Web Services

I. Electronic Collections

A. Evolving Collections

Due to fiscal constraints, the Libraries did not add many new electronic resources in the past year. Instead, usage data for electronic resources was closely scrutinized in order to identify journals and other subscriptions that are underutilized or candidates for document delivery through the Interlibrary Loan service.

Library users can be confused when confronted by multiple database platforms with varying search protocols. The libraries conducted a project this year to consolidate some of our most popular research databases on more familiar search platforms, where users might take advantage of linked full text or additional features such as citation searching. Biological Abstracts and Zoological Record were moved from the WebSPIRS platform to ISI's Web of Knowledge while three agricultural and food science resources --AGRICOLA, CAB Abstracts, and Food Science and Technology Abstracts-- were moved to EbscoHost. Use of these last three products has jumped more than 50% over the previous year, confirming that familiar interfaces make for more use by students and faculty.

By consolidating subscriptions and some shrewd budgeting, the Libraries were able to add a full-text component to the popular CINAHL (Current Index to Nursing and Allied Health) database. Nursing students and faculty responded by downloading more than 7000 articles from this resource in 2008-2009.

A new interface for SciFinder, the comprehensive chemistry search engine, was tested during 2008-2009. SciFinder Web allows researchers to conduct in-depth queries from home computers, to search by chemical structure, and to create personalized alerts for new publications in their subject areas. A general campus roll out is anticipated this fall.

Several subscription databases, including all Ebsco products, Classical Music Library, and Oxford Art Online and Oxford Music Online (previously Grove Encyclopedias), were updated this year with new features and interfaces.

The Libraries continue to strive to deliver information in the most cost effective and user-friendly ways; one initiative on this front was an experimental program to offer research scientists access to journal articles from Elsevier publishing on a "by the drink" model. Rather than subscribing to entire journals in important, but sometimes esoteric, fields, the Libraries paid for articles from those journals on demand. Though such programs can be very time-intensive to manage, they do offer faculty instant access to needed articles. Data from this study is still being analyzed by the science and technology librarians.

The Director for Collection Management Services and Systems, Judy Ganson, coordinated the purchase of a dozen research journals for statewide access as part of the EPSCoR (Experimental Program to Stimulate Competitive Research) program from the National Science Foundation. These titles, covering
topics such as bioengineering, genetics, and materials science, are just now being made available to participating campuses in Arkansas. Access to these journals will foster research across the state.

B. Access to and Use of Collections

1. Use Patterns

Use of online collections has held steady in the last year with almost 1.8 million searches reported by database vendors.

More than 1.27 million documents (articles or chapters) were retrieved from library databases in 2008-2009, a slight increase over the previous year.

2. Find It! and Find More! Linking Tools

Find it! provides links from abstracting and indexing databases to full-text journal articles held by the libraries, and, by eliminating the need to check the catalog for each article citation, saves the time of experienced and novice researchers alike. As one faculty member in the Fulbright College wrote, "Thank you for a great tool. It makes looking for articles quick and easy." A librarian from the University of North Texas commented on our Find it! logo, "I just have to say that I love those pigs! ... They go a long way to humanizing the library and making research look fun. Keep up the good work -- the rest of us are watching!"

Find it! users clicked through to full-text resources more than 70,000 times in 2008-2009, with the top destinations including not only popular undergraduate resources such as ProQuest and Ebsco but also large scholarly journal collections from publishers such as Elsevier, Wiley, Blackwell, the American Chemical Society, and the American Institute of Physics. It appears that Find it! is achieving its goal of directing users to the appropriate content, regardless of where they began their search. Also noteworthy is the number of times users were able to navigate back to library resources from open web tools such as Google Scholar through our custom Find it! links.
3. Remote Access

During 2008-2009, remote use of library resources remained steady, at approximately **5.56 million remote database requests**. Access to subscription journals and databases from anywhere at any time is a highly valued service -- as one faculty member observed in our recent LibQUAL survey, "I am off campus and remote access is my number 1 priority." By switching to campus authentication ("LDAP"), and through the efforts of the Head of Access Services to improve the quality of data that is received from the campus student records system, remote connections are far more trouble free than in years past, though supporting this service still requires considerable effort from Reference and Access Services staff. (For example, the Web Services librarian alone answered more than 150 email queries concerning remote access last year.) As the University places renewed emphasis on distance learning, a challenge for the Libraries will be to build a support infrastructure for those remote students that is every bit as robust as the services in place for on-campus students.

![Remote Access by Patron Type, 2008-2009](chart.png)

D. Electronic Collections Goals 2009-2010

1. Work with Cataloging and Serials to improve the display for electronic serials holdings in the catalog and on the Web site.

2. Work with Technical Services to streamline electronic resources workflows and to move to a paperless environment.

3. Continue to develop an online statistics repository ("data farm") for use statistics and cost per use data to aid in selection and retention decisions.

3. Create enhanced subject portals for electronic resources.

4. Investigate new methods for customizing and enhancing the user experience in open access tools such as WorldCat.org
II. Web Development

A. Continuing Projects

2008-2009 saw the completion of many projects begun the previous year, including:

Research Paper Wizard
http://libinfo.uark.edu/reference/wizard/
This tool, designed to aid students in managing research assignments, was officially launched in August 2008 to much acclaim. As one faculty member exclaimed, "This research wizard thing is fantastic! ... A great tool for students." Another wrote, "Thanks so much for the research wizard... Thanks a million!"

The Wizard was featured on the Quality Writing Center home page, in several newsletters from the campus Teaching and Faculty Support Center, and on the pages of several academic departments. Students seemed to find the Wizard helpful, as well: there were more than 17,000 page views of Wizard content during its first year and, as one student commented, "Wow! That site is impressive. It is super easy to follow and even gives dates to have each step completed by... I can see how that site would make writing papers a lot less stressful."

In April, Molly Boyd, Anne Marie Candido, Jan Dixon, and Lora Lennertz Jetton presented a poster session on the Research Paper Wizard at the Association of College and Research Libraries' national conference, where they received numerous positive comments and inquiries. The Web Group plans to continue development of the Wizard for more in-depth research at the Honors College or graduate levels.

Pryor Center
http://libinfo.uark.edu/SpecialCollections/pryorcenter/
The new web site for the Pryor Center for Arkansas Oral and Visual History was launched in late June 2009, after months of planning, programming, editing, and enhancement. Working closely with the Pryor Center staff, Arthur Morgan created video player files and slideshows of still images for each of nine feature profiles. He also redesigned the page layouts and site stylesheet to accommodate these new media types. Each profile offers transcripts, audio files, and between 6 to 18 video clips. Success is
in the planning, and much time was spent in setting formats and guidelines for working with each media type, in learning to move large file between Apple and Windows workstations, and in testing pages on multiple browsers and connection speeds. The site was previewed at various state gatherings, including the Arkansas Historical Association Annual Meeting in Magnolia, AR, before going live on June 26, to local media coverage (http://www.nwanews.com/nwat/News/77759/) and acclaim.

Towards the end of the fiscal year, Mr. Morgan also began work with the Center's new Oral History Coordinator to update the database backbone for the site's 200+ transcripts. We look forward to working with the Pryor Center in the coming year as we scale up the site to offer these unique resources to Arkansas and the world.

Arkansas Academy of Science
http://libinfo.uark.edu/aas/

This project to place the digitized backfiles of the Academy's Journal (1997-) and Proceedings (1941-1996) online was completed in 2008-2009. Jessi Shoemaker, administrative assistant in the Dean's Office, created pdfs of individual article files and created the article indexing database, while Beth Juhl completed the author index and project proofreading. and developed the web site itself. The site received almost 5,000 page views last year.

B. New Initiatives

Digital Collections
http://digitalcollections.uark.edu

In January 2009, Web Services collaborated with Systems and Special Collections to upgrade the CONTENTdm software and to redesigned the existing “Land of (Unequal) Opportunity: Documenting the Civil Rights Struggle in Arkansas” collection. At the same time, a test site was created for a new series of digitized speeches from Senator J. W. Fulbright. Later in the spring, the "Shared History" collection was also migrated to the new platform, an important step in consolidating our digital collections for ease of searching and browsing.

Usability Study

During the spring semester, 2009, the Web Development Group conducted interviews with 11 undergraduate and 10 graduate students. These volunteer participants were asked to perform 11 tasks using the Libraries' home page, and their actions and responses were recorded using the Camtasia software. Responses were analyzed for task success, time spent on each task, and the number of false starts for each task. Basing our work on the survey responses, the group plans to make both quick tweaks and long term changes to the main home page to improve the user experience.
C. StaffWeb Enhancements

Security and Operating Environment
Progress was made in the past year on moving backend functions to a more secure environment. Working with Systems staff, Web Services created the test site https://sphinx.uark.edu, which uses Windows authentication. Two backend functions have been moved to this site for testing, with plans to move the remainder during the coming year.

D. Web Development Goals for 2009-2010

The committee has identified several long- and short-term goals for the coming year:

1. Migrate all **backend functions to the new secure site**.
2. Incorporate the new University Logo.
3. Complete the **Special Collections redesign**.
4. Incorporate changes and enhancements suggested by the usability studies.
5. Work with subject librarians to enhance the subject gateway pages, either through local development or through a third party solution.
6. Overhaul the course reserves module.
8. Implement InfoLinks upgrades, including "My Lists," "Cite This," and better book covers.
9. Work with Systems on Sharepoint development.
10. Create **more secure forms** and email tools to prevent spam.
11. Complete the **StaffWeb redesign**.
12. Create a **leisure reading page**. We mean it this time.
III. Personnel Notes and Accomplishments

Non-Refereed Publications
Reviews


V. Attachments

A. Database Use Statistics

1. 2008-2009 Summaries
   - Sessions
   - Searches
   - Documents
   - Cost-Per-Use

2. Detailed Vendor Reports: A-Z

B. Proxy Use Statistics

C. Find it! / WebBridge Statistics

C. Web Page Statistics

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