Marketing Faculty Research and Activities
Kalli Vimr, public relations coordinator, gave a Powerpoint presentation on marketing faculty research and activities. She indicated a concern for what is missed in faculty accomplishments and activities and what needs to be promoted. The Public Relations team works to promote collections, services, and resources of the Libraries, and faculty and staff are one of the primary resources. Marketing oneself provides the opportunity to reach out to the larger university community about things going on in the library.

The audiences are varied: students, faculty and staff, community, donors, friends, patrons, peer libraries, and the media. Many times we only think of a student audience for our marketing endeavors.

Many items can be promoted in one or more of our many channels, which include Tuesday Times, Newswire, social media, and web traffic: an idea, interest, poster, Libguide, blog entry, honor, award, outreach project. Public Relations is always looking for opportunities to talk about faculty work and research, people or institutions with whom faculty collaborate, and even causes faculty celebrate.

Individuals are invited to get Public Relations involved early in the planning or process, even if the proposal for promotion doesn’t go anywhere. The more time given to the Public Relations team, the better product they can craft for promotion.

Kalli reminded faculty that public relations is not about them or their egos, but by promoting oneself, one is also promoting the University, the Libraries, and libraries everywhere and the causes they support.

The University is developing a new Word Press format blog, which will make posts and stories easy to share across multiple media platforms. Also in the works is a Newswire remake which is image heavy, so taking snapshots of oneself or a program in which one is engaged is highly recommended.

Social Media Content Strategy
Kalli Vimr, Sarah Spiegel, and Joshua Youngblood discussed the various social media platforms and their audiences and content. The social media team is putting together a social media calendar for the year to plan ahead for posts related to dates, people, and events that tie in with our services, programs, or collections. Kalli has organized a list on workflow.com; should anyone wish to add items to the list, or review it, she can send a link to the website. Anyone with the link can edit the content.

Sarah described a target focus on students, who are more engaged with Twitter, Instagram, and Pinterest than Facebook. These platforms are focused more on images as this is what interests students. She invited faculty to take casual photos while they were at conferences or engaged in other professional activities. Posts like these make us more personable and approachable to students.
Joshua described the multiple channels used to promote Special Collections materials and events, whose target audience is like their patrons, the majority of which are non-students. Special Collections likes to plan ahead and use multiple channels to promote collections, events, materials, dates, etc. They also actively partner with other sites to expand the reach of their posts, such as the Shiloh Museum, the Butler Center, and the Arkansas History Commission.

Question: Social media can be fun, but when is the content inappropriate?
Answer: The Social Media Policy is posted on the StaffWeb. Posts containing the consumption of alcohol, for instance, are not suitable. Remember, we are working to promote out name and brand through these posts, as we work toward our goal of increasing name recognition among our peers and moving to the top 50 research institutions in the United States.

Update on GWLA Student Learning Outcomes Study
Norma Johnson gave an update on the GWLA-sponsored study of how library instruction, or “library intervention,” intersects with student learning outcomes. Twenty institutions are taking part in the study. There are three primary questions the study hopes to answer:

1) What effect does library instruction have on first year student retention rates?
2) What effect does library instruction have on first year student success as measured by course completion and GPA?
3) What components of library instruction are more successful?

Participating institutions are gathering data about first year library instruction. The compiled data will most likely be collected by Southern Methodist University (SMU), but that has not yet been determined. The data will be aggregated into one multi-institutional data set, with all student identifiers and originating institution identifiers stripped out. Five libraries collected data from Fall 2014. If the project receives funding to continue, the participants will continue to collect data for four to six years. Institutional Research can pull data for the control group of students who received no library instruction. Most likely this will be campus-wide rather than by college or department.

The information form is on DeskTracker. Library instructors identify first year student courses, then Norma and/or a graduate student fill out the separate form GWLA provided.

Reports and Updates
Dean’s Updates
Dean Carolyn Allen noted that there have been some challenges with scheduling in the Dean’s Office, but that the faculty monthly meetings will be scheduled in 104 on the last Monday of each month at 10 a.m.

The dean has spoken with the Faculty Concerns Committee about revising the Personnel Document. The document was last updated in 2000 and needs to have all policy changes integrated into it. The charge for a task force to work on that document has been drafted, and tentative membership explored, though will not be finalized until the dean has had the chance to talk with supervisors of those individuals. The membership of the task force will include representatives from all faculty ranks. The tentative deadline is December 2015 for completed review of the document.

There are several updates and announcements in the last Admin Group meeting minutes; the dean recommends that everyone review them.
Molly Boyd will send a link to information on the Ithaka S+R survey to the faculty. The dean will discuss the possibility of participating in this survey with faculty before taking the next step. It has been eight years since we participated in LibQual, which has different target groups and questions about library satisfaction than the Ithaka survey.

The dean reported on the recent SEC conference on Open Access and Open Educational Resources. She would like us to contact faculty who are using Open Educational Resources to get their advice on increasing faculty participation in this program. Students ask the Libraries repeatedly to buy textbooks and put them on reserve to save them the cost of purchasing textbooks, but that would be prohibitively expensive, and the Libraries cannot fund it. Rice University has developed Open Stacks, which is funded by an endowment, through which they work with faculty to write textbooks which are freely available in digital form. Printed copies cost a printing fee, the most expensive of which is a Chemistry textbook which costs $50. Rice University estimates that students using their textbooks save approximately two million dollars per year nationwide.

**Facilities Update**
Marco de Prosperis announced that the Libraries would budget funds to cover expenses incurred by those persons traveling from mid-winter ALA conference who suffered weather delays.

Facilities will be installing one security camera in the branch libraries of Fine Arts and Chemistry/Biochemistry Libraries by the end of March. There is an installation delay in Physics Library due to technology limitations, but that work will be undertaken as soon as feasible. The annual budget request includes funds to cover an additional two cameras in each branch, making a total of three cameras per branch, and an additional 30 cameras in Mullins Library to cover the blind spots, such as the group study areas. Marco reminded everyone that the only time camera footage is reviewed is when an incident requiring the attention of the policy occurs, and only the police review that footage—library personnel never see it.

The budget request also includes funds to finish out the proposed collaborative study space on level three. Partial funding for the furniture and equipment in that space will come from the Global Campus and the Honors College. The rooms will have an online booking system and will be open to all faculty and students, including library faculty.

Facilities will be sending out a customer satisfaction survey in three or four weeks. This survey will take approximately five minutes to complete, and gives everyone an opportunity to report any issues or problems. Marco would like to repeat the survey once or twice a year.

**Budget Update**
The dean distributed copies of the summary for the budget hearing. This is a little different from what the faculty reviewed and approved, due to changes suggested during the preliminary review with the provost. Marco described the requested funds to finish out the collaborative space on level three. The budget also includes one faculty position request, which is a serials cataloger. It includes funds to build the proposed off-site storage facility; those cost estimates are two years old now. It includes funds to complete the minimalist revision of Mullins Library; this is the west façade only and does not include any interior renovations. It includes requests for funding of the Institutional Repository, which is a joint project with the Vice Provost for Research and Economic Development. The director position has been changed to a half-time appointment for a senior researcher / faculty member with a full time librarian position and two staff positions. The IR funding request also includes a server, because faculty are
concerned about data storage, but in turn the dean is concerned about relying on bepress for data storage and the future of that practice / program because costs could escalate quickly. The provost is trying to get colleges to move away from keeping their own servers and centralize server purchase and upkeep under campus IT Services to be more cost effective. The request also includes funds for the annual subscription to bepress; we have already paid that amount for this year. The request is for next year’s funding.

Next fall we will see a substantial increase in health insurance costs, which may impact every budget across campus.

**Human Resources Update**

Jeff Banks noted the on campus interviews for Business Librarian will be held on Thursday, March 5 and Friday, March 6. There will be two candidates for one-day interviews.

The Library employee awards nominations are open. Jeff encouraged all to make nominations and to nominate library personnel for campus-wide awards as well. Stephanie Feedle just was awarded Employee of the Quarter, and it is always good to see library personnel being so honored.

**Public Services Update**

Lora Lennertz noted these announcements:

- Due to the recent Sierra upgrade to the library catalogue, overview sessions for the new catalog functions including scoping, form and genre headings, will be held on March 18 at 9 a.m. and 3:30 p.m.
- The new microform readers have been installed. Lynaire is working on training materials and sessions will be held this week or the next on how to use these machines.
- Please pass along any projects you have that desk workers may complete.
- Please fill out the Incident Report Form on StaffWeb so that administration may gather information on trends and incidents being reported. If one reports an incident to the UAPD, please duplicate that report on the Incident Report Form, as we are experiencing gaps and other problems with reporting from the police. Staff will continue to report issues with gates and open doors discovered during rounds, etc., on DeskTracker.

**Collections Budget Update**

Judy Ganson distributed a report of the current allotment of funds for the collections budget, which includes:

- **Funding sources:**
  - Student fee: $1,347,847
  - Grad fee: $115,051
  - State: $2,062,219
  - Endowment: $1,833,134
  - Grants, fees, etc.: $504,278
  - Total: $5,862,529

- **Materials formats:**
  - Electronic: $4,162,476
  - Print journals: $410,513
  - Firm orders*: $851,529
  - Materials support: $338,011
New journals  $100,000
$5,862,529
*includes books and other one-time expenditures

Subject Area Support:
Humanities  $488,240
Social Sciences  $825,606
Sciences  $3,130,301
General  $1,080,371
Material Support  $330,011
$5,862,529

Unexpended Funds (will be depleted by June 30)
Electronic resources  $676,586
Print journals  $138,486
Firm orders  $320,843
Materials Support  $97,869
$1,233,784

Other Updates
YBP was bought out by Ebsco, so there may be some problems with purchases as those two merge and transition.

Amy Allen, the University Archivist, has created a sample page of the Walton College for the Institutional Repository, which has not yet been reviewed and revised.

Digitization for preservation purposes may be undertaken by the proposed digital center rather than as a function of the Institutional Repository.