

University of Wisconsin-Madison Libraries
July 2005-June 2006 Annual Report to the Provost
December 2006

INTRODUCTION

The University of Wisconsin–Madison Libraries are dedicated to supporting the research and teaching missions of the university. To that end the administration and staff of the libraries have focused their energies on improving services and maximizing academic benefits from library facilities, collections, and other resources. The libraries, working with the university administration, are also engaged in a growing national and international movement to transform scholarly communication and control the rising cost of journals, textbooks, and commercial electronic databases. The Libraries continue to seek collaboration on opportunities that focus our attention on solving greater campus information needs such as providing support for improved access to scholarly communications and support for open access publishing. The UW-Madison Libraries continues to rank among the top university research libraries in the United States in collection holdings.

The continuing success of the Libraries requires that our guiding principles be directed outward to the university and our community of users. This necessitates organizational structures that focus on outreach, investments in infrastructure to adapt to the changing needs of our users, and continuing to improve our services and resources.

Focusing on library budget reductions and journal cancellations cannot fix the significant challenges faced by today's scholarly communication and publishing systems. Campus administration has been supportive of the Libraries with budget increases for collections. However, there have been no additional state legislated funds, and none are anticipated for the second year of the current biennium. The effect is a collection budget that has remained flat over the past few years. The Libraries are increasingly looking for ways to work with the university and legislature for increased funding and continuing to generate alternative funding.

The following highlights from 2005-06 illustrate how the Libraries support and advance the mission of the university.

I. ADMINISTRATION

UW-Madison Libraries and University Technology

A review of information technology on the UW-Madison campus occurred in spring 2006. As part of that review there were discussions regarding the relationship between the Libraries and DoIT. The University Library Committee (ULC) submitted a letter opposing a structure where the UW-Madison Libraries would be placed within the administrative responsibilities of a campus information officer. The resulting IT Review report did not include a recommendation to consolidate the Libraries and information technology operations.

Development

The support of the UW Foundation has been instrumental in maintaining high quality facilities and services. The Libraries again benefited from the generous support provided by the Foundation's Parents Enrichment Fund that provided substantial resources for improving study facilities and expanding services to undergraduates. Contributions to the Parents Fund garnered close to \$420,000 in donations earmarked for the campus libraries. Last year the Parents Enrichment Fund supported such projects as: the textbook pilot project; the Common Book Program, remodeling of the Journalism Reading Room, and updated study spaces in Memorial, Steenbock, College, Music, and Art libraries. The library administration expects to expand its development efforts during 2006-07.

Google Library Project

Contract negotiations for the Google Library Project began in May 2006. The University of Wisconsin-Madison Libraries share Google's mission to make the world's great works of history and culture discoverable by anyone, anywhere in the world, simply by searching online. The digitization project will expand access to more than 500,000 resources from the UW-Madison Libraries and the Wisconsin Historical Society Library. The Wisconsin project will focus initially on public domain and historical collections that are free of copyright restrictions. The UW-Madison Libraries are the eighth library to participate in the Google Library Project. We are joining the University of California library system, University of Michigan, Harvard University, Stanford University, the New York Public Library, Oxford University, and the Universidad Complutense de Madrid. Google is also conducting a pilot project with the Library of Congress.

Strategic Planning and Assessment

Committees were formed to work toward developing a new long-term strategic plan for the General Library System along with providing a more cohesive and coordinated approach to assessment. The committees will be analyzing library assessment activities and making recommendations as to how the Libraries can effectively use resources and coordinate assessment activities and statistics in a meaningful way. The committees will be involving library staff at all levels and will be conducting strategic planning sessions to obtain input into the new plan.

Some of the assessment projects that were conducted during the past year include: LibQual (a broad campus wide survey utilizing a nationally-coordinated library survey tool); a campus-wide survey on reference services; Memorial Library cell phone survey; College Library survey of services; a pre- and post-remodeling survey of The Journalism Reading Room; and the UW Digital Collections Center (UWDCC) began an assessment initiative to inform future marketing efforts and development of the collection for its target user community.

II. Infrastructure

Library Remodeling

With the focus on “Library as Place” and support from the Parents Fund the Libraries have undertaken several remodeling projects. These included the Journalism Reading Room where new group and quiet study spaces were created, new publications were added to the book collections, and computers and technologies were updated. The remodeled space has benefited from increased usage by faculty and students.

Memorial Library has updated its old public catalog room with new furniture, technology, and computer workstations. The old catalog room was rarely used and is becoming more popular as a comfortable place to relax and study. The old study cubicles and tables that were replaced with “pod” style computer study spaces are heavily used making the second floor of the West corridor one of the most popular places in the library for students.

Preservation Facility

The Libraries also submitted an issue statement to the campus planning committee outlining the pressing need for additional library shelving space. Based upon research and the experiences of many other research institutions it was determined that a high density, off-campus shelving facility was by far the most cost-effective solution. This method of shelving will allow UW-Madison Libraries to accommodate the growing research collections while protecting learning and study spaces that are becoming increasingly important as the “academic commons” of the campus.

Humanities Research Institutes Collaboration

The Institute for Research in the Humanities is moving from Washburn Observatory. In the future the Institute, along with the Arts Institute, may join the Center for the Humanities in Memorial Library. These collaborations will be instrumental in advancing the support for research in the humanities. The Libraries will also work closely with these departments on new models for scholarly communication.

Learning Landscapes

For the last several years the campus libraries have used surveys, questionnaires, and focus groups to assess the needs of students and faculty. Their input has substantially influenced library planning and the deployment of resources. Students, in particular, have provided vital feedback that has shaped the design and multiple functions of library study spaces. These included larger learning/social spaces called “Information Commons” with expanded technologies such as multi-user computer screens, and increased private study spaces. Focusing on the “Library as Place” has proven to be very successful in meeting the needs of faculty and students as shown by increased usage.

Consolidation of Service Points

Libraries continue to analyze points of service in an attempt to improve service and resource delivery. Examples include consolidation of Interlibrary Loan services and

reference and reserve service consolidations. These consolidations are also being done in conjunction with efforts to make better use of library space and learning/studying areas.

III. Information Resources

Collections

In 2006 GLS collection expenditures increased by \$300,000 thanks to the supplementary funds provided by campus administration, reaching a new high of \$8,000,000. Also notable was the significant shift in spending away from print serials and redirected to e-journals and other online continuations. Year-end totals showed increased expenditures of \$1,000,000 for serials in the online format when compared to FY05, while print serials were reduced by \$450,000. Despite the emphasis away from print, physical collections nonetheless grew by more than 87,000 volumes.

Digital Library Collection

The UW-Madison Digital Collection (UWDC) has expanded campus and community partnerships to create and promote digital collections. Entering its third year, the UWDC has partnered with Wisconsin public libraries to digitize local history collections, and completed 14 LSTA grant-funded projects. They have also partnered with the Wisconsin Historical Society to digitize historical materials and archival finding aids. Other noteworthy "content providers" include: the UW Board of Regents, Wisconsin Humanities Council, and these UW-Madison entities: Archives, Zoology Museum, Primate Center Library, Special Collections, and Mills Music Library.

The UWDC has developed the infrastructure and processes to digitize and present new formats including digital audio and video collections. Projects completed that combine audio with the online text include: Harold Scheub's *South Africa Voices*, the *Wisconsin Folksong Collection, 1937-1946*, *Beowulf: A New Translation For Oral Delivery*, and *American Languages: Our Nation's Many Voices*. Projects that include video with the online text are: The American Suzuki Institute at the University of Wisconsin-Stevens Point and The Suzuki Method in Action and The Home Front: Manitowoc County in World War II.

Use statistics continue to indicate increasing use of the UWDC, as well as the licensed materials. A survey of faculty and teaching staff of UW-Madison was conducted in spring 2006, and the results are being analyzed to aid a more in-depth assessment in the new academic year. There is ongoing work being done to integrate digital collections to create seamless access. The UW Digital Collections have been included in the e-gateway of electronic resources for user access. Planning is now underway to integrate them into appropriate quick searches which currently cover commercial databases.

Library Express Service

Library Express supports the instructional, research, and scholarly activities of UW-Madison faculty, students, and staff. It is used to obtain books and articles not owned by UW-Madison Libraries. New rapid article delivery services have been particularly

successful. During the last year over 8,000 article requests were filled by buying articles directly from publishers' websites or from other document suppliers. Users commented on the fast delivery (averaging a half-day from publishers and one day from other suppliers), quality of publisher pdfs, the positive impact on research productivity, and meeting grant proposal and paper deadlines.

Undergraduate Research Scholars Program

College Library continued working with the Undergraduate Research Scholars program, providing orientation to the libraries, research instruction sessions, a Library Course Page with library resources and links to "their" librarians. They also supported the Undergraduate Symposium by offering workshops on creating presentation posters, as well as subsidized the poster printing for 65 URS students who were presenting at the Symposium. This utilized the new poster printer, which is a direct service for students in the Computer & Media Center.

The Textbook Initiative

The Textbook Initiative has supported the purchase of books to provide access to expensive textbooks that are required for large classes. In the last two years books have been purchased for the following fields: Biology, Chemistry, Economy, Human Anatomy, Statistics, Math, Geography, Engineering and Physics, and French and Italian.

IV. Public Services

Library Web Site Redesign

The Library Web site underwent a major redesign and renovation. The major goals of the redesign included: providing a more efficient method for users to find and connect to selected resources, services and library staff; providing a better venue for users to obtain information on the libraries, collections, and services; and promoting user self-sufficiency. The Web site has created a virtual library that reflects the environment of the campus libraries. The redesign collaboration between Library and DoIT staff resulted in a new and exciting Library Web site that serves UW-Madison campus students, faculty, researchers, and staff, as well as the larger world community.

Library Instruction

Course related instruction has reached all-time highs. There has been an increase in integration of information literacy into goals of courses (not just assignments). And, there has been an increase in the in-class learning activities.

In 2004-05 the interactive, multimedia tutorial, CLUE, was totally redone and implemented. As a result use and satisfaction with CLUE increased dramatically. In February 2006 CLUE was recognized as ARL's Peer-Reviewed Instructional Materials Site of the Month. The online tutorial has resulted in increased participation in Communication A course requirements and relationship with ESL.

Campus Teaching Partnerships

Campus Teaching Partnerships included: campus orientation programs (eg.: SOAR, University Housing & Wisconsin Welcome); First Year Experience; SLIS Partnerships; Campus IT Partnerships; Teaching & Learning Council and other campus-wide teaching support committees.

Library Course Pages

Library Course Pages became the standard tool for delivering all reserves and course-related library instruction, resources, and services to students via the MyUW portal in fall 2005. The database system provides a centralized interface for managing electronic reserves and integrating instructional materials specific to a course section. For students the library course pages provide personalized access to the library. For faculty the pages create increased connections between librarians and faculty. It is anticipated that Library Course Pages will be a routine component of most, if not all, instruction sessions.

Laptop Checkout System Coordinated

The laptop checkout system, managed and programmed at College Library, now serves the whole campus. Both libraries and non-libraries that circulate laptops now have an integrated system for doing checkout, overdues, and fines. Prior to 2006 the infolabs within libraries and the non-library locations had software systems that didn't conform with each other. A new system now provides for the internal management of laptop checkout across locations, and includes a public web interface that dynamically represents how many laptops are available for checkout at each location. This greatly improves the public service aspect of laptop checkout.

V. Human Resources

Internship Program

The General Library System (GLS) planned the 'Information Specialist Internship Program' (ISIP) to increase awareness of the role of information specialists in the Libraries, and to develop a diverse learning community that includes students from historically underrepresented groups. ISIP provides second and third year undergraduates at the University of Wisconsin-Madison an experiential learning opportunity to obtain knowledge and hands-on experience in the field of information and library services. The internship is a paid opportunity, including mentoring and work experience in key aspects of the information specialist profession. The program is designed to provide exposure, mentoring, and training in the field that will complement and enhance each student's specific academic and career development goals. Five students will be hired for the fall semester 2006 to begin this program.

Outreach

This year has shown greater collaboration and outreach with faculty, staff, and community programs. Examples include College Library's successful working relationships with the Undergraduate Research Scholars Program; Ethnic Studies faculty,

American Indian Studies Program, the Chadbourne Residential College program, and collaborations with the Madison Public Library.

Library Liaison Program

The UW-Madison Library Liaison Program continues to expand. Librarians work as principal contacts for each department and program. The liaison is a specialist in library materials for a particular discipline, and helps with any questions about using collections and services. Services that library liaisons provide include: help with library services and policies (e.g., Library Express, faculty runner cards, borrowing books from other UW System libraries.); email alerts about new articles matching topic criteria, and tables of contents of journals; in-depth reference consultations; customized instructional sessions and course web pages for students (e.g, hands-on training in using specific databases citation verifications; assistance with purchase requests; and in-depth orientation for new faculty, staff, graduate students, and project and research assistants.

VI. Wisconsin Idea Initiatives

Many of the following library initiatives support the Wisconsin Idea which holds that the boundaries of the university should be the boundaries of the state, and that research and programs conducted at the University of Wisconsin should be applied to solve problems and improve health, quality of life, the environment and agriculture for all citizens of the state

Common Book Program

With support from the UW-Madison Library Parents Fund the Libraries purchased the books for the L&S Honors “Common Book Program.” This program provides a copy of a book written by a UW-Madison faculty member to 400-500 incoming Honors Students at the beginning of each academic year. Recently, the Common Book Program has taken on a community service component where interested members of Madison's retirement communities are also sent free copies of the common book. Discussions of the book take place later at the retirement communities and are facilitated by Honors student volunteers. The book that was purchased for the 2006 program was *Blood Done Sign My Name: A True Story*, by Timothy Tyson.

Scholarly Communication and Publishing

The UW–Madison Libraries established the Office of Scholarly Communication and Publishing (OSCP) to champion sustainable, open access models of digital publishing of scholarly works, in collaboration with academic communities of the University and beyond. The Libraries have been supporting alternative publishing models in partnership with UW faculty, staff, and students for the past several years. With the establishment of OCSP, UW-Madison librarians will begin publicizing the availability of funding support for open-access publishing as a part of their outreach and liaison activities.

The Library has also developed a “Publish Your Research” workshop that covers various tools available to help researchers and faculty decide in which journal to publish as well as become more knowledgeable with copyright options and issues when using alternative

methods of publishing including open access journals.

Parallel Press

The Parallel Press, an imprint of the UW-Madison Libraries publishes print and digital publications featuring new works of scholars, researchers, and poets. Parallel Press also makes important and out-of-print scholarly research available for study in both print and digital formats. These publications are the result of collaborations with the UW campus community and represent an ongoing commitment by the Libraries to scholarly communication as a contribution to the Wisconsin Idea and in support of the mission of the university.

Highlights from 2005-06 include research by Harold Scheub, Professor of the Humanities in the Department of African Languages and Literature, a play on genocide by Professor Robert Skloot of the Department of Theater and Drama, and two biographies of America's Founders by John Kaminski of the Department of History. In addition, Parallel Press has published a poetry anthology and several poetry chapbooks by regional poets.

Illumination: The Undergraduate Journal

The Libraries continued their support of *Illumination: The Undergraduate Journal*. The journal provides UW-Madison undergraduates a chance to publish work in the fields of the humanities. The journal provides a vehicle for publishing creative writing, art and essays. College Library also conducted an Illumination Poetry Reading & has established an Illumination Art Gallery which exhibits works submitted by students for inclusion in the journal.

Honoring the Faculty

In its third year this program recognizes newly tenured and/or promoted faculty by inviting them to choose a book to be added to the UW-Madison Libraries collections. The Libraries purchase the book and bookplate it with the faculty name, department, degree, and year of promotion. Additionally, the library published a chapbook listing all of those who received promotions and their departments, the title and author of the books, and personal statements about why they selected the book. The books that are chosen provide a reminder to readers of the attainments of each faculty member and the chapbook serves as an ongoing archival record of our institutional history.

VII. Looking to the Future

The University of Wisconsin-Madison Libraries look forward to providing exemplary library services and resources in support of the mission of the University. To insure success we will:

- Support academic programs with print and electronic collections
- Promote and increase access to scholarly communication and alternative open access publishing models
- Cultivate new and existing partnerships for fund-raising
- Implement the Google Library Project
- Encourage library use with comfortable and productive library spaces
- Expand communication and marketing efforts
- Develop new facilities such as the Preservation & Conservation lab