

University Library Committee

April 14, 2015

Present: T. Burr, M. Casper-Shipp (guest), I. Dallas, C. Hamaker, D. Heylin, E. Hurd, C. Kahl, C. Morenus, D. Long, D. Ward

Absent: M. Labonville, K. Murphy, J. Solberg

Meeting convened at 3:35pm.

Burr passed along Labonville's regrets she was not able to join the committee that day. Burr welcomed SGA member Isaac Dallas. Ward introduced Magdalena Casper-Shipp, the library's new Public Relations Librarian with responsibility for coordinating public relations, marketing, and communication initiatives.

Burr moved to approve the minutes from the 3/18/15 meeting. Minutes were approved.

Ward informed the committee the library has a new e-newsletter that will be facilitated by Casper-Shipp. The newsletter will report on library initiatives, activities, and good news. The audience will be the University's faculty, staff, and alumni. Ward wants to communicate broadly with students too, but delivering messages to students via a listserv is more challenging than expected. The process seems tougher than the FAC-L and AP-L listservs.

Burr suggested Casper-Shipp take responsibility for coordinating and updating the "Now we have your attention..." bathroom placards. These placards were intended to be updated monthly but are currently updated only once per semester. Seems like a missed opportunity to convey information about the library to students who are "captive audiences."

The question was asked: How will the library know that people are reading the e-newsletter? Knowing who is reading it will help the library tailor its messages to specific audiences better. Ward said he believed Marketing can identify which stories are read based on which links are clicked.

Casper-Shipp will manage Milner's social media platforms, including Facebook, Twitter, Instagram, and Pinterest. Google+ isn't widely used and won't be a focus of her work, but the library does have an account.

Hamaker asked whether alumni have access to the library's resources. Ward explained the library has recently rolled out an alumni database that provides business information and a few other resources. The databases are accessed via the alumni association's websites, and alums need a user name and password. Access is also available through the library's logon pages.

Burr asked Dane to update the committee on new developments at the library. Ward said the library may have a librarian assigned to assessment on a part-time basis in the future. The library is evolving, and what should it become? When we figure that out, how will we evaluate or measure our success or impact on student learning? What are the library's core functions – circulation numbers (book check-out's) are a poor stand-in for our impact on student learning. How will we consider the library's book

and materials budgets when book check-out's are declining? What are the core areas that are important to students now? We must challenge our assumptions about the library.

Kahl recounted the AERIAL project, which Illinois Wesleyan University implemented a few years ago, to determine how patrons use the library and for what purposes. Ward and Gina Hunter (Anthropology) collaborated on an ethnographic survey project for which they hired student-ethnographers to do.

Discussion turned to the evaluation of the monograph and journal collections in the library's basement storage area. Kahl said he and Ward were invited to speak at the Academic Affairs committee meeting regarding the project, but the meeting had been indefinitely delayed due to the Academic Affairs committee's other pressing agenda items.

A question was asked: Should the colleges/departments have links that go straight to the libguides and other resources that are specific to their disciplines? [My notes are vague on this]

Kahl reported out the change to the library's online "comment box" - it now says "Give Us Feedback." Burr said it should probably be more prominent if it is still located in small font and at the very bottom of the website.

Hurd asked whether a data visualization tool could be used to filter comments to a cloud-based app so people could see the most prominent words associated with comments that people have left.

Kahl reported out on the three open forums for faculty regarding the review of the monograph and journal collections in the basement. Hamaker said Chemistry faculty will likely be unhappy if the library withdraws journals that do not have perpetual access. Year-to-year electronic subscriptions will not be acceptable.

As the end of the academic year is approaching, Burr will need to submit a year-end report of the committee's activities to the Academic Senate.

The next meeting is scheduled for:

5/14, 3:30-5pm

Meeting adjourned at 5:05pm.

Respectfully submitted,

Dallas Long