

RUTGERS UNIVERSITY LIBRARIES

MID-YEAR REPORT

2005-2006

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 2006 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 associate university librarian for public services supported involvement in several professional events by librarians and library staff:

- Jeanne Boyle, Jeris Cassel and Jane Sloan attended the New Media Consortium Regional Conference at Yale University.
- Seven access services staff members and Judy Gardner attended the Ivies+ Access Services Symposium at Yale University.
- Jeris Cassel and Marty Kesselman attended the Ivies+ Reference Symposium at Columbia University.
- Eileen Stec attended a PALINET workshop on podcasting.

Shaun Ellis, Samuel McDonald, and Lucye Millerand were nominated, along with Janie Fultz, for a Bridge Award for development of BookRoom and were recognized at the President's reception in September 2005.

The associate university librarian for public services and communications participated as an associate of the Center for Cultural Analysis in the work group on Regulating Intellectual Property: Imagining Intellectual Property in a Networked World. The Libraries co-sponsored with the Center a well-received symposium on open access. Associate University Librarian Robert Sewell and Professors Dan Hunter and Greg Lastowka presented.

Academic year 2005/2006 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

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

- A “Welcome from the Rutgers University Libraries” email message was sent to 9,923 new students on all campuses from the university’s Admission’s server in August 2005. Access Services staff gave Libraries pens and post-it pads to every new borrower registered at a circulation desk during the month of September.
- Interlibrary loan service in New Brunswick started participating in RAPID, the Rapid Access Processing & Information Delivery program, in January 2006. Requests for articles sent to RAPID consortium libraries take a day or less to fill.

TECHNICAL SERVICES/TECHNICAL INFRASTRUCTURE

- Working with Systems staff, access services staff prepared for the introduction of new student RUIDs in our patron file, on RUconnection cards, and during the borrower registration process.
- In February 2006, the Systems Department started upgrading the Libraries’ Ariel software from 4.0 to 4.1.1, beginning with installations in Imaging Services and the Alexander Library Interlibrary Loan Office.

OUTREACH AND STATEWIDE COLLABORATION

- Rutgers University Libraries interlibrary loan lending to New Jersey libraries continues to grow, accounting in large part for Rutgers status as a net lender of monographs. The Libraries filled over 1,800 requests for New Jersey libraries July-December 2005.

TRAINING AND STAFF DEVELOPMENT

- The New Brunswick Libraries Functional Groups began the process of reorganizing and added members from the Camden and Newark campuses. The groups met by videoconferencing, drafted revised purpose statements and names, joined Sirsi web forums and listservs, and started studying issues with a system wide perspective.
- The Billing Working Group conducted a training session for access services staff in August that covered new lost item features implemented in Workflows. The NBL RDS Functional Group presented a materials delivery overview training session to staff and librarians.
- The Access Services Committee evaluated “GoToMeeting” software, received training on using videoconferencing equipment for functional group meetings with staff on the Camden and Newark campuses, and started planning for customer service training.

PERSONNEL

- New Hires: Kristen Macaluso, Borrowing Assistant, LA III; Rebecca Luo, Borrowing Coordinator, LA II
- Departures: Brian Beyer, Borrowing Coordinator, LA II

IMAGING SERVICES

DARRYL VOORHEES, IMAGING SERVICES SUPERVISOR (ACTING)

Imaging Services is working system-wide with a multitude of library departments on common goals and projects such as web document delivery, digital preservation, consortia lending agreements, and improved networked printing. The ever-evolving nature of technology has enabled us to provide quicker, more, and more convenient services to our patrons. As we become increasingly flexible and cooperative with other departments, patrons and library staff, we also evolve as a department bridging the gap between the paper and digital worlds.

SERVICES AND SERVICE ENHANCEMENT FOR USERS

- Imaging Services' progress in the Digital Library Initiative is an ongoing and cooperative effort with other areas of the libraries. For instance, the introduction of new multifunctional copiers will enhance our ability to digitally reformat printed materials.
- The acquisition of a color Canon multifunctional copier presents new color scanning, copying, and printing services to library patrons. The new machine has also enabled us to become a premiere quality print production center for the libraries. The ability to produce print materials without outsourcing the work has resulted in increased efficiency and substantial cost savings for the library's administrative print jobs.
- A Knight Express terminal has been installed in Alexander Library's Imaging Services office. This is a beginning step in accommodating a stated need from the Rutgers undergraduate community.
- Imaging Services is also involved in the ongoing investigation into e-commerce options. The introduction of credit card payments would significantly improve the library's ability to collect donations, fines and funding for services.
- New PCs have been purchased for thirteen Canon microform-scanners throughout the system. The new machines have the added benefit of enabling users to save documents on a flash drive, which is a requested enhancement to our current equipment.
- Web document delivery is a continuing success. Imaging Services scans for libraries without scanners. We maintain service on all scanners and provide system-wide instructional support. Billable requests are handled through Imaging Services deposit account service.
- Copier replacement planning has begun for the new fiscal year for both public and administrative copiers. This process includes the exploration of contingencies

related to the impending budget crisis. When the plan moves forward, there will be an overall reduction in the number of photocopiers. This reduction is an adaptation to the continuing decline of photocopying and the increase of demand for digital alternatives such as scanning to disk or e-mail.

- Multifunctional administrative copiers have already been installed at the two heaviest volume locations: Alexander Imaging Services and Central Administration.

PERSONNEL

There has been and will continue to be reorganization of personnel at Imaging Services as our departmental direction develops alongside the system wide reorganization. We are rearranging staff duties as technology changes to better utilize our individual strengths.

Our staff continues to perform duties that require interdepartmental cooperation and an ability to adapt to new roles. Specifically, Imaging Services has played an integral part in Rutgers University Libraries participation in the RAPID interlibrary loan consortium. Imaging Services has also helped in identifying and assessing ReservesDirect as an open source alternative for reserve management at the libraries. These are just a few examples of Imaging Services contributing factor in services that, while not directly income producing, are critical components of the library's overall mission.

- Barbara Garwood has retired after 27 years of service to the university. Fanny Leu has also left the department and Saraswati Nawani, her replacement, has ably filled her crucial part time roles.

INSTRUCTIONAL SUPPORT

- We continue to provide supervision, training, and consultation services for electronic reserves, and interlibrary loan scanning.
- Imaging Services is responsible for supplying new equipment and technologies, such as multifunctional copiers, planetary scanners, or microform reader scanners to both library staff and library users. As part of this responsibility Imaging Services provides training and instructional documentation to our respective user communities.

BUDGET

In the past, Imaging Services was a more or less independent department in fiscal manners. The high volume of photocopying provided us with a steady income. Technological shifts have caused our revenue to “dry-up,” while simultaneously making our department ever more vital to the Library system.

- There has been a steady trend away from photocopying as users e-mail or download information from on-line subscriptions, electronic reserves and the Internet. Total photocopying for the first half of this year was approximately 1.3 million copies. This represents a 50% decrease from last year. Total vended photocopying for the first half of this year was approximately 625,000 copies, down by 45% from last year. This drop of 775,000 copies represents a loss of \$90,000 in revenue.
- Networked printing, which had been a steady source of growth in its first five years, is beginning to level out. Total printing for the first half of this year was approximately 142,000 pages, down by 45% from the same period last year.
- The introduction of administrative networked printing presents a vital opportunity to save supply costs for the library system. When this printing option becomes more widespread the savings potential will grow astronomically.
- Vended photocopying represented 51% of total photocopying. Administrative and service photocopying accounted for the remaining 49% of the total. Imaging Services charges other library departments for only a small fraction of administrative and service copying. The cost of the remaining copies is covered by Imaging Services. This expense is substantial and includes the replacement costs of the administrative photocopiers, their service contracts and supplies such as toner, replacement parts and paper for their copiers and other office equipment.
- Imaging Services is now paying for fewer income producing related supplies because of the decrease in income-producing photocopying, networked printing, and microform printing. The department also continues to support supply and service-related costs for our non-income producing responsibilities. These non-income producing responsibilities represent many indispensable core functions within library system. Additionally, to remain on the cutting edge of service standards, Imaging Services must also bear the expense of new technologies as they emerge.

INSTRUCTIONAL SERVICES COMMITTEE

THEO HAYNES, CHAIR

Members of the ISC were: Jeris Cassel, Rebecca Gardner, Theo Haynes, Anthony Joachim, Triveni Kuchi, Patricia Libutti, Jackie Mardikian, Kevin Mulcahy, Eileen Stec, Roberta Tipton, and Donna Wertheimer.

- The fall was spent designing a qualitative assessment of the Searchpath tutorial, which has been available for use since summer 2005. A subcommittee worked to design the overall approach and to create scripts and tasks for librarians to use with

student volunteers. All of this was then worked into a research proposal application that has been approved by the Institutional Review Board for approval. A Sakai site was created and maintained to share planning and documents related to this project.

- A subcommittee prepared an extensive reading list on assessment of instruction programs in libraries. Patricia Libutti also provided extensive training on assessment methods and theory.
- The committee oversaw the training for Human Subjects Certification of almost a dozen people who will be involved in the assessment project.
- A job description was drafted by a subcommittee of ISC to be submitted to the University Librarian's Cabinet for approval as a job to be created and filled. This position is to provide systemwide support for the design and creation of the information literacy program at Rutgers
- A subcommittee prepared and presented a lunchtime seminar to help develop instruction skills for library faculty.
- Committee members had an instruction-related article accepted for publication and did presentations on Searchpath at the State of the Libraries and at the VALE Conference.
- A gap analysis was begun by the committee using SAILS results. This analysis should serve as a foundation for deciding on the most essential areas needing tutorial modules or mini-tutorials.

IRIS PUBLIC ACCESS COMMITTEE

STEPHANIE BARTZ, CHAIR

Members of IPAC were: Stephanie Bartz, Natalie Borisovets, Vibiana Bowman, Ellen Calhoun, John Shepard, Li Sun, and Bob Warwick

SERVICES AND SERVICE ENHANCEMENTS FOR USERS:

During this period the major activities of the IRIS Public Access Committee were as follows:

- Worked with Sam McDonald and the Web Advisory Committee to test the IRIS quick search option on the Rutgers University Libraries website before it was implemented in July 2005.
- Responded to feedback and continued to improve the design and functionality of the system and to update the IRIS Guide to reflect changes.
- Worked with the Electronic Reserves Working Group to revise IRIS displays for electronic reserve materials.
- Implemented changes to iLink prior to the fall semester. Examples of these changes include:

- Larger, scalable fonts.
- Changes in link and text colors.
- Renaming of buttons on several forms (Deliver/Recall, Report Error, etc.).
- Resizing/spacing of buttons.
- Relocation of buttons on detailed record displays.
- Inclusion of publication dates on search results lists.
- Corrections to library names/definitions.
- Addition of an informational statement about browser requirements for IRIS.
- Individual item listings for each copy of multiple copy titles with hold information displayed as appropriate.
- Recommended changes, which were subsequently implemented by Database Management, to the IRIS error report response procedure.
- Revised versions of the default IRIS displays for recorded sound, printed music, and serials were implemented in the public catalog. Mary Beth Weber, Charlotte Toke, and Harriet DeCeunyck worked on the revisions with members of IPAC.
- Voted on several enhancement requests posted to Sirsi's iBistro/iLink Enhancements Forum.

Further development of IRIS has been on hold since October in order to allow for the installation of the Unicorn upgrade into the test system.

PERSONNEL

- Stephanie Bartz became Chair of the committee in August 2005 after having served as Acting Chair since February 2005.
- Li Sun, Asian Languages Catalog Librarian, joined the committee in December 2005. This is the first time that IPAC has had a full complement of members, including a representative from Cataloging, since July 2004.

PUBLIC EVENTS AND COMMUNICATIONS

HARRY GLAZER, COMMUNICATIONS COORDINATOR

In July 2005-January 2006 the public events and communications office carried out the following activities:

- In conjunction with the University Librarian and Special Collections, and with the assistance of student workers in Libraries Administration, we coordinated the third annual Celebration of Recently Published Faculty Authors exhibition in March. We promoted the exhibition via postcards, emails to Deans and Libraries liaisons, a story placed in the *Rutgers Focus*, an item placed in University Human Resources' *Weekly Digest* e-newsletter, and a Libraries website announcement. As a result university faculty members donated 85 items for inclusion in the exhibition and later

addition to the Libraries' collections. Working with all faculty donors, we assembled an exhibition catalog filled with descriptions of the author and his/her book(s).

- Working with the Libraries new Communications and Marketing Team (C/M Team), we set the groundwork for the development of a multi-year marketing plan for the Libraries. A six-month long consultation with a student group in the Rutgers Business School's MBA program yielded a number of useful suggestions and perspectives for incorporation into the marketing plan. The C/M Team reviewed the communications audit issued in July 2004 and determined priorities for implementation and inclusion in the marketing plan. The C/M Team has set plans to hold a retreat on April 25th, to review all recommendations and prepare the first draft of the multi-year marketing plan.
- Drafted and oversaw the printing of a glossy annual report for the 2004-2005 academic year. The report was mailed to members of university boards, the President's Administrative Council, and library leaders and supporters.
- Drafted 46 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 2005 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 as well.
- Promoted and oversaw logistical details for 15 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.
- Assisted New Brunswick Libraries circulation services in promoting a number of service upgrades, including increased hours of operation and the cessation of bag checks. The cancellation of bag checks elicited favorable front-page coverage in *The Daily Targum*.
- Worked with officers of the Virtual Academic Library Environment of NJ (VALE) to help prepare their 2004/2005 annual report by providing photos for the front cover, proofreading and editing text, soliciting printing price quotes, and overseeing production.

PUBLIC SERVICES COUNCIL

JEANNE BOYLE, CHAIR

Members of the Public Services Council were: Grace Agnew, Susan Beck, Natalie Borisovets, Jeanne Boyle, Jeris Cassel, Judy Gardner, Bonita Grant, Marty Kesselman, Ann Montanaro, Kevin Mulcahy, Bob Sewell, and Eileen Stec

The council of elected, appointed, and ex officio members met eight times between July 2005 and March 2006.

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

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

- Service Brochures
- Media Task Force Report
- Principles for the Networked World
- Undergraduate Education
- LibData
- LibQual+™
- JerseyClicks
- Reference Services
- Public Services Projects Requiring Technology Support
- Access Services Committee Subgroup Purpose Statements
- RLG/OCLC Reference & Interlibrary Loan Working Group Final Report
- Q and A NJ
- Films Media Group Proposal

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 Gary Golden and Mary Page.

- The committee has not yet met this year and the committee is in need of revitalization -- new members need to be appointed as two of the members are either leaving or going on sabbatical.
- Marty Kesselman and Mary Page met with Jeanne Boyle and the EBSCO team involved with LinkSource in a conference call that resulted in clarification of Rutgers needs, how LinkSource works with Google Scholar, and implementation of the new LinkSource software.
- *A joint committee from public services and digital library/technical services is investigating federated searching and OpenURL software as part of its consideration of an electronic resource management (ERM) package.

VIRTUAL REFERENCE SERVICES

NATALIE BORISOVETS, COORDINATOR

- No report received.

WEB ADVISORY COMMITTEE

REBECCA GARDNER, CHAIR

Committee members were: Ka-Neng Au (chair, 7/05-1/06), Stephanie Bartz, Vibiana Bowman, Rebecca Gardner (chair, 2/06-7/06), Karen Hartman, Theo Haynes, Dave Hoover (ex officio), Sam McDonald (ex officio), Laura Mullen, Robert Nahory, and Karen Wenk.

DIGITAL INITIATIVES

- The following 22 indexes and database titles and packages were made available: *ACCESSMedicine*, *Asia-Studies Full-Text Online*, *Eighteenth Century Collections Online (ECCO)*, *Literature Online*, *The Medical Letter*, *World Shakespeare Bibliography*, *Mintel Reports*, *PsychiatryOnline*, *SPIE Digital Library*, *Family and Society Studies Worldwide*, *Oxford Dictionary of National Biography*, *AnthroSource*, *Food Science and Technology Abstracts*, *Zephyr*, *Wilson OmniFile Full Text*, *Mega Edition (including Applied Science and Technology Full Text, Art Full Text, Biological and Agricultural Index Plus, Education Index/Abstracts/Full Text, General Science Full Text, Humanities Full Text, Index to Legal Periodicals Full text, Readers' Guide Full Text, Social Sciences Full Text, Wilson Business Full Text)*, *CSA Sociological Abstracts (including ASSIA: Applied Social Sciences Index and Abstracts, Sociological Abstracts, Social Services Abstracts)*, *Scopus*, *The Knowledge Initiative's Biomedical Reference Collection: Comprehensive*, *CINAHL*, *Medline*, *Nursing and Allied Health Collection: Comprehensive*, *Pre-CINAHL* and *Your Journals@Ovid*, *Engineering Village (including EI Compendex, INSPEC, National Technical Information Service)*, *American State Papers*, *ASIST Digital Library* and *BDSL: Bibliographie der deutschen Sprach- und Literaturwissenschaft*.
- The African Studies database was cancelled. Several other databases changed vendors, changed names, or expanded coverage.
- Appropriate descriptions of content and coverage were provided for all of the resources above, and the descriptions of many existing databases were revised.

INSTRUCTIONAL SUPPORT

- New Research guides were created for New Jerseyana and Public Administration. Many others were updated and enhanced. A new "How do I...?" regarding purchasing copy cards was created. A thorough description for using Google Scholar was created and posted to our Indexes and Databases page.

NEW SERVICE ENHANCEMENTS

- "User Services" was revised and a link created from the "About the Libraries" page, making it more accessible to those looking for the information contained there. The unwieldy alphabetical "By Title" list of hundreds of indexes on the Indexes and Databases page was broken down into chunks of titles under each letter of the

alphabet, making it much easier for a user to select a particular title. The ht://Dig search engine for the Libraries website was replaced by a more robust and efficient search engine powered by Google.

WEB SERVICES

SAMUEL J. MCDONALD, WEBMASTER

The web services office maintains the Libraries web site, which consists of primarily adding and maintaining submitted content such as research guide, news stories, and staff pages documents. Increasingly more time is spent on coordinating the placement of new resources such as the Knowledge Initiative databases and the Wilson OmniFile databases. Participation in committees to discuss online service enhancements also continues to grow.

NEW SERVICE ENHANCEMENTS

- The Libraries website search engine was changed from ht://Dig to Google Public Service Search with the assistance of WAC and Dave Hoover.

ADMINISTRATIVE SUPPORT

- BookRoom, the RU Libraries Room Reservation System, has had some bug fixes, some interface enhancements, and a feature upgrade that allows users to maintain their phone numbers. Room data and maintaining the users list can now be done by administrators via a form-based interface.
- Assisted libraries personnel/groups to create eight surveys over the course of the year.

INSTRUCTIONAL SUPPORT

- An alternative gateway to Searchpath was prepared so that members of the Rutgers community can log in separately from guests. When implemented, this gateway will allow the compilation of cleaner impact statistics.

EXTERNAL COLLABORATION

- Maintained contact with Administrative Computing Services in order to track progress of MyRutgers and how the Libraries channels may be expanded in the future.

PERSONNEL

- The Web Developer position became vacant in February.