University of Arkansas Libraries
Library Council, Wednesday, November 30, 2011

Present: Carolyn Allen, Jeff Banks, Molly Boyd, Elaine Dong, Judy Ganson, Jennifer Rae Hartman, Norma Johnson, Phil Jones, Kathleen Lehman, Necia Parker-Gibson, Robin Roggio, Luti Salisbury, Julie Thacker, Randy Thompson, Tony Stankus, and Juana Young.

Charge for New Council
The Library Council is responsible for assisting the dean in devising creative ways to enhance the Libraries’ performance, national visibility, collaborative efforts, and outreach activities. The Council will focus on broad issues related to directional planning and creative program development. Membership: Members are appointed by the dean and will be reviewed on an annual basis. Chairs of the FCC and SCC will serve as members for the length of their term as chairs. Members may not send substitutes for the meetings; however, guests will be invited to address particular topics when certain expertise is warranted.

The dean explained that “broad issues” should include those from the law library, but should not include detailed issues related to the work of one individual or department, unless the impact of that work extends to the organization at large. The issues that will be covered by the Council include development topics, as the university begins to explore the possibility for conducting another capital campaign. We should be strategic about our objectives, but the focus of the moment may alter due to how Advancement defines the overall campaign and how we fit into that picture. We will need the numbers from the law library to include to give a broader perspective about the needs of the Libraries.

The reputation of the Libraries depends in part upon its national visibility. The role of this group is to devise ways to enhance the national visibility of both the work that we do and faculty participation in national organizations.

“Collaborative efforts and outreach activities” should be anchored in the current needs of academic programs and in support of university goals. The Council will also work with creative program development, and reviewing what we can be doing more actively to support academic programs and goals. As departments create programs, lectures, and courses, we should be working with them to ensure that we are meeting their needs. Our deadline is to have the strategic initiatives and goals set by the Christmas break. We’ve given many opportunities for broad input from faculty and staff of the Libraries and are winding down to the final draft.

Some discussions in the Council will be confidential, and will be clearly identified as such. What we say matters and has consequences. Failure to keep confidentiality of these topics will result in dismissal from the group.

Public Relations Policy
This policy relates to publications, which includes handouts and flyers, but not materials prepared by individuals for a particular class or department. It is limited to major publications. The policy enables the administration and public relations staff to ensure that all publications meet the guidelines established by the University for print materials and to make sure that the Libraries’ message is consistent. This policy was not brought before the Library Council to approve, as it is not the role of the Council to approve policies, but for feedback and clarification. Suggested corrections from the Council
include indicating the policy is for publications in its title, adding the word “signage” to the second sentence of the third paragraph so that it reads: “Questions regarding signage (floor plans, maps, and call numbers) should be directed to the Facilities Coordinator.” That sentence should be moved to the first paragraph, role of Public Relations. Finally, add a link at the bottom to the related Media Policy at: http://libinfo.uark.edu/dean/mediapolicy.asp.

Strategic Initiatives and Goals
The strategic initiatives and goals will be finalized after this meeting in time for the faculty review and assignments for 2012. The Admin Group will review the document to modify the dates, which are currently placeholders, determine priorities, and to make assignments. The initiatives are long term; the goals are shorter term but not meant to be completed in one year. The goals should be regarded as a living, breathing document that will be changed as needs and circumstances change. Consider them a road map or direction, one that is flexible and fluid.

Public Services Group has suggested changes that are not reflected in the current document, including two goals inserted by Phil and Luti. Molly will review the minutes from the meeting and will make the appropriate changes.

The goals needs to be realigned so that all similar items are under similar topics; for instance, move the Project Sails goal to the Assessment initiative.

Budget Update
After the provost requested a gift from Athletics on our behalf, Athletics gave $20,000 to the Libraries for book purchases. We have requested $250,000 from the university to support the purchase of books, due to the depletion of our allocated budget for books because of the rising serials costs. We are currently examining every serials renewal for continuation. Selectors are making very careful choices. For example, we are not renewing Current Contents after consultation with faculty and reviewing the use data.

In order to be good stewards of our resources, we have to make hard decisions and cuts, which are not made in a void or to downgrade our ability to serve our campus population. Part of the process is to review the cost per use data, and to assess the critical nature of the product for supporting programs, instruction, and research. We are sometimes forced to make changes by looking for alternative products to support programs. The use patterns tell us what faculty deem most important and useful. Selectors must keep an eye on the direction of research being conducted on campus and current teaching topics and trends, and to make decisions about resources that support the programs by judging the impact on campus for the proposed cancellation.

Every library in America is facing the same rising costs and making the same tough decisions. We continually review, even before renewals come due.

A major goal for the capital campaign will be to enhance our endowment, which supports the serials budget. Cash gifts can make one-time purchases, but endowments sustain the rising and continuous cost associated with collections. Since the campus makes endowment income payments based on a three-year rolling average, we had a $300,000 loss this year to our budget from endowment income, and will see a similar low return for the next few years.
The Selectors will be asked to contribute statements regarding needs, gaps, and holes in program support, so that Development may put those in front of donors. The Selectors in turn request a statement regarding the current budget health that they may present to their faculty and departments for a standard and consistent message, especially in response to faculty requests to purchase new materials. This will be discussed in the next Selectors meeting.

Due to the economic conditions and worldwide forces beyond our control, we have to make hard and realistic decisions. Faculty have been supportive so far due to their understanding of what’s going on in the publishing world and the economy and how that impacts our budget. The cost of information has escalated disproportionately. The hard decisions that we must make will not be made in a void or as punishment, but will be based on the big picture. We must live within our budget.

Reports
The Libraries have signed an early adoptive agreement with Innovative for Sierra, with additional support provided by the Law Library.

The subscription prices for electronic books in Nursing have been reduced, because the publisher is rewarding us for creating a model that was adapted by other universities to the publisher’s benefit.

The Staff Concerns Committee sent out a survey containing two questions for Libraries’ staff: do you want Staff Concerns Committee members voted in or appointed, and what do you think the primary role of the Staff Concerns Committee should be? The survey will close this Friday, so results should be out next week.

Phil Jones and Tess Gibson participated in a Participatory Design workshop a few weeks ago at Temple University hosted by CLIR. The workshop included training on the participatory process in conceptualization, design, and building for libraries. The topics include technology, library facilities, and public services. One workshop described best practices for interviewing faculty in their offices regarding how they do research and the other for surveying students using a “blank page” to determine how they would reconfigure spaces to suit their needs.

The Law Library has already gone into 24/7, as Law School finals begin Monday. There are two new hires in the Law Library, Steven Jarvis and Chad Pollock.

Cataloging has worked with Amy Allen of the University Archives to catalog the retrospective Honors College theses in DSpace. Students can now self-submit their theses through the Web interface on DSpace in departments that have switched to the new online method. We are not ready to advertise this to students yet as some departments have not yet converted to the new system, which requires an administrator in each respective department to review and approve all submissions. This collection will form a portion of what may eventually be a library institutional repository.

The Human Resources office is hosting a series of Diversity webinars on Thursday afternoons in 472B. Attendees will need to register so that we may ensure enough seats.

The Librarian in Residence search resulted in such excellent candidates that it was a difficult decision to choose between the top two candidates, so the dean asked the provost to fund the hiring of the second candidate. Human Resources is currently negotiating a start date with both candidates. The dean
thanked Necia Parker Gibson for her work chairing the committee and bringing in excellent candidates who were mesmerizing.