



LANGSDALE LIBRARY
ANNUAL REPORT
FY 2011

Table of Contents

Director's Message	2
Goal 1. Information Literacy	4
Goal 2. Resources	6
Goal 3. Service to the Baltimore Region	8
Goal 4. Marketing Plan	10
Goal 5. Intellectual Commons	12
Goal 6. Funding	14
Goal 7. Professional Growth and Development	16
Langsdale by the Numbers	26
FY 2012 Goals	30

Director's Message

FY2011 was an eventful and productive year for Langsdale; a staff reorganization that involved most functions of the library and three new librarians contributed to increased outreach, more efficient workflows, and new initiatives.

We continued to be fiscally responsible and to look for revenue opportunities; online sales of withdrawn items and donated books earned \$41,248. Staff submitted proposals for several federal and private grants; we received more than \$10,000 in university and private grants to begin digitization of the WMAR Television News Collection.

Langsdale initiated a number of new services such as loaning laptops for use within the library and making more textbooks available for in-library use. In addition, we worked collaboratively with offices both within the University and throughout the state on projects such as a single sign on for users, a library presence in the University's course management system, and a regional book courier service to provide increased access to resources and faster delivery for users.

Langsdale faculty and staff continued to be leaders in the Maryland library community as officers in statewide organizations and committee chairs of national associations. Librarians collectively published twelve articles and book chapters and presented at ten state and national library conferences.

We continued to reach out to the UB community, sponsoring campus programs and initiating intellectual discussions with events such as faculty reading of banned books, a discussion of gubernatorial styles, student readings, and an undergraduate research symposium. We also explored communicating to students, staff, and faculty through a variety of methods, including social media.

We are committed to aligning initiatives to Langsdale's strategic plan. This report outlines our achievements in relation to our strategic goals as well as provides an account of library activities and usage information.

Lucy Holman



Goal 1: The Library will improve and expand its information literacy activities.

- Instruction librarians taught seven sections of IDIS 110, Introduction to Information Literacy.
- Librarians were embedded in 42 sections of WRIT 300, Advanced Expository Writing.
- Course-integrated instruction rose 10% to 85 sessions with 1,696 students attending.
- Overall instruction attendance rose 22% to 3,039.



Goal 2: The Library will provide the necessary resources and materials to support the curricular, cultural, and intellectual needs of the University community.

- Reorganized library staff to create new Book and Document Delivery department, which merged the services of Interlibrary Loan, Course Reserves, and USM Inter-Campus Borrowing to streamline workflow and staff responsibilities.
- Worked with UM College Park and OTS staff to allow students, staff, and faculty access to library resources using their UB ID and password, instead of requiring a separate library account number.
- Initiated the laptop loaner program, making ten laptops and netbooks available for in-library use; students checked out 361 in the first year.
- Initiated a central Maryland courier service for faster delivery of books requested from regional libraries. Use of the courier resulted in small cost savings and a much shorter wait for books; users generally received requested books in two work days.
- Installed a new content management system to better track and analyze electronic resource use to aid in purchasing decisions.
- Developed a library presence within UB's learning management system and the redesigned Langsdale website, both of which will be launched in FY 2012.
- Initiated the Textbook Project, which places all library-owned copies of textbooks on reserves and provides selectors with a list of required titles for purchase consideration.
- Added more than 1,357 gift books to the collection, including titles on science, philosophy, and religion from a collection of over 1,700 books donated by Barbara Lewis and a collection of 300 education titles from the Center for Excellence in Teaching and Learning (CELT).



Goal 3: The Library will strengthen its service to the Baltimore region, develop ongoing relationships with local and regional organizations, and expand its resources related to Baltimore and the region.

- Using funds received from the Ben Snow Foundation and the Baltimore Renaissance Seed Scholars Fund, staff digitized 25,211 feet of news footage from the WMAR-TV News Collection for research use.
- The Special Collections department collaborated with the Maryland Institute College of Art (MICA) exhibit *Baltimore Open City*. MICA students used the digitized holdings from the WMAR-TV News Collection, the Citizens Planning and Housing Association (CPHA), the Post Card Project at the University of Baltimore, the Greater Baltimore Committee, and the American Civil Liberties Union collections in the exhibit.



GOAL 4: The Library will develop a marketing plan to increase campus awareness of its services so that students, staff, and faculty may make use of library resources.

- Hosted receptions for departmental advisors and administrative staff, as well as new faculty and adjunct faculty.
- Hosted welcome back socials for students in September and February.
- Sponsored a faculty/staff reading in recognition of Banned Books Week, and the grand opening of the UB Bookstore.
- Co-sponsored with the College of Public Affairs a program and exhibit to celebrate National Archives Month; CoPA faculty John Willis hosted a panel of journalists and biographers of recent Maryland governors.
- Hosted end-of-semester coffee breaks for students in December and May.
- Sponsored an MFA student reading during National Library Week, which drew 75 attendees from across campus.
- Expanded the library's social media presence with regular postings on our blog, Facebook, and Twitter pages; created presence on location-sharing site, Foursquare; initiated use of QR codes to link advertising to library resources.
- Created business profile in Google Places to drive hits from Google Maps searches to Langsdale site.
- Implemented television feed of library services and events via large screen monitor on first floor.
- Participated in monthly new employee orientation, campus-wide, and school new faculty orientations.
- Laura Melamed and Michael Shochet contributed to the column, "Library Insider," for the *UB Post*.



GOAL 5: The Library will become an intellectual commons for the University by providing in-house and virtual opportunities to share information, knowledge, and perspectives on issues of interest to the University community.

- Completed renovations to expand and improve student study spaces on the lower level, first floor, and second floor, which included:
 - Café tables and soft seating in lower level vending areas
 - New tables and chairs for group study in lower level
 - Smaller and better-positioned reference and circulation desks
 - Expanded flexible collaborative study spaces and soft seating on first floor
 - Four new study rooms on second floor
 - Two study rooms equipped to record students practicing their presentations.
- Catherine Johnson presented with Lisa Stickney (MSB) on bibliographic reference software for the University Faculty Senate Research Council.
- Natalie Burclaff and Pete Ramsey provided training to the Small Business Development Center.
- Co-sponsored second annual *Inspired Discoveries Symposium of Undergraduate Research and Creative Works*.

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GOAL 6: The Library will work with University administrators and faculty to establish a reliable funding mechanism for the Library's activities.

- Technical Services staff added 1,357 gift books with an estimated value of \$29,217 to Langdale's collection.
- Received two large gifts, including 1,700-book collection from Barbara Lewis with books on science, philosophy, and religion, and, a 300-book collection from the Center for Excellence in Learning and Teaching (CELT).
- Earned \$41,248 in sales of surplus books and gift books, including \$1,479 from the annual November book sale.
- In collaboration with the School of Communications Design and Office of Technology Services, we received \$11,000 from the Provost's Technology Investment Grant for the creation of two presentation practice rooms.
- Received \$5,000 from Baltimore Renaissance Seed Scholars Fund to digitize local television news footage, specifically related to the Model Urban Neighborhood Demonstration (MUND) program.
- Received \$5,000 from the Ben Snow Foundation to digitize local Maryland footage from the WMAR Television News Collection.
- Submitted grant proposal to the National Endowment for the Humanities (NEH) to fund a major digitization project with the WMAR Television News Collection.



GOAL 7: The Library will foster a culture of professional growth and development for all staff.

Several library staff held offices in statewide organizations including:

- *Lucy Holman*, President, Congress of Academic Library Directors (CALD) and President-Elect of the Maryland Library Association (MLA).
- *Catherine Johnson*, Chair, Conference Program 2011 Committee, American Library Association Library Instruction Roundtable (ALA-LIRT).
- *Robert Shindle*, Editor, *Maryland History and Culture Collaborative (MHCC) Newsletter*.
- *Tammy Taylor*, Secretary, Associates, Para-Professionals, & Library Support Staff (APLSS), a division of the Maryland Library Association (MLA).



GOAL 7: The Library will foster a culture of professional growth and development for all staff.

Librarians presented at national and state library associations and organizations:

- *Bill Helman* co-presented *Keep it simple, stupid: Free and easy-to-use tech ideas for your library* at the Maryland Library Association (MLA) annual conference, May 2011.
- *Lucy Holman* co-presented *Getting the library job you want: Secrets from library leaders* at the MLA annual conference, May 2011.
- *Catherine Johnson* co-presented *In the spirit of Ben Franklin: 13 virtues of the next-gen librarian* at the Association of College and Research Libraries (ACRL) biennial conference, March 2011.
- *Catherine Johnson* co-presented *Plug and play potential of Bibliobouts information literacy game and Bibliobouts: Building the information literacy game students want to play* poster sessions at the American Library Association (ALA) annual conference, June 2011.
- *Catherine Johnson* presented *Perry's states of intellectual and moral development for information literacy instructors* at ACRL-MD Program October 2010 and the Maryland Information Literacy Exchange (MILEX) meeting, June 2011.
- *Catherine Johnson* presented *LibGuides: Leading them to the sources* at SLA-MD Xtreme Reference conference, October 2010.
- *Mike Kiel* co-presented *Lessons learned from teaching a for-credit information literacy class* at the MLA annual conference, May 2011.
- *Michael Shochet* presented *Powerpoint doesn't have to suck* at the MLA annual conference, May 2011.
- *Carol Vaeth* presented *Rethinking policy and initiating change* at the annual University System of Maryland and Affiliated Institutions (USMAI) Resource Sharing Task Group (RSTG) meeting, February 2011.
- *Carol Vaeth* co-facilitated the annual USMAI RSTG Interlibrary Loan meeting where she also presented a training session, April 2011.



GOAL 7: The Library will foster a culture of professional growth and development for all staff.

Librarians published in professional journals or contributed book chapters or reference entries including:

- *Elfenbein, J. I., Hollowak, T. L. & Nix, E. M. (Eds.). (2011). Baltimore '68: Riots and rebirth in an American city.* Philadelphia: Temple University Press.
- *Faust, A. (2010). Exhibition history: Art from Africa and the African diaspora, 1989-2010.* In L.S. Sims & L. King-Hammond (Eds.), *Global Africa project* (pp. 252-262). Munich: Prestel.
- *Faust, A. (2010). Bibliography.* In L.S. Sims & L. King-Hammond (Eds.), *Global Africa project* (pp. 248-251). Munich: Prestel.
- *Hollowak, T. L. (2011). Gawrychowski, Walenty Piotr.* In J. S. Pula (Ed.), *Polish American encyclopedia* (p. 145). Jefferson, NC: McFarland.
- *Hollowak, T. L. (2011). Lutherans, Polish American.* In J. S. Pula (Ed.), *Polish American encyclopedia* (p. 287). Jefferson, NC: McFarland.
- *Holman, L. (2011). Millennial students' mental models of search: Implications for academic librarians and database developers.* *Journal of Academic Librarianship*, 37 (1), 19-2. doi:10.1016/j.acalib.2010.10.003.
- *Kruse, T. (2010). Sustainable interlibrary loan packaging.* *Journal of Interlibrary Loan, Document Delivery & Electronic Reserve*, 20 (5), 347- 351. doi: 10.1080/1072303X.2010.516185.



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Librarians published in professional journals or contributed book chapters or reference entries including:

- *Mealey, J. (2011). Honoring our colonial history: Tablets, monuments and memorials placed by the Society of Colonial Wars, 1892-2010. Baltimore, MD: General Society of Colonial Wars.*
- *Mealey, J. (2011). Index of ancestors and roll of members. Baltimore, MD: General Society of Colonial Wars.*
- *Mealey, J. (2011). General Society of Colonial Wars yearbook for the year 2010. Baltimore, MD: General Society of Colonial Wars.*
- *Mu, X., Dimitroff, A., Jordan, J., and Burclaff, N. (2011). A survey and empirical study of virtual reference service in academic libraries. Journal of Academic Librarianship, 37 (2): 120-129. doi:10.1016/j.acalib.2011.02.003.*



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Librarians and staff also received awards and promotions:

- *Tammy Taylor* received the Maryland Library Association Paraprofessional of the Year award.
- *Michael Shochet* was promoted to Head of Reference.
- *Carol Vaeth* was promoted to Book and Document Delivery Supervisor.
- *Catherine Johnson* was promoted to Librarian II.
- *Tom Hollowak* was promoted to Librarian IV.
- *Jeffrey Hutson* was granted permanent status.

Finally, we welcomed three new librarians to Langsdale, who greatly contributed to the library's success for the year:

- *Natalie Burclaff*, Reference & Instruction Librarian, M.L.I.S., University of Wisconsin, Milwaukee.
- *Pete Ramsey*, Reference & Instruction Librarian, M.S.L.S., University of North Carolina, Chapel Hill.
- *Bill Helman*, Integrated Digital Services Librarian, M.S.L. I. S., Simmons College.



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Langsdale by the numbers

Our users:

- Visited Langsdale 91,265 times, averaging 400 visitors on a semester weekday.
- Made 141,793 visits to Langsdale's website, averaging almost 400 visits per day.
- Conducted 706,382 searches in Langsdale's subscription databases, retrieving 138,8170 items.
- Borrowed and renewed almost 30,000 UB and USMAI materials.
- Accessed 52,109 electronic reserves and checked out 2,215 reserve books for a total of 54,324 items accessed.
- Requested 4,473 items through intercampus loans and 3,732 items through Interlibrary loan.
- Asked 37,587 reference questions (which includes those asked of Circulation and Special Collections), with a significant increase in more in-depth research questions.



Langsdale by the numbers

Librarians and staff:

- Withdrew 6,231 books and 28,000 government microfiche.
- Taught 3,039 students in 227 course-integrated instruction sessions or workshops.
- Processed 1,767 electronic documents and 938 books.
- Scanned 942 documents for patrons, increasing volume by 41% from 2010.
- Updated 33 public computing workstations and installed Barnes & Noble's Nook e-reader on all new and newly updated PCs.



Looking Ahead to FY 2012

In FY2012 Langsdale plans to:

- Strengthen and develop Langsdale's assessment activities.
- Redesign Langsdale and Special Collections websites.
- Implement a library presence in new university learning management system; integrate library services into system.
- Develop new self-guided information literacy instruction modules.
- Develop online guides/documentation for variety of library services, including course reserves, intercampus and interlibrary loan.
- Expand use of social media for service, delivery and outreach efforts and implement text messaging notification for interlibrary loan and circulation notifications.
- Develop e-collection development plan with targets for books, purchase plans, periodicals, and recommendations for platform.
- Grow local digitization efforts, expand metadata for files, and integrate items into library holdings.
- Develop needs assessment and implementation of mobile library interface and applications.
- Continue to offer programs recognizing University scholarship and encouraging intellectual discussion.
- Pursue external funding for digitization and other special projects.
- Collaborate with University units to improve services, including campus one-card, single sign on, and text message notifications.
- Implement new staff wiki for internal communication, policies, and procedures; employ new learning management system for departmental discussions.

Lucy Holman - Director

Jeffrey Hutson - Associate Director for Public Service

Ted Kruse - Associate Director for Technical Services & Budget

Thomas L. Hollowak - Associate Director for Special Collections

Bill Helman - Integrated Digital Services Librarian

Michael Shochet - Head of Reference

Tammy Taylor - Circulation Supervisor

Carol Vaeth - Book and Document Delivery Supervisor

1420



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