Marketing Faculty Research and Activities
Kalli Vimr, public relations coordinator, gave a Powerpoint presentation on marketing staff activities and accomplishments. 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 goal is to engage students and let them amplify the message via social media.

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. The most important goal is that readers get to learn about what we are doing in the Libraries, that we are able to bring to light what academic research libraries do.

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 library work and research, people or institutions with whom staff collaborate, and even causes staff 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. Keep two biographical sketches on hand: a brief, three-sentence bio and a longer sketch. Submit ideas to Kalli who will decide relevance and the appropriate vehicle through which to broadcast that message. The Public Relations team tries to keep a quick turn around on promotional materials and messages.

Kalli reminded staff 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. We should get comfortable talking about what we do and its importance or relevance.

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.

The University of Arkansas themed templates for Powerpoint presentations are available on University Relations’ web site. Also, you can get them through the Public Relations LibGuide on StaffWeb.

Social Media Content Strategy
Kalli Vimr showed staff a preview of the upgraded Newswire page, which is photo and graphic heavy.

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. These could be diversity issues, local events or anniversaries, or national library initiatives and programs, such as “Drop Everything and Read.” 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.

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 all available 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. They post images on the Flikr account to promote under used collections, born digital objects, curated events, and national programs like “Ask an Archivist Day.” Objects posted on social media channels drive traffic and interest to Special Collections because they are shared by like groups or crawled by web crawlers and produced through blind searches. Special Collections gets good outreach from sharing and retweets, which makes the University Libraries part of a larger conversation.

Kalli has scheduled Social Media briefings each month, which are promoted through Tuesday Times. Everyone is invited to attend and to contribute to the planning for that month’s social media posts and submissions.

**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, or what is the impact of library instruction methods?

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.

**Question**: Why is the institutional data stripped? This could be compared to reveal most successful practices, which would benefit all participants. It makes sense to list superior programs and analyze why they are successful.

**Answer**: That is not a purpose or goal of this study.

**Reports and Updates**

**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

Total: $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

Total: $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

Total: $1,233,784

All numbers are estimates. The student fee is currently $2.50 per credit hour. Students are contributing significantly to the collections budget. The endowment income is also up from its 2009 low point. The funds from other colleges and departments are to maintain their subscriptions. The DDA, or demand driven acquisitions, not only supports on campus classes but distance education, because all titles are digital. Materials support includes binding, OCLC fees, cataloging costs, etc.

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.
Jeff asked supervisors of hourly and work study students to contact HR to make sure that those workers are paid for inclement weather closings when they were scheduled to work.

Jeff also asked anyone who had earned a degree since July 2014 to contact HR, as they may be eligible for a bonus.

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.

The Admin Group 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.

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., given by the Innovative Review Committee. Searches can now separate what materials are located in different collections, such as Fine Arts or the Arkansas Collection and can separate formats from other materials, such as videos of Othello performances from scholarly books written about Othello.

• 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 fill out the Incident Report Form on StaffWeb so that administration may gather information on incidents being reported and trends. 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.

• Librarians used the new set of iPads in fifty-one instruction sessions last fall.

• More than one hundred Music Department digital concerts have been added to the archive.

Dean’s Updates
The Institutional Repository / Open Access Task Force has made some progress on their goals. The Task Force is working to describe the parameters for content and policies for managing data sets.

Carolyn Allen reported on the recent SEC conference on Open Access and Open Educational Resources. There will be a meeting with faculty who are using Open Educational Resources and the bookstore to get their advice on increasing faculty participation in this program. We would like to create partnerships to help lower student costs. 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.

Other Reports and Updates
Gale Golden reported that Fine Arts Library is thinning its collection of around 3,000 titles, due to new titles coming in and a lack of space to shelve everything.

Robin Roggio reported that the Interlibrary Loan program for Purchase on Demand from faculty and graduate students is well received. The dean asked Interlibrary Loan staff to compile data and report back next month at this meeting.

Nelson Gonzalves-Shinnick reported that the Borrow It Now Interlibrary Loan program works very well. Staff need only check the item for accuracy and distribute, which cuts down on staff time and turnaround time for requesters.

Government Documents is experiencing space issues. The dean noted that the more space we convert to student use, the less space we have for materials and other library uses. It’s a catch-22.

The budget request hearing with campus administration went well, but there is no way of predicting the outcome. It includes funds to build the proposed off-site storage facility, which would at least double the capacity of LISA and hold 1.5 million volumes, and funds to complete the minimalist revision of Mullins Library; this is the west façade only and does not include any interior renovations. We are restricted to the current height and footprint of Mullins Library. It also includes a request for the proposed Science Library.