

CY2017/FY2017-2018 / COLLEGE/UNIT STRATEGIC PLAN

J. Murrey Atkins Library Annual Report 2016/17

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Template:

Unit/College Annual Report (Highlights)

Name of College/Program/Department:

J. Murrey Atkins Library Annual Report 2016/17

NON-ACADEMIC AFFAIRS UNITS ONLY: Highlights of the Year:

A1. Highlights Related to AA Goal 1: Educate a diverse student body through an integrated academic experience that positions graduates for personal success and civic responsibility in the global environment of the 21st century.:

Library Goal #1: Develop library programs, collections and services for a diverse student body that integrate with and support the university curriculum at all levels.

1. Engage with students and faculty at their point of need.
 1. Develop and implement policies and procedures for Accessibility Services
 1. **Drafted and posted on the website policies and procedures for providing access to Special Collections materials on the first floor for patrons who cannot access the tenth floor.**
 2. Update facilities and services for patrons with accessibility needs.
 1. **Added 14 public computing motorized workstations, 4 motorized kiosks and self-check stations, and 1 motorized microfiche station.**
 2. **Collaborated with the Office of Disability Services to complete a usability study on the digital exhibit Visualizing Science with visually impaired users to test the exhibit's accessibility.**
 3. Continue developing integrated services to engage and assist students and faculty at their point of need.
 1. **Provided 512 instruction sessions and workshops, 895 research consultations, and answers to over 20,000 questions at Circulation and Research Help desks**
 2. **Established Popular Reading Area, including New Books, Staff Picks, Faculty Publications, Two Millionth Volume books, newspapers, magazines, Popular DVD's, Career Resources books, Special Display, and reference books**
 3. **Inventoried, weeded, and shifted serials; made significant progress on monograph and Government Documents' inventory, weeding and cataloging**
 4. **Purchased items requested through Interlibrary Loan in anticipation of future research needs**
 5. **Implemented new Library Welcome Tables for the first week of each Fall Semester**
 6. **Banned Books Week Signage and Displays**
 7. **Circulation staff received training and joined in staffing chat reference services**
 8. **Added three self-check stations at the main entrance, north entrance, and near Peet's**
 9. **Added six kiosk stations within the library allowing chat with a librarian, quick catalog search, group study check-in, and Greek Life check-in**
 10. **Added seven digital signs to communicate with students regarding library services as well as other campus activities**
 11. **Revised policies and procedures for Special Collections and University Archives reproduction and other requests**
 12. **Improved and streamlined requests for University Archives collections, making them more easily accessible for faculty and student research projects about University history.**
 13. **Re-designed library.uncc.edu based on patron feedback and usability studies to provide more intuitive access to library resources/services**
 14. **Re-designed group study reservation system to include new offerings and improve ease of use based on usability and patron feedback. One major enhancement was the SGA library advisory board request for a check-in process.**
 15. **Held two workshops aimed at teaching students, faculty, and staff techniques for managing and preserving their personal digital records.**
2. Align the Library's base collections and equipment budget with identified campus needs.
 1. **Requested increase to base collections budget to support existing commitments (not approved).**
 2. **Requested annual inflation increase to the base collections budget request (not approved).**
 3. **Requested increase to E&T budget to support current and future UNC Charlotte population (not approved).**
3. Strengthen integration of library services with the curriculum.
 1. Create a robust and strategic presence in the curriculum including distance learning and online programs.
 1. **During the 2016-17 academic year, provided 198 instruction sessions for CLAS, 38 for CHHS, 34 for COB, 18 for COAA, 18 for COE, 24 for COED, and 3 for CCI**

2. Used statistics from library instruction sessions to investigate the reach and balance of library instruction in the curriculum and to strategize for future priorities and outreach
3. Created interactive online learning modules for use in freshman seminar courses. These modules support the inquiry element of Prospect for Success
4. Developed and created multiple videos and online learning modules for a variety of instructional purposes, including database tutorials, subject specific modules, and an instructional video on library services for distance learners
5. Presented three days of hands-on science workshops using NASA material for 25 CMS teachers as part of the Center for STEM Education Science Leadership conference
6. Wrote a blog for the Cato College of Education faculty, staff, and students promoting library services and events.
2. Implement innovative technologies and coordinate academic support services to support the curriculum.
 1. Completed renovations to create Active Learning classroom, Atkins 123
 2. Updated T1V tables and wall to allow students to wirelessly connect devices to enable collaboration and group study
 3. Added another Scannx station allowing students to scan academic material (Google Drive, thumb drive, email)
 4. Updated plan for the creation of Visualization Lab leading to project approval and construction for Fall 2017 opening
 5. Created Greek Life kiosk application allowing students to sign-in, logging study hours. System allows for actual tracking of study hours and requires sign-in and out. Additionally study hours were gamified allowing competition of hours spent studying.
 6. Implemented ArchivesSpace, which provides greater access to Special Collections and University Archives collections
3. Implement a lending service for emerging technologies.
 1. Created Technology Support Services desk to address technology-related questions, lend equipment, and manage services for 3D printing, vinyl cutting, and poster printing.
4. Bring into the library a variety of academic support services to enhance student success.
 1. Provided space and assisted with scheduling for Writing Center, Speaking Center, and Tutorial Services in group study rooms in the library.
5. Align programs and services with student and faculty needs by engaging with the Student Library Advisory Board, the Faculty Advisory Library Committee and other academic support units.
 1. Worked with Assessment and SLAB to create and implement a Library Printing Services Survey to assist Auxiliary Services in preparing for the upcoming bid process for new contract printing services.
 2. SLAB 2016-2017 Summary <https://docs.google.com/a/uncc.edu/document/d/1rgghW8ZCjphLVpbR9Xs1Twl-c4CCnETKvL3CpHy3IRQ/edit?usp=sharing>
6. Integrate use of special collections and other primary source materials into course activities.
 1. Special collections librarians and/or staff met with faculty and students from at minimum 27 different courses (often with multiple meetings for the same course) in which the materials were used, whether through demo/discussion, class exercise, or specific assignment (i.e. not including general orientation to the department or its collections), with a new emphasis on creating active learning experiences in the reading room with manuscripts and/or rare books.
7. Create functional, innovative, and specialized library spaces and collections (physical and digital) that continuously evolve to meet student and faculty needs.
 1. Acquired, created, or had digitized rare books, rare periodicals, oral history interviews, and manuscript collections, which, based on current patterns, we expect will be used in courses including (at minimum): Intro to African American Literature; African American History, since 1860; African American History until 1860; World War II: The Good War?; Modern Gay America, History of the South since 1865, and History of Charlotte
 2. Established criteria for new rare book acquisitions and utilized endowment funds to purchase rare books that support specific courses
 3. Installed wall hanging system for art and other exhibits
 4. Acquired Grove Music Online used by Intro to Music Studies and Music History classes
8. Encourage and support the use of library e-books and open educational resources as course textbooks in support of the curriculum.
 1. Purchased 310 ebooks for students to use as textbooks
 2. Participated in the ULAC Textbook Affordability Task Force to collect information on how the state university libraries could encourage and support the use of open educational resources and library resources to alleviate textbook costs.
9. Initiate a dynamic marketing campaign promoting services to support student success.
 1. Seeking Atkins Library's Authentic Identity and Brand report completed by Atkins Fellow (attached in supporting documentation)
10. Demonstrate impact upon student success.
 1. Established baseline measures with instruction data for future analysis of impact on student success.
11. Integrate assessment practices across the library.
 1. Included library employees in assessment methodologies when testing library interfaces and services.
 2. Created an assessment tab in project center for employees to submit tickets directly to the assessment team.

3. Completed brownbag presentations on assessment best practices to employees.
4. Began creating Tableau dashboards to visualize gathered statistics over time: door counts, group study room reservations, family friendly room usage, virtual reference statistics, shelving activities, annual budget, instruction, laptop circulation, and ILL>
5. List of completed assessment projects:
<https://docs.google.com/a/uncc.edu/document/d/17pFBrKW9ISr3ZvA4kJeCjPjklY1rkQKVjPW8hXxB5Rc/edit?usp=sharing>
6. Completed Assessment Reports: <https://drive.google.com/drive/folders/0B-StOqwlInAesZIZib0F0cGZIdTQ?usp=sharing>

Attached Files

 [Atkins Brand Final Report](#)

Types of Accomplishments Discussed Above::

A2. Highlights Related to AA Goal 2: To expand the frontiers of knowledge and leverage discovery for the public benefit through innovative programs that span the disciplines in research, creative activities, and graduate education.:

Library Goal # 2: Develop library programs, collections, and spaces that support research, discovery, and knowledge creation.

1. Develop and continuously improve spaces to support research, discovery, and knowledge creation.
 1. Ensure adequate collaboration and quiet study spaces.
 1. Implemented a new group study room reservation and check-in system. Worked with Digital Initiatives to gather feedback from SLAB and suggest improvements. Update group study room policy.
 2. Opened Atkins 124 & 125 for students when the rooms are not being used for instruction. Added digital camera surveillance system for student safety.
 3. Completed a shift of the entire periodicals collection to devote more space to student use.
 4. Partnered with OASES (Office of Adult Services and Evening Services) to furnish a Family Friendly room where students with small children can study. The Library provided computers and furniture for the adults and OASES provided furnishings for the children, including an Early Literacy bilingual computer for young children. Usage of the room has been better than expected, leading to the possibility of furnishing a second such space. (View the assessment report completed at one semester being open, -this includes pre- and post- occupational interviews and data visualizations, <https://docs.google.com/a/uncc.edu/document/d/1Ya4BbXNA8-nrs-wxeZLfflCjgC3nmhv2HCCwTRhdsw/edit?usp=sharing>)
 2. Develop library spaces specifically designed to meet graduate student needs.
 1. Opened Graduate and Silent Study Space with hoteling features in the space opposite the Halton Room.
 3. Expand library presence in academic buildings across the University through the Atkins Spaces concept.
 1. Added kiosk to Center City library space.
 4. Complete the purchase and redesign of the library first floor
 1. Re-opened redesigned first floor March 2016
 5. Develop the library second floor to support technology used for research, scholarship, discovery, and knowledge creation; open an interdisciplinary visualization lab.
 1. Relocated the VHS, maps, and microform collections to create programming space on the second floor.
2. Develop and implement plans for the life cycle of digital resources and physical collections, for collection development, and for digital preservation.
 1. Develop plans for the preservation of digital and physical resources.
 1. Initiated the development of a plan for the long-term preservation of physical Special Collections and University Archives materials by drafting a preservation needs assessment and undertaking the following collections assessment activities:
 - monitoring and recording temperature and humidity in all storage areas;
 - surveying the physical condition of all rare books; and
 - conducting a survey of audiovisual materials in manuscript collections with a special emphasis on identifying items at risk for loss due to format obsolescence and degradation.
 - Completed comprehensive survey of University Archives collections, including recording the formats and conditions of materials.
 1. Continued the development of the Islandora-based digital preservation repository Goldmine
 - Preserved more than 200 oral history interviews and 4,000 motorsports photographs
 - Initiated plan to migrate digital collections from the Atkins Digital site (on CONTENTdm) and tested the migration of digitized manuscripts
 - Added electronic theses and dissertations to Islandora providing open access and preservation
3. Initiate a dynamic marketing campaign to promote library programs and resources that support research.
 1. Develop targeted campaign and work with Public Services to promote services
 1. Hosted pop-up events off-campus to promote library resources to faculty

2. Created new advertising strategies for the Roamers and other library services (Atkins Trading Cards and collecting contest held during the first week of the Fall Semester)
3. Completed a love and break up note study that allowed users to tell the library what they like and do not like about the library,
<https://docs.google.com/a/uncc.edu/document/d/10MM6J8o0pxqpOKpYWMpBHn4jZiNdQqtsLudR4rzfxE4/edit?usp=sharing>
4. Marketed events and services on the website homepage including the rotating spotlight, news section, and event calendar.
5. Utilized social media to promote local history collections to the Charlotte community, increasing Facebook followers to 362
6. Mounted several physical exhibits featuring Special Collections and University Archives materials, including one on campus activism in the 1960s-1970s and one highlighting the recent donation by a prominent community organizer
7. Received prominent placement on new UNC Charlotte website after analysis of web traffic to library's website
 - o <https://drive.google.com/drive/folders/0B6ER4j8DwwlGOFfOc29kdU0yWIE?usp=sharing>

Attached Files

There are no attachments.

Types of Accomplishments Discussed Above::

A3. Highlights Related to AA Goal 3: To engage community partners in mutually beneficial programs that enhance the economic, civic, and cultural vitality of the region.:

Library Goal #3: Create library services and programming that engage the community.

1. Initiate a dynamic marketing campaign to promote library programs and resources that enhance the economic, civic, and cultural vitality of the region.
 1. Determine which library programs and resources would be of most interest to the community and design and carry out a promotional campaign.
 1. Used print and digital media to promote the National Library of Medicine's traveling exhibits and the programming surrounding both.
 2. Seeking Atkins Library's Authentic Identity and Brand report completed by Atkins Fellow (attached in supporting documentation)
2. Host engaging community events.
 1. Working through the Outreach and External Programming Committee, determine a calendar of events for each year and hold events that engage the community.
 1. Implemented an event scheduling system to allow the capture, vetting, and planning of library hosted events.
 2. Held event to celebrate the acquisition of the Thereasea Elder Papers, drawing many from the Charlotte community.
 3. Held community event at Center City on June 30, 2016, to celebrate the completion of our three-year LSTA grant-funded digitization project Living Charlotte: The Postwar Development of a New South City.
 4. Conducted programs surrounding two National Library of Medicine traveling exhibits: From DNA to Beer: Harnessing Nature in Medicine and Industry and Harry Potter's World: Renaissance Science, Magic, and Medicine included community events on campus and off campus
 5. Continued partnership with the College of Liberal Arts and Sciences on the Personally Speaking series of Faculty Author events. Four programs were held at the Center City campus, featuring Faculty from the College of Liberal Arts and Sciences discussing their recently published works. The series draws a large audience from the community, and strives to select works that have a broad appeal and cover a wide spectrum of topics <http://clas.uncc.edu/engagement/personally-speaking>
 6. Collaborated with the Charlotte Mecklenburg Public Library and the Library of Johnson C. Smith University to host the Birth of a Nation event. The event was held on October 6, 2016 at the Sugar Creek Branch of the Public Library, and featured a brief clip from the Birth of a Nation film, followed by a panel discussion by faculty members from each institution, Q&A session and refreshments.
 7. Hosted Two Millionth Volume celebration (Nov 17, 4:30 - 6:30 PM) The Library's Two Millionth Volume Celebration commemorated Atkins' acquisition of its Two Millionth Volume: a rare copy of the slave narrative, Olaudah Equiano's Interesting Narrative of the Life of Olaudah Equiano (London, 1793, 6th ed.), donated by Dr. Julian Mason and his wife, Elsie. The event consisted of a program held in the Atrium, followed by a reception in the Halton room with heavy hors d'oeuvres and beverages. The Chancellor and Provost attended, as well as faculty and staff from across campus, and members of the community.
 8. Hosted programming and reception for the Family Friendly Library Room (Sept 8. 4:30 - 6:00) Partnered with OASES (Office of Adult Services and Evening Services) to furnish a Family Friendly room where students with small children can study. The Library room provided computers and furniture for the adults and OASES provided

furnishings for the children, including an Early Literacy bilingual computer for young children. Usage of the room has been better than expected, leading to the possibility of furnishing a second such space. (View the assessment report completed at one semester being open, - this includes pre- and post- occupational interviews and data visualizations, <https://docs.google.com/a/uncc.edu/document/d/1Ya4BbXNA8-nrs-wxeZLfflCjgC3nmhv2HCCwTRhdsw/edit?usp=sharing>)

9. Hosted Retiree's Group Summer meeting in the Halton Room. The Library has also assumed responsibility for serving as the liaison group between the Retired Faculty and Professional Staff Association and the campus. We are assisting them with communications for their events, maintaining their website, and maintaining their mailing list (in conjunction with Advancement).
3. Develop services that respond to the needs and interests of the Greater Charlotte Region.
 1. Working through the Advancement office, determine the needs of regional businesses and try to match their needs with our resources.
 1. The Library formed its first Board of Advisors in the Spring 2017 semester. The first meeting of the Board was held on May 16 on the 10th Floor of the Library. Attendance was excellent: 20 of the 23 members were able to attend, and were very engaged in the discussions. The Statement of Purpose for the Board can be found here: <https://docs.google.com/a/uncc.edu/document/d/1JZ4jPKHkr3agZkmPV62dpxEGAtQiVyu3yNfwjmTEvxx/edit?usp=sharing>. And the members of the Board with brief Bio's is here: https://docs.google.com/a/uncc.edu/document/d/1emlD0_WpWGs37ofkHCVwclADnahWFuGG-JPhtcqjt7Q/edit?usp=sharing We plan to meet quarterly, and discussions have already begun on ways the Board can help promote the resources and services of the Library to the greater Charlotte community.
4. Acquire, create, preserve, and provide access to resources documenting the history of the Greater Charlotte Region with the active participation of our community partners.
 1. Working with Special Collections, bring local organizations together to collaborate on local history projects.
 1. Collaborated with the Levine Museum of the New South, a Levine Scholar, university faculty, and others to document the campus and community response to current events for future historical research
 2. Provided support for new or continuing community-driven oral history projects, including the Charlotte Queer Oral History Project, the UNC Charlotte Honors College/Charlotte Action Research project on Charlotte neighborhoods, and the Legacy Narratives: McCrorey Heights project (Tom Hanchett)
 3. Acquired more than 30 new manuscript collections, or additions to existing collections, from individuals and organizations in the Charlotte region, including Harvey Gantt, Thereasea Elder, Mark Bernstein, Loy Witherspoon, Kelly Alexander, Jr., Boom Boom Latour, and architectural plans from the firm of Brown and Alexander documenting textile mills
 4. Acquired 16 new record series from University offices
 5. Planned for series of events related to North Carolina Resistance to Confederacy to be held in Spring 2018. Grant has been submitted and planning committee formed. Working cooperatively with Charlotte Mecklenburg Public Library
 6. Continued Atkins Fellows program to recruit and attract library students to Charlotte
 7. Collaborated with Student Affairs/Multicultural Resources Center on King-Henry-Brockington LGBTQ community archives project.
 8. Coordinated Comic Book Tour for Charlotte Mecklenburg Public Library librarians and staff.
 9. Collaborated with the Office of Constituent Relations to host a Roundtable Discussion with U.S. Rep. Alma Adams and show her some civil rights era manuscripts
5. Work with Advancement to develop a list of potential donors for the library and cultivate them.
 1. Working through the Outreach and External Programming Committee, form an Advisory Board and a Friends of the Library organization.
 1. Formed the inaugural [Board of Advisors](#) for Atkins Library during the Spring 2017 semester, aided greatly by several community members who helped populate the Board. There are currently 19 community/campus members plus 4 ex-officio members, and efforts were made to include representatives from a broad spectrum of the corporate sector. The first meeting of the Board was held on May 16, 2017 (see above).
 2. Determined a priority list of donors, and will begin engaging them with the work of the library by invitations to programs and Library events.
 3. Received a financial gift from the family of Mark Bernstein, a community leader who was instrumental in the development of Shalom Park and the Blumenthal Performing Arts Center. A reception for the Bernstein family is being planned in recognition of this gift.

Attached Files

There are no attachments.

Types of Accomplishments Discussed Above::

B. Examples of Data-Based Improvements During the Year:

1. Re-designed library.uncc.edu based on patron feedback and usability studies to provide more intuitive access to library resources/services <https://drive.google.com/drive/folders/0B6ER4j8DwwlGYnU5UFVKREtpa2c?usp=sharing>

2. Added six kiosk stations within the library allowing chat with a librarian, quick catalog search, group study check-in, and Greek Life check-in <https://drive.google.com/drive/folders/0B6ER4j8DwwlGbnR5MnNZejQxQ1E?usp=sharing>
3. Partnered with OASES (Office of Adult Services and Evening Services) to furnish a Family Friendly room where students with small children can study. The Library provided computers and furniture for the adults and OASES provided furnishings for the children, including an Early Literacy bilingual computer for young children. Usage of the room has been better than expected, leading to the possibility of furnishing a second such space. (View the assessment report completed at one semester being open, -this includes pre- and post- occupational interviews and data visualizations, <https://docs.google.com/a/uncc.edu/document/d/1Ya4BbXNA8-nrs-wxeZLfflCjgC3nmhv2HCCwTRhdsw/edit?usp=sharing>)

Major Accomplishments: Discussion:**Supporting Documentation:****Start:**

7/1/2017

End:

6/30/2018

Progress:**Providing Department:**

J. Murrey Atkins Library

Responsible Roles:**Related Items***No connections made*