary loan requests.
- ⌘ A Knight Express reader was acquired and installed at Alexander Library. Students, faculty, and staff on the New Brunswick campus can now pay library overdue, lost book, and processing fees with Knight Express accounts at Alexander Library's circulation desk.
- ⌘ A new missing book report in Excel format was created. It incorporates bibliographic and circulation information requested by selectors to assist them with replacement decisions. Future missing book reports for selectors will be coordinated with access services' missing book reports and stacks searching schedule.
- ⌘ Rutgers became a permanent member of the Pennsylvania Academic Library Consortium, Inc. (PALCI). Access services staff prepared to participate in PALCI's onsite faculty borrowing program. Interlibrary loan staff prepared to participate in PALCI's no fee ILL photocopy program.

### SERVICE AND OPERATIONAL ENHANCEMENTS

- ⌘ Access services staff tested Unicorn's 2003 upgrade in the test system during October and November 2003. The upgrade was loaded in the production system during the 2004 winter break. Rutgers reported display of reserve brief records in WebCat, an undocumented change in the U2003 release, to Sirsi personnel and on Sirsi listservs, resulting in a fix that makes this feature optional. Access services processes were updated to accommodate new Request wizards.
- ⌘ The patron loader was revised to incorporate new expiration dates, additional employee records, and up-to-date withdrawn and alumni student statuses received from Administrative Computing Services.
- ⌘ Eight access services staff representing all three campuses completed Unicorn reports training session conducted by systems staff and have been licensed to run reports in the production system.

- ⌘ The Audio Reserves Working Group completed its work and recommended a plan for system-wide audio reserves. The RDS Web Delivery Working Group met to plan for a merger with Imaging Services' Locate & Copy service and for delivery of articles from Rutgers collections to users via the Internet. A Billing Working Group was formed and began planning for the new assumed lost and long overdue billing features in Unicorn 2003.
- ⌘ Access services staff met with technical services staff to prepare for handling changes in the retrospective conversion process. Procedures to circulate, deliver, and capture the missing status of recon items were created.
- ⌘ Guidelines for processing returned library email notices were updated and implemented by the User Database Maintenance Team.
- ⌘ The course reserve title limit was increased and submission deadlines revised. A biweekly hold removal process was designed to remove holds placed on single copy items on reserve.
- ⌘ The in-library loan period for non-circulating materials (reference books, journal volumes) sent via RDS among the three major campuses was extended from 3 to 5 days.
- ⌘ Members of the Ask a Librarian access services team attended orientation sessions for the new Ask a Librarian staff interface software.
- ⌘ Access services staff recommended that systems staff schedule automatic withdrawal of books charged to missing before June 30 of the previous year on October 1 each year, after final stack searches are completed.

#### INSTRUCTIONAL SUPPORT

- ⌘ Access services staff checked out 400,168 items and 24,543 reserve materials to Rutgers borrowers during July-December 2003.
- ⌘ Rutgers Delivery Service (RDS) staff at Rutgers libraries processed and delivered 37,382 books and 3,494 photocopies among the Rutgers Libraries and to off-campus pickup sites during July-December 2003
- ⌘ Rutgers users borrowed 9,847 books from other institutions during July-December 2003. Of that total 6,013 or 61% were requested by or for users directly from PALCI libraries using the E-ZBorrow system and 3,834 or 39% were processed by interlibrary loan services staff. ILL staff acquired 6,040 photocopies for Rutgers researchers on interlibrary loan.

#### OUTREACH ACTIVITIES

- ⌘ The Rutgers Interlibrary Loan Services loaned 9,553 books and 4,170 photocopies to other libraries during July-December 2003.

## EXTERNAL SUPPORT

- ⌘ The Libraries received a \$70,000 grant from the New Jersey State Library to provide interlibrary loan services to New Jersey Library Network member libraries.

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## ASK A LIBRARIAN

NATALIE BORISOVETS, COORDINATOR

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- ⌘ Open source software that will smooth the work of answering questions was customized for use at Rutgers. The coordinator worked with Web services staff to develop the necessary functionality and created and implemented the various macros, logins, and training necessary to implement this enhancement. The application went live April 1, 2004.

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## COMMUNICATIONS

HARRY GLAZER, COMMUNICATIONS COORDINATOR

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## OUTREACH ACTIVITIES:

- ⌘ To obtain an objective look at the effectiveness of all elements of the Libraries communications program, the events/communications office coordinated the development of an RFP for a communications audit and its dissemination to sixteen eligible communications/public relations firms nationwide. Three responses were received; and the communications coordinator organized a review process that involved the university librarian, associate university librarian for public services and communications, the Libraries' development director, and representatives from university relations and university procurement. The review committee selected Library Communications Strategies to conduct the audit, and the communications coordinator organized the firm's first site visit in early March. Two more site visits are planned within the next six weeks.
- ⌘ In conjunction with the university librarian and the FAS-New Brunswick associate dean for the humanities, the events/communications office promoted and organized a new Libraries public activity – a celebration of recently published faculty authors exhibition in March. Libraries' promotions, via postcards, emails, and personalized letters, welcomed faculty members to participate by donating copies of recent publications. As a result the Libraries received sixty-eight items for inclusion in the exhibition and later addition to the Libraries' collections.
- ⌘ The events/communications office drafted and oversaw the printing of a glossy report for the 2002/2003 academic year. This report was mailed to members of university boards, the President's Administrative Council, and library leaders and supporters.

- ⌘ The communications coordinator drafted thirty-five stories on new resources, upcoming programs, or notable accomplishments that were posted on the News and Events pages of the Libraries website.
- ⌘ The communications coordinator compiled a 2003 press clips booklet, secured copyright permissions from all newspapers and publications (external to Rutgers) involved, and arranged printing. The booklet will be used in development efforts and shared with other audiences as well.
- ⌘ The events/communications office promoted and oversaw logistical details for sixteen events over the course of the academic year. Notable activities included a lecture and book signing by History Professor Suzanne Lebsock, a full day symposium and accompanying exhibition on “Forging Memorial Art for Public Memory,” a Veteran’s Day commemoration, and the Bishop Lecture and accompanying exhibition focused on images of Robinson Crusoe. Each of these notable events scored significant coverage in *The Daily Targum* as well as in other Rutgers news mediums.

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## IMAGING SERVICES

BARBARA GARWOOD, SUPERVISOR

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Our staff is increasingly performing duties which are not income producing such as e-reserves, Web Document Delivery, and assisting in system-wide planning for other digital services. Imaging Services is working with staff members of many departments in many Rutgers Libraries, especially access services, interlibrary loan, and the library systems department on common goals and projects such as Web delivery of articles. We provide equipment and training to other departments and launch pilot programs for new digital initiatives. The ever-evolving nature of technology has enabled us to provide quicker, more reliable, and more convenient services to our patrons.

### DIGITAL INITIATIVES

- ⌘ Web Document Delivery will be up and running as of June 1, 2004. The Rutgers Delivery Service and Imaging Services’ Locate and Copy Service have combined to create Web Document Delivery. Requested articles will be scanned and delivered as PDF files to our patrons email account. To enable Web Document Delivery, we provided scanners and workstations to Alexander Library Access Services, Chang, Dana and Robeson Libraries as well as the Library Annex, enabling the Annex to scan delicate materials. Imaging Services has trained library staff in the use of this equipment. Billable requests will be handled through the Imaging Services deposit account service.
- ⌘ Another important development of Imaging Services’ progress in the Digital Library Initiative involves the cooperative use of scanning equipment with the Scholarly Communication Center (SCC) for the ongoing Rutgers Electronic Information through Technology Integration (REALITI) project. The potential for digitizing print material is a promising avenue for future collaboration with the SCC, including the ongoing work of the REALITI project.

- ⌘ We are in the process of investigating wireless printing as an addition to our networked printing services. Patrons are now able to use a wireless connection in some of our libraries and we would like to offer wireless printing as well. The service would be provided through our existing print stations. Finding the appropriate software is critical. Our current LPT:One Client software is incompatible with wireless printing. However, updated LPT:One software from Envision Ware looks particularly promising and will be available in the very near future.
- ⌘ Imaging Services is developing and participating in digital projects throughout the library system. We continue to provide training and consultation services for electronic reserves, Rutgers document services staff, and Web Document Delivery. We taught access services staff members how to use new scanning equipment as it was delivered. Imaging Services overall scanning has increased 25% since fiscal year 2002/2003. For electronic reserves alone, Imaging Services has scanned and provided to students over 4,000 articles for the fall 2003 semester.

#### SERVICE ENHANCEMENTS

- ⌘ Imaging Services will soon release an edited and redesigned Web page. This new Web page is necessary as part of the new Web Document Delivery service. It is fully updated, more complete and easier to use than the old Web page.
- ⌘ Vended photocopying is continuing to decrease, with a 25% decrease during the past six months. This decrease is due to the increasing availability of documents online, such as electronic reserves, online journals, web document delivery, etc. In the next year, the photocopiers in Dana Library, Robeson Library and most of the administrative copiers in the New Brunswick libraries will be due for replacement. The public photocopiers in New Brunswick will need to be replaced in two years. We plan a reduction in the number of photocopiers at that time. This reduction is our adaptation to the continuing decline of public photocopying, as the Digital Library Initiative objectives are realized and patrons and staff become more used to relying on online services. This will free Imaging Services staff for other duties, particularly current electronic projects and the development of digital projects for other library departments.
- ⌘ We have updated our inventory of public microform machines to include the new digital Canon MS-800, which allows patrons a variety of options for scanned images such as printing, emailing, or saving to disk or CD. The improvements marked by these new machines include a user-friendly interface and the options of saving to disk or CD and emailing, which are free services that were previously unavailable to our patrons. In connection with this enhancement we have given library wide demonstrations and distributed instructional brochures to relevant staff.
- ⌘ Public networked printing had a total of 186,393 prints for the first half of the 2003/2004 fiscal year. We have added a print release station to the Alexander Library undergraduate reserve room, which is open later than the rest of the library. This has relieved some of the pressure on the one print station in Alexander Library Imaging Services.

- ⌘ Public networked printing will be made available at the School of Management and Labor Relations (SMLR) by the end of the spring 2004 semester. We are waiting for the necessary parts to complete installation. Upon installation, we will provide training for SMLR staff in order to facilitate their ability to aid patrons in its use. Public networked printing is an unqualified success in every library where it has been made available, and we anticipate a similar response at SMLR.
- ⌘ We are exploring the possibility of a pilot project for providing color scanning for e-reserves, ILL, and Web Document Delivery. Many articles are printed in color, and providing it is often critical for materials in the hard sciences and fine arts. We plan this pilot program to begin with the Chang Science Library considering the staff's extensive communication with faculty and the need for color in science materials. After a test period, we will reassess the program. If demand is high enough we will expand the service and invest in one or more color scanners with document feeders.

#### PERSONNEL

- ⌘ There has been and will continue to be a major reorganization of personnel in Imaging Services. Donna Cryan retired effective October 1, 2004. Our staff has been reduced with the retirement of Donna and last year's retirement of Marie Priante. Ms. Priante's position was left unfilled. Our remaining staff has been reassigned in order to adapt to these changes. Not filling Ms. Priante's position saves our department \$57,625 in salary and fringe benefits annually. Much of our time and effort this past six months has been spent reorganizing, teaching and learning new responsibilities, and adapting to new technology. One staff member has been assigned to the Library of Science and Medicine Imaging Center. The two staff members who were at the Library of Science and Medicine have been moved to Alexander Library to better utilize their talents in administration and computer troubleshooting and programming, making us a more cohesive team. With Ms. Cryan's retirement we have given the major portion of her administrative duties to Barbara Garwood, Library Supervisor I at Alexander Library. We have been granted and filled a new position of Library Assistant III based at the Library of Science and Medicine. This will enable us to keep that office open while the LAII is doing outside duties and to have assistance with clerical duties for the whole department. Utilizing a lower level Library Assistant position for clerical and administrative assistance instead of replacing the Library Coordinator I position and raising the Supervisor II position to Supervisor I is saving us approximately \$34,000 in salary and fringe benefits each year.
- ⌘ In an effort to be more cost effective, Imaging Services is no longer employing paid student vouchers. All student workers are now provided by the work-study program.

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## INSTRUCTIONAL SERVICES COMMITTEE

ROBERTA TIPTON, CHAIR

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- ⚡ Committee members are: Jeris Cassel, Rebecca Gardner, Theo Haynes (vice chair), Triveni Kuchi, Patricia Libutti, Jackie Mardikian, Leslie Murtha, Eileen Stec, Roberta Tipton (chair), and Donna Wertheimer.
- ⚡ ISC members staffed two booths and participated in discussions at the New Brunswick Undergraduate Teaching Conference on October 3, 2003.
- ⚡ The committee began to plan what has evolved into the May 6, 2004, symposium entitled, "Information Literacy and Student Learning At Rutgers: Standards, Competencies, and the Search for Strategies." The symposium will feature two nationally known speakers and will be sent by videoconference to all three campuses.
- ⚡ We began the long process of adapting an information literacy tutorial for undergraduates. We discussed basic competencies we had observed while teaching classes, analyzed the Association of College and Research Libraries (ACRL), *Information Literacy Competency Standards for Higher Education* (Chicago: Association of College and Research Libraries, American Library Association, 2000), and reviewed a number of existing online information literacy tutorials. We decided to adapt SearchPath for Rutgers and drafted a preliminary timeline for the work. Projected completion date is August 2004.

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## IRIS PUBLIC ACCESS COMMITTEE

LINDA LANGSCHIED, CHAIR

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Members of the IRIS Public Access Committee (IPAC) were Stephanie Bartz, Natalie Borisovets, Vibiana Bowman, Ellen Calhoun, Linda Langschied (chair), Bob Warwick, and Mary Beth Weber.

### DEVELOPMENT OF ACORN-TYPE INTERFACE FOR IRIS

- ⚡ IPAC's major focus throughout fall 2003 was the implementation of a new user interface for IRIS, following the basic design developed for ACORN: Catalog of the Vanderbilt University Libraries. Considerable discussion and consultation with library faculty and staff (via e-mailed surveys) were conducted in order to choose desired features. Library systems staff worked diligently to program the desired changes into IRIS, but the differences between WebCat (Rutgers version of Sirsi software) and Link (the catalog software used for ACORN) proved insurmountable. At this juncture, IPAC will solicit advice from the associate university librarian for public services and Head of systems to determine its next approach. Possibilities include:
  - ⚡ No change

- ⌘ Hiring Sirsi to assist in finding a programming fix to implement the original plan
- ⌘ Converting to another Sirsi product, possibly their iLink or iBistro software

#### IRIS "QUICK SEARCH"

- ⌘ A "Quick Search" feature from the Libraries' home page was successfully implemented early spring semester 2004. Reviews and responses have been extremely positive, noting the convenience of accessing the catalog from the home page. IPAC is grateful to Sam McDonald, Libraries' webmaster, for his effective and efficient development of this heavily used and well-regarded feature.

#### IRIS INSTRUCTION MODULES

- ⌘ The IRIS Guide has been completely updated; Stephanie Bartz served as the lead author/editor for this task.
- ⌘ Context-sensitive help has been developed (again, Stephanie Bartz is primarily credited for this work) and is currently under IPAC review. Finalization date on whether to deploy "as is" or to break into smaller sections is set for the April 2004 IPAC meeting.
- ⌘ "Brief" IRIS Guide: Discussion of this has been on hold as IPAC is unsure whether any current development would be negated with a new Sirsi version.

#### BROADCAST SEARCH:

- ⌘ In the previous fiscal year, plans for this feature were discussed, and it was agreed that we would implement this feature. Early experimentation indicated the broadcast capability would not be an easy implementation. IPAC determined, therefore, that this project should be held in abeyance and that the committee would instead focus its efforts on the interface development. At present, as with several tasks, we need to determine if we can now move on this project, or if the possibility of a fundamental change in Sirsi software means that we must wait.

#### FORMAT DISPLAYS:

- ⌘ IPAC will immediately return to an outstanding project that is in no way dependent on decision about Sirsi software - the determination of displays for non-book formats.

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## PUBLIC SERVICES COUNCIL

JEANNE BOYLE, CHAIR

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- ⌘ Members of the Public Services Council were Grace Agnew, Susan Beck, Natalie Borisovets, Jeanne Boyle (chair), Tom Frusciano, Judy Gardner, Sara Harrington, Patricia Libutti, Ann Montanaro, Bob Sewell, Karen Wenk, and Myoung Wilson.
- ⌘ The council of elected, appointed, and ex officio members met eight times between August 2003 and March 2004.

### PLANNING, REVIEW, AND OVERSIGHT ACTIVITIES

- ⌘ Details of Council activities are given in the attached recommendation log. The topics the Council considered were:
  - ⌘ Expedited retrospective conversion by eliminating shelf checks
  - ⌘ PALCI onsite borrowing and no-fee photocopying programs
  - ⌘ Mitigating user difficulties when electronic resources are cancelled
  - ⌘ Digital project selection criteria
  - ⌘ Undergraduate service review, the major goal for academic year 2003/04
  - ⌘ Inclusion of library resources and services in MyRutgers
  - ⌘ Various updates to cooperative agreements described in PSPM 6
  - ⌘ Report and recommendations of the Learning Frameworks Study Group
  - ⌘ Schedule change for full system backup
  - ⌘ VALE reciprocal borrowing program for faculty and expansion to include graduate students
  - ⌘ Review of loan period for undergraduates
  - ⌘ Implementation of OpenURL

### DIGITAL INITIATIVES

- ⌘ The OpenURL Implementation Group, co-chaired by Marty Kesselman and Mary Page, along with systems staff, has been working on implementing EBSCO's LinkSource. LinkSource provides linking from citations found in online databases to full text resources and IRIS, eliminating many steps for users navigating among our many electronic resources. The implementation will also include availability on the Libraries website of an enhanced alphabetical listing of our electronic journals. It is scheduled to become available during April 2004.

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## WEB ADVISORY COMMITTEE

KA-NENG AU, CHAIR

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Members of the Web Advisory Committee were Ka-Neng Au (chair), Stephanie Bartz, Vibiana Bowman, Rebecca Gardner, Karen Hartman, Theo Haynes, Dave Hoover, Sam McDonald, Leslie Murtha, Robert Nahory, and Karen Wenk.

### DIGITAL INITIATIVES:

- ⌘ Eleven new indexes and databases were made available with the appropriate profiles of content and coverage: *Black Drama*; *Columbia Earthscape*; *Contemporary Authors*; *Datamonitor Business Information Centre*; *Early English Books Online/Text Creation Partnership*; *Electronic Collections Online*; *Evans Digital Edition*; *Marriage, Women, and the Law*; *Reuters Business Insight*; *Roper Center iPoll*, and *TOXNET*, while the database descriptions of many existing electronic resources were revised.

### INSTRUCTIONAL SUPPORT:

- ⌘ New Research Guides created include those for Criminal Justice, French Language and Literature, Media Collections, as well as Theater and Dance. Many others were updated and enhanced.

### NEW SERVICE ENHANCEMENTS:

- ⌘ Thanks to the assistance of the Instructional Services Committee, many course-specific guides were added to the Library Instruction and Tutorials section. An IRIS Quick Search feature was added to the home page to facilitate access to the online catalog. The Services section of the website was re-organized and streamlined.

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## WEB SERVICES

SAMUEL J. MCDONALD, WEBMASTER

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### NEW SERVICE ENHANCEMENTS

- ⌘ IRIS Catalog: Quick Search added to website home page.
- ⌘ New survey tool, phpESP, available as of December 2003.
- ⌘ Mediavision Cablecast Scheduler launched September 2003.
- ⌘ ILL Manager interface additions:
  - ⌘ User interface to request ILL materials from other institutions available in December 2003.

- ⌘ Prototyped and supported the revision of the Services category on the website with Jeanne Boyle, Judy Gardner, and WAC-Design.
- ⌘ Added a 'favicon' on the Libraries logo. Appears variously in browsers in location bar, bookmarks, or on tabs (mileage will vary).