

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2013-14**

UNIT:	Library Services (Diane Fulkerson)
MISSION:	The mission of Library Services is to support the University by providing access to information services and resources to the faculty, students, and community.
2012-16 USFSM STRATEGIC PLAN GOALS:	<p>GOAL 1 ACCESS: Expand access to a University education that benefits students and the local, national, and global community. (Aligns with USF System Goals 1,2,3,4,5; State University System of Florida Goals 2,3)</p> <p><u>Teaching & Learning</u> (1a.) Expand academic programs in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><u>Scholarship, Research, and Innovation</u> (1b.) Promote innovative scholarship and community-engaged research. (1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><u>Public Service & Community Engagement</u> (1d.) Partner with a variety of organizations and stakeholders, including the USF System. (1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>GOAL 2 SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; State University System of Florida Goals 1,2).</p> <p><u>Teaching & Learning</u> (2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results. (2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><u>Scholarship, Research, and Innovation</u> (2c.) Track and promote faculty-developed measures of scholarship. (2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u> (2e.) Earn recognition as a Carnegie Community-Engaged University. (2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

UNIT GOALS:	<ol style="list-style-type: none"> 1. Provide quality patron service to students, faculty, and staff through effective teamwork and collaboration in all areas of academic support services, understanding that the values of unity, professionalism, and respect are the most necessary elements to our success (Aligns with USFSM Goal 1a, 1b, 1d, 1e, 2a) 2. Enhance student and faculty awareness and access to information resources, services, and collections including collaboration with New College of Florida, the USF System, and the Florida Virtual Campus (FLVC). (Aligns with USFSM Goals 1d, 1e, 2a) 3. Enhance student research skills with a focus on retention, progression, and graduation. (Aligns with USFSM Goals 1b, 2a) 4. Assist USFSM faculty scholarly research efforts. (Aligns with USFSM Goals 1b, 2c) 				
OUTCOMES	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor Response (Dr. Terry Osborn)
Outcome 1: Delivery of quality library instruction to students.	1,2	<ol style="list-style-type: none"> 1. Number of instruction sessions and students attending. 2. Student learning assessed through one-minute survey with open-ended questions and informal pre-post testing. 	<ol style="list-style-type: none"> 1. WcOnline did not track numbers well. Mid-year, a form in Google Docs was implemented to schedule and track students. Offered approximately 40-50 instruction sessions. 2. Used surveys and testing to adjust instruction, but formal analysis was not completed. 	<ol style="list-style-type: none"> 1. The implementation of Desk Tracker will allow the librarians to determine the number of students asking for library help at Cook Library with the intention of establishing office hours at Cook. 2. Work with Institutional Research on methods to compile and analyze the one-minute surveys. 	<p>Excellent adaptation of system to achieve objectives. Continue to monitor for effectiveness and unintended consequences.</p> <p>The Library Services unit will be continuing its work as part of the Information Commons, including services in writing support and tutoring.</p>
Outcome 2: Individual and group research consultations for students and faculty face-to-face and online.	3,4	Librarians will use Ask A Librarian, Florida's virtual reference service, and Blackboard Collaborate for online research consultations. Students will schedule appointments through WcOnline for in person research consultations.	Due to poor recording and tracking of consultations in WcOnline, only an estimate available of about 100 consultations. Unable to determine the number of graduate students who had research consultations.	<p>Continue to use chat reference and other technology for virtual research consultations. Desk Tracker will be used to track all sessions and research help for students.</p> <p>Create a survey of faculty to assess research needs before the start of Fall Semester 2014.</p>	Important to continue to refine both technological applications and tracking of services provided.

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Outcome 3: Formal assessment plan for library instruction and services.	1	Refine and develop assessment instruments and annual assessment plan that can be replicated year-to-year.	Used one-minute survey for face-to-face instruction sessions. Refined annual assessment plan.	Develop an on-line form for virtual research consultations. In conjunction with Cook library determine services to market and promote to USFSM students and faculty. Revise assessment plan every year. Focus on developing programming and services to meet needs of first-year students.	Will be interested in learning the results of the analysis as well as the application of information gathered to meet student/faculty/staff needs.
Outcome 4: Weeding of the book collection housed in Cook Library.	2	Print a shelf list of books in the collection then work with USF Tampa and Cook Libraries to weed the collection. Continue to cancel print journal subscriptions as more journals are available electronically.	Weeding of the collection was postponed until after the 2 nd phase of the Cook Library renovation is completed in summer 2014. Promote U Borrow and ILLIAD to our students and faculty.	Start weeding process in Fall Semester 2014.	Excellent review of utilization of resources.
Outcome 5: A marketing program developed in conjunction with the librarians at Cook Library to promote the library services and space available to students.	1,2	Work in collaboration with USFSM Student Government and Cook Librarians to develop marketing campaign and promote library services. USFSM Librarians will begin to have hours at Cook. New marketing strategy should include availability of parking, improved wireless, group study space, and individual study carrels. Develop joint programming and hold USFSM library related events at Cook.	Efforts have failed to increase the use of Cook Library by USFSM students and faculty, although the relationship between USFSM and Cook Library has improved significantly. Extended hours at Cook were funded through Student Government. Ruth Lando in Marketing is working with New College's Marketing department to rebrand the library website to reflect the shared use.	Develop a "meet the librarians" video for the start of the fall semester in collaboration with New College librarians. Obtain instructor copies of the textbooks from the publishers and make them available for student use in the Information Commons. Work with Cook Library Dean Brian Doherty to develop ways to encourage USFSM students to use Cook.	This ending goal will increase student access and effectiveness and result in effective utilization of resources.

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Outcome 6: Processes and procedures for the digital repository, including identification of collections and materials to include.	1,2	Contact Jim Schnur at USF St. Petersburg for information about workflow and technical standards for scanning materials for the repository.	USF St. Petersburg did not respond. Worked instead with Barbara Lewis at USF Tampa Library. USFSM hired the library specialist, Todd Kelley, and the decision was made to use Sobek for the digital repository rather than DSpace. USF Tampa Digital Services provided information about the type of equipment and an overview of Sobek.	The library specialist will identify materials suitable for the digital repository, starting with small collections and historical campus photos, and will upload them into DSpace. He will also create policies and procedures for the repository that will be reviewed in Academic Council.	Continue to evaluate the needs and effectiveness of this project along with best practices.
Outcome 7: Resolution of technology issues for library services.	1,2	Although USFSM students and faculty can check out materials from Cook Library, it requires additional steps that impede the process. Provide an active directory of USFSM students, faculty, and staff to Cook Library to enable logging into computers there and to track fines.	Florida Virtual Campus loaded the students into the test version of the Cook Library Catalog.	Checking to make sure the information transferred correctly before going live. Completion by start of Fall Semester 2014.	Continue to monitor and provide information regarding progress as warranted.

Chancellor's Response (Dr. Arthur Guilford): I trust that your working relationship with NCF Library will continue to improve. As we spoke, I believe that the approach of "wiping the slate clean" and starting over with no pre-conceived ideas from either side may be the best approach. I am interested in the outcome of the virtual research tool exposure for students as well. I hope that this works out well. You have stabilized the Library functions and I feel that this is an excellent benefit for our students. It is also good that you are going to monitor the time that our students request assistance at the Cook Library. Overall good improvement in services and good assessment.