Library Update

Annual Newsletter & Report from Cincinnati State's Johnnie Mae Berry Library

DIRECTOR'S CORNER

Annual reports being what they are, prepare for a mind-boggling array of statistics here, but we share the numbers so you'll know what we've been up to. During 2013-14, the library saw significant increases in questions answered at the Reference Desk, instruction sessions and usage of our research guides and databases. Over 67% of our graduates checked out library materials. Combine these happy details with an average weekly gate count close to 4,000 and it is clear that we are on the right track to providing service at the point of need. Whether we are managing academic resources or rearranging furniture, the goal is always the same…to connect with students and deliver the tools essential to academic success.

Those connections offer opportunities to identify changes in assignments and research needs. 'Busy and stressed' define the lives of most of our students (faculty and staff, too), so we pay attention to the questions asked, to trends in curriculum and coursework, and to responses generated by our surveys. These components help drive the modifications which ensure our resources and services are in alignment with current demand. We aim for continuous improvement to be that much-needed quiet oasis and the place of choice for getting research help, a good read or a DVD distraction. In short, we have the antidote for 'busy and stressed'…Keep Calm and Visit the Library!

Happy Reading,

Cindy Sefton

STATS AT A GLANCE…2013-2014 Academic Year

Collection Holdings	
Print Books	26,457
E-Books	117,016
Audiobooks	146
Physical Videos	1875
Streaming Videos (Films on Demand)	15,088
Print Periodicals (Journals, Magazines, Newspapers)	96
E-Journals	37,504
Electronic Research Databases	89
Laptops	30
Archives (linear feet)	202.9
Usage Statistics	
All Checkouts	50,367
Books	9012
Audiobooks	349
Videos	4406
Course Reserves	10,290
Laptops	22,344
OhioLINK Borrowing	3489
OhioLINK Lending	1907
Database Searches (EBSCO only)	453,049
Streaming Video Views	2992
Library Visits (Gate Count)	179,400
Visits to Library Web Pages	135,407
Visits to Library Guides	75,109
Library Services	
*Number of Hours Open	3310
Drop-in Assistance at Reference Desk	14,902
Instant Messages Answered	315
Research Instruction Sessions	177
Number of students attending Research Instruction	1924
Library Staffing	
Full-time Librarians (MLS Required)	3
Adjunct, Part-Time Librarians (MLS Required)	2
Full-Time Library Staff	3
Part-Time Library Staff	2
Student Assistants	6

* The library has reduced hours during intersessions and is closed when the campus is. Generally, we are open the following hours:

- Monday to Thursday: 7:30 a.m. – 10:00 p.m.
- Friday: 7:30 a.m. – 4:30 p.m.
- Saturday: 8:00 a.m. – 4:00 p.m.

What's trending at the Library? See the window near our entrance for which popular videos and fiction books are trending this month.

Top Movie Checkouts

- Hunger Games: Catching Fire
- The Wolf of Wall Street
- American Hustle
- Captain Phillips
- Runner Runner

Looking for a video? Our Films on Demand subscription grants you access to over 15K films…they can even be embedded in Bb for on or off-campus viewing!

LOOKING BACK ...2013-2014 Academic Year

Last year we continued our quest to make our Library a student-focused destination for research, learning, and support, whether the student is sitting in 170 Main or working from the comforts of home, and it must be working! In spite of being open fewer hours last year, we saw a 7.8% increase in library visitors, a 17.2% increase in library instruction sessions, and a 59.3% increase in questions asked at our Research Help desk. Our online presence also increased, with 37% more instant messages, 36.6% more visits to our Library Guides, and 39.2% more searches conducted in our EBSCO databases.

The Collection

- **Monographs:** The Library purchased 1826 items to fill gaps in the collection. In response to the popularity of our current Fiction collection, we changed our circulation policy so that new fiction titles do not go out on OhioLINK for at least 30 days after they are added to the collection. Conversely, over 3200 items were withdrawn due to lack of use, outdated information, or poor condition. Most of these items found good homes from either our "Free Book Shelf" or from being donated to Better World Books, an organization that supports worldwide literacy efforts. *If you would like to know more about how the Library makes selection/deselection decisions, please see our Collection Development Policy on the library's website.*

- **Videos:** The 57% increase in video checkouts may be attributed to our steady addition of box office hits. These videos check out for 3 days to students, faculty and staff and are not eligible for renewal, so watch the due dates because fines begin accruing immediately for all library users. Non-fiction videos that are frequently used to support faculty in the classroom are still "Library Use Only" so that our instructors have first dibs.

- **Periodicals (Journals, Magazines, & News):** Although the Cincinnati State community seems to enjoy browsing our popular magazines and newspapers between classes, our more costly print academic journals continued to collect dust. Subsequently, we cut 34 print titles from our holdings. We also learned that our online subscription to Cincinnati.com (formerly *The Enquirer)* will likely be discontinued due to lack of subscriptions across the Tri-State.

- **Databases:** While our only database acquisition this year was JSTOR, the overall cost of our subscriptions increased substantially. For example, our annual subscription to the Electronic Journal Center almost doubled from about $6800 in 2013 to $12,819 in 2014 (and another 5% increase is projected for next year). Despite the cost, digital access is still the best delivery method to reach the widest audience. Price and usage fuel our acquisition and retention decisions, so please continue to use—and promote student usage of—those relevant to your research needs. Know that we are in constant pursuit of the best and most cost-effective resources to satisfy research and accreditation requirements in the community college environment.

- **Course Reserves:** With over 10,290 checkouts last year, our course reserves continue to be one of the best services we offer to students, especially at the start of the semester when many are waiting on financial aid to buy their textbooks. On behalf of those students, we would like to say THANK YOU to all of the thoughtful faculty and departments that place their items on reserve. We currently have reserves for 140 classes.

- **College Archives:** Last year, the Archives finished digitizing College catalogs, BOT minutes, press releases, newspaper/magazine clippings, commencement programs, student handbooks and various newsletters. The current project is the digitization of tenure applications dating from the early 1990's. Visit the Archives online at http://cinstatearchives.com/ .

Technology

- **Computers:** In answer to the high-demand for PCs, the Library added four additional work stations and restructured the student work space outside the Library's conference room. The configuration keeps the PCs close to the printing station while the study carrels encourage independent work.

Restructured Student Work Space.

- **More Outlets:** Rearranging the Library's study carrels reaped a highly desired outcome; more electrical outlets are now free to meet students' charging needs.

- **Printers:** With help from IT, we acquired two new printers for the Library's print station. Students are pleased with improved wait-times, while Library workers are able to spend less time troubleshooting equipment and more time assisting the college community.

- **Laptops:** Our laptops were checked out 22,344 times last year—an impressive number in spite of the 17% decrease from last year. The decrease may be attributed to several reasons: we began lending laptop chargers last year (which reduces the need for multiple checkouts), the four additional PCs, and a reduction in overall hours of operation due to closures and shortened summer hours.

Outreach & Collaboration

- **Social Media:** The Library's Facebook page increased its fan base by 47% with 738 current "Likes". Our Twitter account, @cinstatelibrary, also saw a hefty 44% increase in "Followers", currently numbered at 124. Not to be outdone, the College Archives boasts 175 "Likes" on Facebook and 386 pins on Pinterest.

	Johnnie Mae Berry Library	Cincinnati State Archives
Facebook	www.facebook.com/cslibrary	www.facebook.com/csarchives
Twitter	https://twitter.com/@cinstatelibrary	X
YouTube	www.youtube.com/CinStateLibrary	X
Flickr	X	www.flickr.com/cinstatearchives
Pinterest	X	Pinterest.com/cinstatearchive

- **Book Club:** Our Book Club for Cincinnati State faculty and staff met nine times to discuss everything from Adam Johnson's *The Orphan Master's Son* to Andy Weir's *The Martian*. For a complete reading list and upcoming meeting dates, visit their website at http://cincinnatistate.libguides.com/bookclub .

- **Displays:** The Library staff created several stunning promotional displays this past year, including "Banned Books", "Graphic Novels", "Books on Film", "Murder & Mayhem", and "Maya Angelou Remembered". The Archives' "Spotlight on Health & Public Safety" was center stage both fall and spring semesters, while their current "Celebrating 45 Years of Cincinnati State in the News" display is a fascinating journey from 1969 to the present. View all current and past Archives exhibits online at http://cinstatearchives.com/exhibits

- **Campus Events**: Smiling faces greeted students the first two days of each semester to offer directions and a snack. The Library was also represented at the New Student Orientation.

- **Accreditation:** Landscape & Horticulture Design underwent review last year and the Library was happy to play its part by identifying some of the key resources that support the curricula. Likewise, Culinary Arts received documentation to support their upcoming review. If you're aware of an upcoming review, we would appreciate a little bit of advanced notice so that we can make sure we have time to compile a report that will showcase our commitment to supporting your students.

Long before hipsters started sporting fancy facial hair, the Archives documented and digitized some of history's most impressive 'staches. Check it out on Pinterest! You might even find some faces you'd recognize under that hair.

Research Support

Our Mission states that "*(t)he Library helps instill students with the research skills essential for lifelong learning."* While many come to college equipped with basic Internet search skills for finding everyday information, most are not prepared to locate and evaluate resources for academic use. Providing research support is one of our most essential services.

- **Library Instruction:** Cincinnati State librarians led 177 classes reaching 1924 students in 12 subjects, a 14% increase over last year. Included in that increase are 17 sessions that were hosted on the Middletown campus. Instruction Librarians also initiated a Peer-Review process for quality assurance.

- **Library Guides:** Over 160 guides are now available to "walk" students through the research process, whether they are main campus, Middletown, Harrison, distance education, or dual enrollment students. Guides can be embedded directly into Bb courses so that students have access to the best resources for their subject right at their point of need. The guides had over 75,000 hits last year, with the English 102 guide leading the pack at 20,609 hits. There are also guides for specific audiences, including Students with Disabilities, Student Veterans, and English Language Learners. And, our faculty guide will help both new and veteran instructors take advantage of library services. Browse all of our guides at http://cincinnatistate.libguides.com .

- **Video Tutorials:** Screencasts of how to search our most frequently used databases were created and/or updated to provide asynchronous instruction for off-campus students, and also to reinforce the search strategies taught during library instruction. All library-created tutorials include closed captions and can be embedded directly into Bb from our YouTube channel. Most of our library guides also include these tutorials, thereby increasing the guide's effectiveness.

- **Reference Interactions:** 14,902 questions were answered at the "Research Help" desk this year—a 59.3% increase over last year—but they weren't all about finding books and articles. In fact, only about 35% specifically concerned library resources or services; the remainder fell into the categories of College Support, Software or Technology, and Printing or Photocopying. The "Check Out" desk (Circulation) answered an additional 921 questions. We also answered 315 questions

via our instant message service—a service that enables us to provide synchronous assistance whether it's a Middletown student, a distance education student working from home, or even a student sitting across the library using a laptop.

Results: Library Satisfaction Survey

During the last two weeks of Fall 2013 semester, we asked students to complete a quick evaluation of library resources and services. The survey was available in either print or electronic format via links from the Library's website and social media accounts. The numbers below are based on a 200 respondent sample.

1. **On average, how frequently did you visit the Cincinnati State library this semester?**
   - Almost daily: 64 /32%
   - 2-3 times a week: 87 / 43.5%
   - 2-3 times a month: 27 / 13.5%
   - 2-3 times the semester: 20 / 10%
   - I have not visited the physical library this semester: 2 / 1%

2. **What was the purpose of your visit(s)? Please mark all that apply.**
   Percentages will equal over 100% as multiple answers were permitted.
   - Borrow or return resources (books, videos, course reserves): 77 / 38.5%
   - Quiet space to study: 155 / 77.5%
   - Work with classmates: 59 / 29.5%
   - Computing and/or printing: 147 / 73.5%
   - Attend library instruction for my class: 17 / 8.5%
   - Taking a break between classes: 81 / 40.5%

3. **Please indicate your level of satisfaction with each of the resources or services you used.**
   Percentages based on number of "Used" responses for each item.

	Highly Satisfied	Satisfied	Highly Unsatisfied	Did not Use
Resources				
Books	66 / 61%	38 / 35%	4 / 4%	77
Fiction Videos	27 / 63%	16 / 37%	0	133
Course Reserves	40 / 68%	19 / 32%	0	118
Group Study Rooms	60 / 70%	25 / 29%	1 / 1%	95
Online magazine & journal articles	46 / 64%	25 / 35%	1 / 1%	106
Technologies				
Library laptops	96 / 64%	47 / 31%	8 / 5%	42
Computers	102 / 66%	48 / 31%	4 / 3%	36
Printing	116 / 71%	46 / 28%	1 / <1%	29
Getting Help				
Research Staff	92 / 78%	26 / 22%	0	70
Checkout Staff	104 / 75%	34 / 24%	1 /<1%	51
Chat/IM or Phone	33 / 80%	8 / 20%	0	126

Outcomes: Library Satisfaction Survey

4. Please use the space below (or back of page) for any additional comments/suggestions.

Eighty two students took advantage of this opportunity, and some included more than one suggestion for a total of 88 comments. Of these, 49 were accolades primarily focused on the friendliness and helpfulness of library staff, but some included general appreciation for the library overall and a handful mentioned the resources and/or atmosphere. Below are a few of the changes we made to address suggestions for improvement.

Quiet Space: 6 of the comments on the Library Environment were complaints about the noise level, which was worrisome since 77.5% of respondents use the Library as a quiet place to study. In response, we increased signage, improved noise enforcement, and changed furniture arrangements to foster quiet study. Our four group study rooms can accommodate student collaboration and group projects, making it easier for us to keep the rest of the space quiet.

"Ssshh"SOLMYRA poster, motif by Deborah Azzopardi

Electrical Outlets: Changing the arrangement of our study carrels opened access to existing outlets for students to use, which addresses three student suggestions.

Fines/Bills: Two comments expressed concern over our fine structure. Previously, students owing $5 or more were unable to borrow additional items until the fine was paid down; this was difficult for students taking evening, Saturday, or off- campus classes. We have raised the cut-off to $85, and also lowered our replacement costs to $85 (the previous amount was $100). Of course, fines and bills vary based on the material format and the lender (CState, OhioLINK, SearchOhio, etc.), so please visit our website for more details.

Internet Speed & Laptop Charge: Students can now check out a charger when borrowing a laptop, and IT had additional Internet access points installed, thereby resolving 5 complaints.

Sound on the Public Computers: Although only 1 user requested that the public computers have sound enabled, we enabled the sound anyway so that students can listen to their online lectures and videos that are embedded in Blackboard. We also have headphones that can be checked out for students that do not have their own.

We were not able to address *all* of the suggestions. For example, there were three complaints about the Library being cold, a request for a 24-hour workspace, a request for course reserves to leave the Library, and another for more comfortable chairs.

Libraries are constantly changing and our staff are an active voice in that change. They serve on local, state, and national committees; they stay informed of current trends by attending conferences, networking with other librarians, and continuing their education. At right are just a few highlights from this past year.

Staff News

Retirements: Johnnie Mae Berry Library lost two staff to retirement this year. Technical Services Assistant Kathy Scardina was a valued team member for 15 years, while Serials Coordinator Thelma Barnes contributed 38 years to the College. We thank them both for their years of dedicated service and wish them the best of luck in their new life adventures.

Competitive Presentations: Kathleen Pickens presented "Circle the Wagons and Break out the Big Guns" at the National Distance Library Services Conference, "Tumblr for Academic Libraries" at the Academic Library Association of Ohio (ALAO) annual conference, and "Triage: Public Libraries Serving Distance Education Students" at the Southwest Ohio & Neighboring Libraries (SWON) Fall Symposium. Ginna Witte and Myra Justus presented the poster "Linking Up With LinkedIn: A Review of Job Hunting & Networking Resources for Ohio Academic Library Employees" at the ALAO annual conference.

Peer-Reviewed Publications: Ginna Witte published "Content Generation and Social Interaction within Academic Library Facebook Pages" in the *Journal of Electronic Resources Librarianship.* Ginna and Kathleen Pickens co-authored "Tame the Wild West of Distance Librarianship using Quality Matters[TM] Benchmarks", publication pending in the *Journal of Library and Information Science.*

Distinctions: Cindy Sefton has been named President of the SWON Executive Board.

Awards:

- Ginna Witte received the Horizon Award from the Cincinnati Chapter of the Special Libraries Association (SLA) in recognition for her service as the Chapter's co-webmaster and for demonstrating potential leadership in SLA.

- Kathleen Pickens was named ALAO's 2014 "Distance Learning Visionary", in recognition of her service to distance librarianship. In addition to presenting at state and national conferences, she is an Executive Board member of the Association of College & Research Libraries (ACRL) Distance Learning Section (DLS), she co-chairs the DLS Communications Committee, is in her 5th year on ALAO's Executive Board, and is currently co-chairing ALAO's Distance Learning Interest Group. Here at Cincinnati State, Kathleen is on the Distance Learning Advisory Council and an internal reviewer for Quality Matters.

Meet Your Library Staff

Administration

Cindy Sefton
Director

Head Shusher

Technical Services

Tracey Stivers
Coordinator of Technical Services

Archives, Cataloging, Database Control

Karen Douglas
Acquisitions

Anna Maloney
Technical Services Assistant

Information Services

Kathleen Pickens
Coordinator of Information Services

Collection Development, Instruction, Reference,
Web & Multimedia

Ginna (Virginia) Witte
Coordinator of Circulation Services

Circulation, Reserves, OhioLINK Contact

Myra Justus
Evening Supervisor

Evening Circulation, Interlibrary Loan, OhioLINK Contact

Don Vernatter
Circulation Assistant

Brigid Almaguer
Adjunct, Reference/Instruction

Jennifer Robinson
Adjunct, Reference/Instruction