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| **UNIT:** | **Information Commons** (Diane Fulkerson, Director Information Commons/Librarian) |
| **MISSION:** | The mission of Library Services at the University of South Florida Sarasota-Manatee Information Commons is to connect students and faculty with library services, technology services and collaborative tutoring services. The aim of the Information Commons is to support and enhance student success, student engagement and student retention. |
| **2015-20 USFSM STRATEGIC PLAN GOALS:** | **STRATEGIC GOAL #1: Student Success**<br>Ensure student retention, timely completion, employment success, and student satisfaction.<br>**STRATEGIC GOAL #2: Campus Life**<br>Foster an intentional culture of campus engagement.<br>**STRATEGIC GOAL #3: Intentional Enrollment Management**<br>Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.<br>**STRATEGIC GOAL #4: Teaching and Learning**<br>Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.<br>**STRATEGIC GOAL #5: Scholarly Activity**<br>Recognize and support diverse faculty and student research activities.<br>**STRATEGIC GOAL #6: Community Engagement**<br>Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.<br>**STRATEGIC GOAL #7: Resources**<br>Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals. |
| **UNIT GOALS:** | 1. Encourage students to become active participants in their own learning process through library services. (Aligns with USFSM Goals 1,2,4,5)<br>2. Increase student awareness of additional academic resources outside of USFSM such as the Ringling Museum Library, Mote Marine Library in addition to archives and special collections. (Aligns with USFSM Goals 1, 2, 4, 6)<br>3. Provide faculty support in maintaining the rigor, standard, and integrity of their courses by providing students with research consultations, course-specific tutoring, course support, and resource materials for their students. (Aligns with USFSM Goals 4,5)<br>4. Provide all users with excellent customer service and support, fostering an inviting environment that encourages active learning. (Aligns with USFSM Goal 1,2,4,5)<br>5. Provide students with collaborative learning study space that fosters student learning and cultivates student/faculty collaborative research projects. (Aligns with USFSM Goals 1,2,4,5)<br>6. Create a safe haven where a deeper, more substantial approach to education takes place, a place where students abandon poor academic habits and attitudes, replacing them with conscious engagement in their own learning process. (Aligns with USFSM Goals 1,2,4)<br>7. Assist USFSM faculty scholarly research efforts. (Aligns with USFSM Goal 5) |

| OUTCOMES | Unit Goal | Means of Assessing Outcomes | Assessment Data | Analysis of Assessment & Plan (6/1/2016 deadline to IR) | Vice Chancellor Response (Dr. Terry Osborn) |
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| **Outcome 1.** Increased usage and satisfaction of the Information Commons space, library resources and library services. | 1,2,4 5,6 | Use LibInsights to collect and analyze frequency and patterns of student and faculty use of the Info Commons.<br><br>Use LibGuides Analytics function and obtain website analytics for Library Services from Marketing. | *(see data tables below)* | With the creation of the Veterans Services area we would like to partner with them to offer workshops for veterans returning to college focused on developing research skills for their classes.<br><br>Brain Swanson creating a database for analysis of student usage of library equipment and its correlation with student success. The next phase will be to use the information we gather to determine our role if any on student success and engagement.<br><br>In April of this year we switched from Desk Tracker to LibInsights to record our statistics for the Information Commons. One of the options available for research consultations is to record the student's satisfaction on a sliding scale which we will use to determine if we are meeting their needs. | Continue working to establish data re: need for NCF library services not available to all SUS students. |

Usage of Info Commons & Library Resources

| Annual Year | 14-15 | 15-16* | 16-17 | 17-18 | 18-19 |
|---|---|---|---|---|---|
| Total visits weekly | 481 | 314 | | | |
| Total visits annually | 15935 | 17540 | | | |
| Reference transactions | 200 | | | | |
| Email reference | 10 | | | | |
| Circulation – Physical Items | 211 | 126 | | | |
| Circulation – Electronic Items | N/A | | | | |
| Interlibrary Loans & Documents | 404 | | | | |
| Equipment loans: | | | | | |
| calculators | | | | | |
| laptops | | | | | |
| headsets | | | | | |

* Switched to LibInsights from Springshare to track data in 3/2016.

Level of Satisfaction with Library Services

| Annual Year | 14-15 | 15-16* | 16-17 | 17-18 | 18-19 |
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| Faculty | | | | | |
| Students | | | | | |

This project was completed in the fall of 2015. It improves the

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| | | Resolve issues with USF patron load into NCF library catalog for library services. Check to make sure the information transferred correctly before going live. Completion by start of Fall Semester 2015. | checkout process for USFSM students, faculty and staff. | The patron load into NCF Aleph is complete and patron updates are provided weekly from FALSC (Florida Academic Libraries Services). Next year all state university and state college libraries will be on the same catalog system making it easier to share patron information. | |
| **Outcome 2**<br><br>Individual and group research consultations for students and faculty face-to-face and online. | 1,2,3 4,5,6 7 | Track participation in face-to-face and online research consultations.<br><br>Use LibGuides Analytics function and obtain website analytics for Library Services from Marketing. | *(see table below)* | Our library instruction sessions include showing students how to access the LibGuides we created making it easier for them to find the databases and other resources specific to their program or course. As new programs and courses are added at USFSM we will create additional guides.<br><br>We will use the free version of **Zaption** to add questions to the tutorials Todd created which we can use as part of our library instruction sessions and have data indicating how many students viewed the videos prior to the instruction session. | Consider how we will improve services online as our online population grows. |

Research Consultations

| Annual Year | 14-15 | 15-16 | 16-17 | 17-18 | 18-19 |
|---|---|---|---|---|---|
| Number of research consultations (individual and group) | 200 | 215 | | | |
| In-class instructional sessions | 31 | 34 | | | |
| Number of participants | 378 | 522 | | | |
| Total number of information services to individuals | 578 | | | | |
| Instructional video views through **Zaption** | | | | | |

Statistics are reported to USF Tampa as part of their annual report for the University, ARL, and ACRL. Our goal is to improve and grow our library instruction program.

Todd Kelley created videos focused on the research process and using library resources using Zaption.

| Outcome 3<br><br>Assess students' understanding of the research process. | 3 | Track survey feedback at the end of each research consultation session. | Summary of qualitative feedback of 2015-16: | The data we gather is qualitative so our goal is to turn it into meaningful data regarding our instruction sessions. We are coding the qualitative data from previous classes which is time consuming. We are exploring the option to use a combination of formative and summative assessment. We plan to review and if necessary revise the assessment form we use at the end of each instruction session. | I look forward to learning the results. |
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| | 2,3,4 6,7 | Conduct an annual faculty and student research needs analysis. | Faculty Assessment of Student Research Performance Survey (see table below) | We created and administered the survey at the end of the Fall 2015 semester. Results indicated problems with student research projects with the major issues identified as citing sources and finding scholarly resources. We will administer the survey at the end of the 2016-17 academic year. The limited data we received from the survey will help us when we work with faculty to design a library instruction session.<br><br>Investigate participating in a field study for Project Sails. | Consider other forms of data collection for this metric. |

Faculty Assessment of Student Research Performance Survey

| Annual Year | 14-15 | 15-16 N=20 | 16-17 | 17-18 | 18-19 |
|---|---|---|---|---|---|
| Developing and refining research topics | | | | | |
| Finding scholarly or other appropriate information | | x | | | |
| Evaluating information critically | | | | | |
| Ability to find and use information related to the field | | | | | |
| Conducting a literature review | | | | | |
| Managing research data and sources | | x | | | |

| | | | Faculty Library Usage | | | | | | Survey results indicated faculty use the resources of USF Libraries but not Cook Library. |
| | | | Annual Year | 14-15 | 15-16 N=20 | 16-17 | 17-18 | 18-19 | |
| | | | # of faculty who use Cook Library | | | | | | |
| | | | # of faculty who use USF Library | | | | | | |

| **Outcome 4.** Build library resources that meet USFSM program needs. | 3,4,7 | Inventory book collection at Cook Library. Weed books with publication dates of 1999 or earlier with zero circulations. Add new titles. | Book Inventory & Weeding | | | | | | The book inventory is complete and we will begin weeding this summer. We will begin with books with publication dates of 1999 or earlier with zero circulations. Weeding the collection will help us to develop a collection that meets the programmatic needs of this campus. We can also analyze the materials requested through interlibrary loan to identify gaps in the collection. Throughout the process we are working with faculty to determine the materials they want to keep in the collection. Develop new library programing and resources for first-year students and Incredi-Bull Critical Thinking. | Weed as needed. |
| | | | Annual Year | 14-15 | 15-16 | 16-17 | 17-18 | 18-19 | | |
| | | | Titles added | 13 | | | | | | |
| | | | Titles withdrawn | 1 | | | | | | |
| | | | Additional Information Collected: | | | | | | | |

| Outcome 5. Increase awareness of Library Services among students, faculty, and staff through outreach initiatives | 1,2,3 4 | Track participation in outreach initiatives. | Participation in Outreach Initiatives | | | | | | Increase number of class visits, interaction with online classes, courses including and library instruction sessions in the syllabus.<br><br>At the start of each semester we remind faculty of the library services available to them. We include links to the USFSM LibGuides, library instruction request, and student research request. We plan to meet with all face-to-face classes in the fall to introduce ourselves to the students and provide them with contact information.<br><br>We also plan to contact all faculty teaching online asking them to provide us with the opportunity to work with their students through discussion boards, Google Hangout, Blackboard Collaborate, or e-mail. Our hope is increase contact with students taking online courses.<br><br>We also plan to increase our participation in Week of Welcome events, open houses and new student orientations. Our student, staff, and facul-teas were very successful and we plan to repeat the event in | Continue to ramp-up services to our online population. Consider a publicity campaign around online access. |
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| | | | Annual Year | 14-15 | 15-16 | 16-17 | 17-18 | 18-19 | | |
| | | | In-person class visits | | | | | | | |
| | | | Online class visits | | | | | | | |
| | | | Courses including library instruction sessions in the syllabus | N/A | SLS | | | | | |
| | | | Student, staff and Facul-teas | | | | | | | |
| | | | Cook Library events marketing | Cook Library to market their events by contacting USFSM marketing directly. | | | | | | |

| | | | | 2016-17.<br><br>Providing Cook Library with contact information for Communications & Marketing in addition to Student Engagement will allow Cook Library to strategically market their services to students and faculty at USFSM. | |
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**Chancellor's Response** (Dr. Sandra Stone):

**2016-17**

**2015-16**

Great job in transformation of the Learning Commons! Students appear to enjoy the space and it seems to be well-utilized.  I hear much positive feedback from students about the space, services, and staff.  It is critically important that we figure out how to resolve our issues with Cook Library so students can get optimal use and services from both places.  We also need to determine how we can best serve our students who are taking courses online, and this will become increasingly important as our online offerings increase.