

RUTGERS UNIVERSITY LIBRARIES

MID-YEAR REPORT

2004-2005

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 2005 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:

- Vendor training workshops were organized for all three campuses for *Cambridge Scientific Abstracts*, *ScienceDirect*, *Business Source Premier*, and *Web of Science*.
- The associate university librarian for public services and communications was appointed to the curriculum issues subcommittee of the undergraduate education task force. Information competence is proposed as part of a new set of core distribution requirements for undergraduates for all colleges in New Brunswick/Piscataway. It is proposed as part of the critical thinking requirement, along with reasoning.
- The associate university librarian for public services and communications is representing the Libraries as a member of the information technology strategic planning committee and is serving on the governance committee and that committee's budget and finance subcommittee.

Academic year 2004/2005 has so far once again given us a record in which everyone should take great pride.

Jeanne E. Boyle

Associate University Librarian for Public Services and Communications

ACCESS AND INTERLIBRARY SERVICES

JUDY GARDNER, HEAD, UNIVERSITY LIBRARIES ACCESS AND INTERLIBRARY SERVICES

- Based on an analysis of student use, the Libraries shifted to a paperless electronic reserve service in 2004. The percentage of photocopies with little or no circulation justified reexamining the service, and reserve staff eventually recommended we provide electronic copies only of reserve readings. This initiative resulted in a savings of staff processing time and paper.
- Access services staff successfully beta tested Sirsi's new client interface, WorkFlows 2004, in production mode. Working with systems staff and under the direction of two staff coordinators, staff reprogrammed barcode scanner, customized toolbars, analyzed wizard behaviors, and learned about sizing and formatting screens and windows. The coordinators posted problems and observations to Sirsi's beta test Web forum.
- Rutgers joined the Interlibrary Delivery Service (IDS) of Pennsylvania to expedite delivery and save shipping costs of PALCI E-ZBorrow materials. Four new UPS accounts for PALCI items were established at Rutgers shipping sites.
- Access and interlibrary loan staff started to deliver Rutgers and ILL materials to two new off-campus sites: Food Innovation Research and Environmental Research/Ecocomplex.
- Rutgers joined the VALE graduate student reciprocal borrowing program and began to extend onsite guest borrowing privileges to graduate students at participating New Jersey academic libraries. Rutgers graduate students were granted similar privileges at participating VALE libraries.
- A billing working group was formed to begin implementation of new billing functions in Sirsi's Unicorn, the Libraries integrated system. New bill notices and an inactive, shadowed LOST ASSUM status were created. Patrons now receive bills via email notices and in their self services file in IRIS when materials are 180 days overdue.
- Access services staff at LSM and Alexander library implemented new procedures for registering UMDNJ patrons in New Brunswick/Piscataway, under the new library services agreement between UMDNJ Libraries and Rutgers University Libraries.

IMAGING SERVICES

BARBARA GARWOOD, IMAGING SERVICES SUPERVISOR

Imaging Services is essential to the digital library initiative. We have become increasingly responsive in our cooperation with other departments to act systemwide as a bridge between the paper and digital worlds; we have become increasingly flexible in our budget, personnel, and services to adjust to new and budding technologies.

SYSTEMWIDE DIGITAL INITIATIVES

- We are consulting systemwide with other departments on their software needs. We purchased, tested and worked out the bugs in new Adobe 6 software before this new version was installed on reserve department computers and all public workstations. We trained all appropriate staff, wrote instructional material, and continue to provide consultation and support on this new software.
- We are consulting systemwide with other departments on their hardware needs. We maintain systemwide scanner service contracts and have created a long-term replacement plan. We have worked with other departments to implement three services that are dependent on scanning equipment: electronic reserves, Rutgers Delivery Service and interlibrary loans. To ensure the efficiency of these services we have presented plans for long-term scanner replacement.
- We started implementing this replacement plan by purchasing and installing a new Fujitsu 4220 color scanner for Chang; we have moved Chang's Fujitsu 4097 scanner to Dana. Dana's underutilized Minolta was traded in and is now used by our vendor service technicians for spare parts throughout our system.
- We participate in the digital preservation committee on digital projects that expand our role in systemwide preservation efforts. We have purchased and installed a Grayscale card in our scanner to enable us to produce preservation quality scans and prints. This now allows us to scan and send ILL requests for Special Collections and supply a digital copy of the scan back to Special Collections for preservation. There is a great potential to broaden this to preserve all Special Collections materials digitally. We are also utilizing this technology for special projects, such as creating images for the RUL Journal.
- We are continuing to provide training, troubleshooting and consultation services for electronic reserves, Rutgers Delivery Services, Web Document Delivery staff concerning scanning and software upgrades. We provide equipment and training to other departments and launch pilot programs for new digital initiatives. For example, we provided information and advice to Special Collections on their purchase plans for a scanner of their own.
- As part of the e-reserves working group, we aid in the development of policies and procedures including the development of new HTML formats and the writing of instructions for each change. We participate in Ask a Librarian and the digital preservation committee as part of our expanding role in systemwide preservation efforts.
- Imaging Services overall scanning has increased this fiscal year. We scan materials for other libraries without scanners of their own (Art, Physics, Math, Alcohol Studies, SMLR) or when there is an overload. We also scan paper copies of materials sent from other universities. We post all WDD articles to the Web for Rutgers patrons in the New Brunswick/Piscataway area.

NEW SERVICE ENHANCEMENTS

- Imaging Services has made Flash drives available systemwide for patrons who wish to download material. We are continuing to sell CDs while phasing out floppy disks. We handle all distribution, accounting, auditing, and warehousing duties for the new Flash drives, which are very popular with patrons.

- We are planning to make public scanning available to our patrons with the purchase of copiers that scan to paper, email, and download to a laptop. The technology for charging for this service is in the development stages. We are working with our vendor on developing the technology for charging for this service available next year.
- Our new digital Canon MS-800 public microform machines are a success. They allow patrons a variety of options for scanned images such as printing, emailing, or saving to disk or CD. In order to make better use of our equipment, we have moved two minimally used MS800 microform printer/scanners from the Dana Library to the heavily
- Public networked printing has also been a success. It is now available at SMLR, and we are now pursuing the possibility of making public printing available at the Physics Library.

BUDGET/PERSONNEL

- There has been and will continue to be reorganization of personnel in Imaging Services to make better use of our personnel. We are redistributing duties of all staff to utilize their strengths better and to allow greater concentration on systemwide electronic services and the development of new digital projects. We saved approximately \$12,000 per year by making the head clerk bookkeeper a part time position, using other staff to fill in any voids.
- Our staff is continuing to perform duties that are not income producing such as e-reserves, Web document delivery, and assisting in systemwide planning for other digital services. Several projects have helped to supplement our account.
 - 1) Billable Web document delivery requests are handled through Imaging Services deposit account service. The number of new and supplemented accounts for the first eight months of this year have risen approximately 47% over all of last year.
 - 2) The systemwide sale of flash drives is very popular with our patrons
 - 3) The postponement of copier replacements until next year saves lease costs of approximately \$50,000.

INSTRUCTIONAL SERVICES COMMITTEE

ROBERTA TIPTON, CHAIR

Members of the ISC were: Jeris Cassel, Mira Foster, Rebecca Gardner, Theo Haynes, Heather Huey, Triveni Kuchi, Patricia Libutti, Jackie Mardikian, Eileen Stec, Roberta Tipton, Donna Wertheimer .

- Searchpath, our new online information literacy tutorial, is in the final stages. We are still planning for the rollout to the Rutgers community. Responsiveness to users, assessment, and ongoing changes and maintenance are still priorities.

- We have nearly finished redesigning and rewriting the ISC web pages. They will be live soon, with special sections for students and faculty as well as introductory material about information literacy.
- Committee members have edited a book, contributed chapters to a book, and given several presentations on information literacy topics. Jeris Cassel and Triveni Kuchi spoke at the October 7, 2004, "Overview of Services in Support of Instruction at Rutgers," the very first instructional technology symposium sponsored by the new Office of Instructional and Research Technology.
- A systemwide depository for instructional materials now exists, thanks to Jeris Cassel and others who piloted the project for New Brunswick and then invited Camden and Newark to participate.

IRIS PUBLIC ACCESS COMMITTEE

STEPHANIE BARTZ, ACTING CHAIR

Members of IPAC were: Stephanie Bartz, Natalie Borisovets, Vibiana Bowman, Ellen Calhoun, Theo Haynes, John Shepard, and Bob Warwick.

During this period the major activities of IPAC were as follows:

- Reviewed SIRSI iLink and SIRSI DataStream and recommended the purchase of both products.
- Mary Beth Weber resigned from IPAC in August 2004 because of her new responsibilities as head of cataloging. IPAC has been without a representative from cataloging since that time. Mary Beth continues to monitor the IPAC listserv and provide cataloging expertise when needed.
- Revised versions of the default IRIS displays for maps and computer files were implemented in the test catalog.
- SIRSI iLink software was installed in the IRIS test catalog in November 2004 and IPAC began the work of customizing the interface for the Rutgers University Libraries. Work on the interface has been continuous since that time.
- Began preliminary work on a new books page. The project was put on hold due to the extensive work required to customize iLink.

PUBLIC EVENTS AND COMMUNICATIONS

HARRY GLAZER, COMMUNICATIONS COORDINATOR

In the July 2004- January 2005 the public events and communications office carried out the following activities:

- Organized and promoted a celebration of the completion of the Richard P. McCormick papers in Special Collections and University Archives, working closely with the University Librarian, the Assistant to the University Librarian, and the University Archivist. The event was held in January in the Scholarly Communication Center; attracted over 100 faculty members, colleagues at peer institutions, and family members of Dr. McCormick; and received a full half page story with a photo in the *Rutgers Focus*.
- Coordinated the second annual celebration of recently published faculty authors exhibition in March in conjunction with the university librarian and Special Collections. Promotions via postcards, emails to Deans and Libraries liaisons, and a website announcement encouraged faculty members to participate by donating copies of recent publications. As a result, the Libraries received seventy-one items for inclusion in the exhibition and later addition to the Libraries' collections.
- Fostered greater awareness of the results of the recent communications audit and the need for broader systemwide attention to communications and marketing in concert with a number of partners across the Libraries. Actions included an open forum on the communications audit (September), a vision statement on communications and marketing prepared for the strategic plan steering committee (developed with an ad-hoc committee, January) and the formation of the Libraries new communications and marketing team (February).
- Drafted and oversaw the printing of a glossy report for the 2003-2004 academic year. The report will be mailed to members of university boards, the President's administrative council, and library leaders and supporters.
- Drafted forty stories on new resources, upcoming programs, or notable accomplishments that were posted on the news and events Web pages of the Libraries website.
- Compiled a 2004 press clips booklet, secured reprint permissions from the newspapers and publications (external to Rutgers) involved, and arranged printing. The booklet will be used in development efforts and shared with other audiences.
- Promoted and oversaw logistical details for fifteen events over the course of the academic year. Some of these events received significant coverage in *The Daily Targum* as well as in other Rutgers news mediums.
- Redesigned the Libraries *Report* newsletter in an effort to increase readability and awareness of Libraries initiatives. The *Report* was changed from a six-eight page publication into a one-page/two-sided document with shorter stories and links to more information.

PUBLIC SERVICES COUNCIL

JEANNE BOYLE, CHAIR

Members of the Public Services Council were: Grace Agnew, Susan Beck, Natalie Borisovets, Jeanne Boyle, 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 2004 and March 2005.

PLANNING, REVIEW, AND OVERSIGHT ACTIVITIES

Details of Council activities are given in the attached recommendation log. The topics the Council considered were:

- Reference service guidelines
- Tables of contents in IRIS
- RedLightGreen
- Public workstation active logo
- Continued reviewing reference
- IRIS and website access to gray databases
- Acquisition and cancellation of online reference resources
- Collaborative programs
- Meta-searching
- Implementation of OpenURL

PUBLIC SERVICES SOFTWARE EVALUATION WORK GROUP

MARTY KESSELMAN, CHAIR

Committee members were: Marty Kesselman, Ann Montanaro, Karen Wenk, and Myoung Wilson. Additional Open URL subcommittee members were: Mary Page, Gary Golden, Dave Hoover, and Cathy Pecararo.

- The group had as their major agenda item the continuing implementation of the LinkSource OpenURL resolver from Ebsco.
- A troubleshooting form was created, and we are getting back to library users or staff within twenty-four hours. There is much improved satisfaction with LinkSource and most problems are due to expectations on the part of library users that all citations with LinkSource should link to full-text, or there is a problem with an IP range or a journal that has not been added to the knowledge base. The team submitted an interim report and has recommended that we continue with LinkSource for another year and, as this is a changing field, that we continue to evaluate our options each year.
- The committee also discussed federated search products and met with various vendors at ALA. From discussions with others at the conference and listserv posts, there is a major time commitment on behalf of public service librarians; it is not uncommon for it to take from six months to a year to make these products available to users. We are committed to continue to investigate these products, which are still very much in their infancy. One software product with much promise for undergraduates is Grokker at Stanford, and we are also investigating the use of the Jersey Clicks software from Autographics.

VIRTUAL REFERENCE SERVICES

NATALIE BORISOVETS, COORDINATOR

- Between July 2004 and February 2005, the Ask a Librarian service received 7,850 queries, approximately eleven percent fewer than the number received over the same period in the previous year.
- This decrease is no doubt the direct result of the institution of the NetID login for remote access that went into effect at the beginning of the spring semester. With the barcode and PIN no longer required for remote access, the demand for PINs decreased sharply. As a result, January and February saw 807 fewer queries than the same period in the previous year. That 807 accounted for eighty-four percent of the total July-February decrease over the previous year.
- In addition to the marked decrease in PIN requests, reports of remote access problems also decreased dramatically. Of those reports received in January and February, only six could not be handled by the reference team member and were forwarded to systems.
- The AskAL email reference management software that has been in use since April 2004 allows for easy tracking of requests. As a result, of the 7,850 queries received during this period, 7,816 (99.6 percent) were answered.
- Revisions were made to the Ask a Librarian frequently asked questions pages as needed. As a result of the change to NetID access changes were made to many Libraries Web pages, including extensive revisions to:
 - Remote Access to Library Resources
- As a result of staffing issues, the Ask a Librarian live service was suspended for 2004/2005.

WEB ADVISORY COMMITTEE

KA-NENG AU, CHAIR

Committee members were: Ka-Neng Au, Stephanie Bartz, Vibiana Bowman, Rebecca Gardner, Karen Hartman, Theo Haynes, Dave Hoover (ex officio), Sam McDonald (ex officio), Laura Mullen, Robert Nahory, and Karen Wenk.

DIGITAL INITIATIVES

Fourteen new indexes and databases (*African-American Newspapers*, *Business Source Premier*, *Communication and Mass Media Complete*, *Computing Reviews*, *Conference Board Research Collection*, *D&B Key Business Ratios*, *FLAF International Film Archive Database*, *Investext Plus*, *Naxos Music Library*, *Patrologiae Graecae*, *PubMed Central*, *RAMBI: The Index of Articles on Jewish Studies*, *Regional Business News*, and *Statistics Canada's E-STAT*) were made available (with the appropriate profiles of content and coverage) while the database descriptions of many existing electronic resources were revised.

Two databases were cancelled: *ABI/Inform* and *Columbia Earthscape*.

INSTRUCTIONAL SUPPORT

New research guides created include those for Dissertations and Theses, Geography, Housing and Development, Linguistics, and Social Work, while many others were updated and enhanced.

NEW SERVICE ENHANCEMENTS

The Libraries website was redesigned to reflect the color scheme and layout of the Rutgers University family of Web pages. The new website consolidates most options into one left side navigation bar; new categories include Find Reserves, Faculty Services, and Alumni Library.

WEB SERVICES

SAMUEL J. MCDONALD, WEBMASTER

NEW SERVICE ENHANCEMENTS

- The Libraries' website was redesigned with new colors and a revised front page. The new look was applied and available to the public as of July 12, 2004.
- In cooperation with academic computing services, seven dynamic channels were created for a Libraries tab in the campus portal myRutgers. These channels were first available to the Rutgers community as of October 2004.

ADMINISTRATIVE SUPPORT

- BookRoom, the Rutgers University Libraries Room Reservation System, was launched January 31, 2005. BookRoom is an online service that allows library faculty and staff to reserve library rooms and equipment for meetings and events. Janie Fultz, Lucye Millerand, Sam McDonald, and Shaun Ellis designed BookRoom in consultation with room managers and other Libraries personnel. Shaun Ellis programmed BookRoom using PHP, MySQL, JavaScript and HTML.
- Shaun Ellis assisted about twelve library personnel/groups to create twenty-one surveys over the course of the year.

INSTRUCTIONAL SUPPORT

- In cooperation with Eileen Stec, the project leader for the Libraries' participation in Project SAILS, Shaun Ellis created a gateway that allowed proper data collection, authentication, and the creation of records for use of the project.
- In cooperation with the Instructional Services Committee, Searchpath, an interactive online tutorial about finding and using worthwhile information sources in the Libraries and on the Web, was released to library personnel for review on January 18, 2005 and was publicly launched on March 21, 2005.

EXTERNAL SUPPORT

- The *Rutgers Scholar*, volume 6, was posted to the Web on October 23, 2004. The *Rutgers Scholar* is a free electronic bulletin of undergraduate research. This journal is put online by the Libraries in cooperation with the Office of the Vice President for Undergraduate Education.