

University of Wisconsin–Madison Libraries

2006–07 Annual Report to the Provost

October 2007

INTRODUCTION

The University of Wisconsin–Madison Libraries are vital to the teaching, learning, research, and outreach mission of the university. To that end the administration and staff of the campus libraries meet the changing needs of the academic community by providing leadership for the selection, organization, access, and preservation of sources of knowledge in all formats; provide exemplary information services designed to fulfill the needs of a great public university; and provide inspirational environments for collaborative and individual discovery, study, and learning.

The Libraries, working with the university administration and other partners, are engaged in a growing national and international movement to control the rising cost of journals, textbooks, and commercial electronic databases. The Libraries also continue to seek collaboration on opportunities that focus attention on providing support for improved access to scholarly communications and support for open access publishing.

This past year has been a year of reflection and evaluation. The Libraries engaged in a thorough strategic planning process and directed attention to building new bridges and partnerships. The following are highlights from 2006–07 and illustrate the Libraries' support of the mission of the university.

I. Administration

Strategic Planning and Assessment

The General Library System (GLS) worked with the UW Office of Quality Improvement on a long range strategic planning process. The goal was to answer the following questions: What makes a great public research university library? Where are we now? Where do we want to be in two years? After many meetings involving management groups and library staff, the Libraries developed new vision and mission statements as well as strategic directions, goals, and objectives. The strategic directions include:

- Assess, identify, and respond to user needs in teaching, learning, research, and outreach
 - Improve access to physical and virtual resources
 - Integrate libraries into environments where users work and interact
 - Enhance management and change-management skills in library staff
 - Actively participate in information policy partnerships
- (See Appendix I for mission, vision & goals)

Development

The Libraries along with the UW Foundation are targeting three areas for funding: collections, preservation, and the remodeling of Memorial Library. In addition to the Parents Enrichment Fund that comes through the UW Foundation, the Libraries were the recipients of many direct gifts, gifts-in-kind, and monetary donations. Two were most notable. A major bequest came from the estate of the late Ethel K. Allen to benefit the Biology Library (\$825,000 endowment fund for collections), Steenbock Library (\$825,000 unrestricted endowment fund), and the Kohler Art Library (\$425,000 endowment fund for collections). The Libraries were also the recipients of a gift from

Douglas Schewe of nearly \$1 million to benefit its Friends organization, to promote reading, and to support lectures and outreach to the campus and wider Madison area.

The Parents Enrichment Fund continues to provide the Libraries with support for programs and upgrades to facilities that would otherwise not be possible. One of the programs supported last year was the establishment of a Writing Center satellite in the west corridor of Memorial Library during evening hours. The Writing Center instructors in partnership with the GLS offer library patrons convenient access to expert advice about all aspects of academic writing.

Google Library Project

The Google Books Library Project was a major initiative implemented this fiscal year. The University of Wisconsin–Madison Libraries share Google's mission to make the world's great works discoverable by anyone, anywhere in the world by simply 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 university is the eighth library to join Google's ambitious effort to digitize the world's books and make them searchable on Google Book Search. All of the Google digitized content will be deposited into the CIC Shared Digital Repository. Shipment of materials from a number of campus libraries began in April 2007 and images began appearing in Google in July.

Assessment Initiatives

During the past year there was an increasing effort to integrate assessment into all service areas. Qualitative and quantitative assessment measures were administered in an effort to collect information that informs quality improvement measures, innovation in service delivery, and resources. One major initiative included the analysis of the second campus-wide LibQual+ survey (measuring expectations and service quality) that was administered to a sample of faculty, staff, and students in spring 2006. In 2007 the GLS hired an Assessment & Public Services Librarian for the purpose of supporting the library's assessment needs and to facilitate external assessment initiatives. Future initiatives include the coordinated collection of annual Association of Research Libraries (ARL) Collection Statistics; and a comprehensive user needs survey to faculty, instructional staff, scientists, and researchers.

Scholarly Communications and Copyright

One of the goals during the last year was to increase the awareness and understanding on campus regarding scholarly communication and copyright issues, and to increase interest in open access publishing. To help advance this goal the University Library Committee formulated a Faculty Senate resolution. This resolution (UW Faculty Document 1839 "Faculty Senate Resolution in Support of Accessible Scholarly and Scientific Publication") was voted on by the Faculty Senate and approved in April 2007. The Libraries encourage faculty and researchers to use the CIC author's addendum that addresses a pressing need of researchers and scholars by allowing authors to select and retain key rights to articles. http://oscp.library.wisc.edu/sample/author_addendum.pdf

For further information outlining the scholarly communication program on campus see <http://oscp.library.wisc.edu>. A new copyright information Web site was released in December 2006: <http://www.library.wisc.edu/copyright>. The site includes basic educational information about copyright and fair use, as well as specific information about copyright and libraries as it pertains to reserves, interlibrary loan, personal copyright, digital collections, library copying, and author's rights.

Institutional Bibliography and MINDS@UW

The Libraries were awarded a \$10,000 grant from the Brittingham Foundation to contribute towards the development of an "Institutional Bibliography." The purpose of the Bibliography is to create an online bibliography of campus faculty research and published works. The Brittingham grant allowed for the expansion of the bibliography beyond the College of Engineering to include the Schools of Medicine and Public Health, Pharmacy, and Nursing. To date, over 35,000 unique citations have been gathered for 848 campus researchers, while more than 1,400 articles have been permanently archived and made publicly available online for free within MINDS@UW, our institutional repository. The funding also provided support for staff to hold in-depth interviews and focus groups with several faculty members and researchers. The results helped staff to better understand use cases and the potential impact for the bibliography on campus.

Internship Program

The Information Specialist Internship Program (ISIP) provides second and third-year undergraduates an experiential learning opportunity by providing knowledge and hands-on experience in information and library sciences. The first year was a success with five undergraduates participating in the program. The program is designed to provide exposure, mentoring, and training in the field of information science that will complement and enhance each student's specific academic and career development goals. Students commit to 10 paid hours a week in two 8-week modules per semester. Modules are in the areas of public service, collection management, technical services, special libraries and information technology. The overarching goal is to increase awareness of the role of information specialists in libraries and to develop a diverse learning community that includes students from historically underrepresented groups. The Libraries are now recruiting the second cohort of students for this program with the intention of sustaining support for 10 students per year. Four students are returning and five new students will be added this fall. For complete information see: www.library.wisc.edu/jobs/isip.html

Marketing

An administrative priority this year was the establishment of the Campus Libraries Marketing Committee (CLMC). The purpose of CLMC is to coordinate a marketing plan for services and resources of UW–Madison campus libraries, to reflect the Libraries' strategic priorities. Its members facilitate communication between library staff and users about library initiatives, programs, and services and also work cooperatively with university communication and administration.

II. The Library as Place

With a focus on “Library as Place” and support from the Parents Enrichment Fund the Libraries have undertaken several remodeling projects.

The Mills Music Library was one of the major beneficiaries of the Parents Enrichment Fund. During the summer of 2006 the Mills Library staff began the process of planning for renovation to the library’s facilities. The renovation was completed over the winter interim period with upgraded furniture, layout, and technology.

The Parents Fund provided support for several facility enhancements in College Library including adding benches and tables to the Helen C. White courtyard, cleaning and reupholstering well-worn furniture in the Open Book Café, the installation of art rails on the 3rd floor to expand space available for student art in the library, new furniture for the group study rooms, and expansion and improvement of the Greater University Tutoring Service (GUTS) drop-in tutoring space. The Parents Fund also provided support for updating study spaces in Wendt Engineering and Memorial Library.

Steenbock Library benefited greatly from an 18 month CURB/CARE project completed in summer 2007. Infrastructure improvements include new ceilings, lighting and air handling. These changes improve the facility for both library users and staff and also result in improved energy efficiency.

University Archives Consolidation

Much of year was spent in planning for the consolidation of the Memorial Library Archives facility into Steenbock Library, where approximately half the collection was already housed. A remodeling project created a new Archives office with user seating, staff offices, workspace, and shelving. The actual move happened in July 2007, with 16,000 boxes and 4 staff offices. After thirteen years the Archives staff is together again in one place so that patrons do not have to go between Memorial and Steenbock to do research or get materials.

Preservation Facility

The Libraries continue to follow up on the status of an off-site preservation facility. It was reported that the Department of Administration has a tiered plan that includes the Wisconsin Historical Society and the Veterans Museum in the first step; remaining campus libraries would not be included until the 2009–11 fiscal year. The Middleton Shelving Facility is currently more than 80 percent full and the University of Wisconsin is now the only Big 10 institution without a remote storage facility.

Exploring Opportunities for Collaboration

Memorial Library has been seeking collaborative projects with campus organizations and found a new opportunity when the Institute for Research in the Humanities was to be relocated from the Washburn Observatory. The proposal to remodel Memorial's fifth floor faculty study carrels as a potential home for the Institute was given serious consideration and involved discussions with campus administration, faculty of the Humanities Institute, and others. It was finally decided that the Humanities Institute

would not be moving to the Libraries but will instead be moving to an alternative site on campus. The process was important because progress was made on envisioning and planning a collaborative space where scholars, students, and librarians can interact. Library staff will continue to work with campus to explore ideas for these types of collaborative research and study spaces.

III. Information Resources

Collections

Last year the UW–Madison Libraries spent more than \$6 million on journal subscriptions and licenses. This translates to about 66 percent of total collection expenditures. Annual price increases for 2008 are projected to average 7–9 percent. As a result, journal costs will increase by \$432,000–\$555,000.

The university libraries received a one-time \$400,000 addition to the FY07 collection budget, which was distributed to Ebling, Law, CIMC, and GLS Libraries. The Libraries are hopeful that they will receive an increase to the collection budget in FY08 to help offset these new increases.

Despite one-time funding support, the campus libraries are consulting with faculty and academic staff regarding the necessary proposed journal cancellations for 2008 due to cost increases. To compensate for the loss of journal subscriptions, the Libraries will continue to provide access via document delivery and interlibrary loan, in addition to efficient interlibrary loan for journal articles.

Although the trend continues towards increased electronic access to resources, the physical collections in the GLS grew by more than 90,000 volumes. In fact, the UW–Madison Libraries continue to rank among the top university research libraries in the United States in collection holdings.

Following is a selection of the many resources collected during FY07:

- America’s Historical Newspapers [electronic resource] (Ser. I, 1690–1876)
- Archives of the Soviet Communist Party and Soviet State
- ARTstor [electronic resource]
- The Digital Karl Barth Library [electronic resource]
- Everyday Life & Women in America [electronic resource] (c.1820–1900)
- Indexes of British Parliamentary Papers [electronic resource] (1801–1900)
- Irish Newspaper Archive [electronic resource]
- Proceedings of SPIE: The International Society for Optical Engineering [electronic resource]
- The Times Digital Archive [electronic resource] (covering 1785–1985)
- UN Comtrade [electronic resource]
- Web of Science [electronic resource] (backfile covering 1965–1969)

Digital Library Collection

The University of Wisconsin Digital Collections (UWDC) is a joint initiative of the UW–Madison GLS and all UW System libraries. The UWDC Center added numerous materials for online access by the campus community as well as anyone with Internet access. UWDC further expanded their Web site to include tools such as RSS feeds, enabling users to subscribe to notices of materials added to collections. Usage statistics show more than 4.6 million total user hits or “sessions” making UWDC truly a realization of the Wisconsin Idea.

Several resources were added to the collection as a result of partnerships with faculty, campus departments, various Wisconsin agencies, and foundations. These included:

- Digitized several faculty teaching collections of slides from UW professors, such as ceramics and Spanish Islamic architecture from art faculty and Thailand images from professor of Anthropology.
- *The State of Wisconsin Blue Book* reference series, compiled by the Legislative Reference Bureau, is now online and searchable.
- Collaborating with the Wisconsin Humanities Council, SCLS and the Bone Folders Guild to digitize and publish online, 60 artistic journals created as part of their “60 Journals, 60 Libraries” project.
- Collaborating with the Oneida Nation in northern Wisconsin to digitize, preserve, and present online, audio, video, and textual materials that document their natural language. This project was supported by a National Science Foundation grant.
- Collaborating with the Leopold Foundation on their National Historical Publications and Records Commission (NHPRC) grant-funded project to digitize the Aldo Leopold archives. The materials will be digitized and hosted by the GLS for Internet access to images of the materials held by the UW Archives and Libraries.
- For the third year, partnered with the Division of Public Instruction and numerous public libraries in Wisconsin to digitize significant local history materials for inclusion in the State of Wisconsin Collection of the UWDC (LSTA grant-funded projects).
- Artist Books database, developed by Lyn Korenic, Director of Kohler Art Library, is an illustrated, descriptive index to the Artists’ Book Collection located in the Kohler Art Library.

Textbook Initiative

College Library continues to manage the UW–Madison Textbook Initiative and has coordinated increased access in numerous campus libraries to many of the expensive textbooks required for large classes. Since its inception, books have been purchased with support from the Parents Enrichment Fund. Books have been purchased for a wide variety of courses including those in Biology, Chemistry, Economics, Human Anatomy, Statistics, Math, Geography, Engineering, Physics, French, and Italian. The director of College Library represented the Libraries at a federal hearing of the Advisory Committee on Student Financial Aid and the testimony is featured in the committee’s final report on

the problem of high-cost textbooks. The Libraries will continue to work with campus administrators to pursue alternative solutions to the high cost of textbooks.

IV. Services

Library Web Site Redesign

The UW–Madison Libraries 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 campus libraries, collections, and services; and promoting user self-sufficiency. 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. Subsequent work remains on developing new pages for individual libraries and staff pages.

Ask a Librarian Reference Service

The campus Reference Management Team implemented the Ask a Librarian reference service, directing users to various options for general assistance, including chat, instant messaging, email, phone and in-person service. New software was used to manage the chat/IM service, staffed at College Library and Memorial Library with service hours from 8:00 AM until midnight most days of the week. The new virtual reference service answered over 6000 questions, tripling the highest volume seen in the earlier “Live Help” online service. A user survey indicated 88 percent satisfaction with the new online service.

Library Instruction

The campus Library & Information Literacy Instruction group (LILI) continued their primary mission of teaching, including the development of print and electronic instructional resources, such as a Research Tips and Videos page developed with user-centered design for point-of-need instruction on the web. Course-related instruction activity remains high. The implementation of new pedagogical strategies resulted in an increase of in-class learning activities, including utilizing classroom response systems (“clickers”). Through efforts working with campus teaching programs, there was an increase in the integration of information literacy into the goals of courses (not just assignments). The instruction program continues to get requests from area K–12 schools for sessions on using academic library resources, expanding to several new programs, schools and regions, including new groups this year from Milwaukee and Chicago. Other pre-college programs, such as the Information Technology Academy and the PEOPLE program also took advantage of library instruction this year.

Campus Teaching Partnerships

New campus teaching partnerships continue to be forged with such groups as the First Year Experience Program, the Graduate Student Council's Professional Development Program, the L&STA Training program, the campus LEAP Initiative, and DoIT's Academic Technology Division. Campus instruction librarians participated in the annual Teaching & Learning Symposium, the Teaching Academy's SoTL Discussion Series, the Summer Institute, the New Faculty Services' Workshop Program, CIRTl, the Undergraduate Education Committee, departmental curriculum committees, ComETS, and DoIT's eLearning Roadmap Team.

Library Integration with Course Delivery Systems

The Libraries have been working closely with DoIT to fully integrate library services and resources into campus research and teaching tools. The Library Course Pages continue to be the standard delivery system for electronic reserves and library instructional materials by course. Library Course Pages are created by librarians, in collaboration with faculty and instructors and tailored to a specific course's needs and assignments. This year the links to Library Course Pages were able to be delivered automatically to the Learn@UW courses in addition to the student listings of courses in MyUW, adding a significant new access point.

V. 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 nearly 600 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 2007 program was *The Last Day of War*, a novel by Judith Claire Mitchell.

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 support of the outreach

mission of the university. The Press has also begun offering many of its publications in full-text, through the Web site (parallepress.library.wisc.edu).

Highlights from 2006–07 include scholarship 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 biographies of America’s Founders by John Kaminski of the Department of History. In addition, Parallel Press published several poetry chapbooks by regional poets.

Community Events

The Libraries have been involved in several community events over the last year. Some events were sponsored by the Friends and included lectures by James Leary, professor of folklore and Scandinavian studies, and Harold Scheub, professor of African Languages and Literature. Others included events held at the Open Book Café in College Library, that included readings and presentations for the Wisconsin Book Festival, the Madison ZineFest, and *Illumination* poetry readings.

Other community events included the semi-annual Friends book sale that has become the largest used book sale in the state, and the Edible Book Festival, held in conjunction with National Library Week. We continue to look to the community, our campus partners, UW Press, and the UW Bookstore to further our involvement in these and other events.

READ posters

The Libraries sponsored two posters in the popular ALA READ poster series. The first poster was of Bucky Badger reading “The 25 Greatest Moments in Camp Randall History.” The posters have been very well received and have been distributed throughout the state through public and school libraries. The second poster was of UW basketball star, Alando Tucker. Release of this poster coincided with the naming of Alando Tucker as the Big 10 player of the year. Two thousand posters were distributed throughout campus and the state.

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:

- Increase library’s awareness of changing user needs and increase users’ awareness of library resources and services.
- Monitor and respond to changes in user behavior and expectations.
- Expand opportunities to participate in campus teaching and learning initiatives.
- Work to secure funding to build a remote preservation and shelving facility.
- Strengthen navigation, discovery and access across all resources and services
- Identify potential intersections of user workflow/environment with library services and resources.

- Achieve better library integration into enterprise (institutional) systems such as MyUW and Learn@UW.
- Find more/new ways to establish a library presence in non-library spaces (virtual and physical)
- Develop well-trained managers.
- Prepare staff to adapt, function, and thrive in a changing world.
- Initiate a campus-wide copyright education campaign.
- Advocate and provide leadership in support of alternative models of scholarly communication, open access publishing, and the retention of author's rights.

Appendix I

The UW–Madison Libraries Vision

We are vital to the teaching, learning, research, and outreach mission of our great University.

The UW–Madison Libraries Mission

We meet the changing needs of the academic community by providing:

- Leadership for the selection, organization, access, and preservation of sources of knowledge in all formats;
- Exemplary information services designed to fulfill the needs of a great public university;
- Inspirational environments for collaborative and individual discovery, study, and learning.

Strategic Directions and LMG Goals

1. Assess, identify and respond to user needs in teaching, learning, research, and outreach

Goals:

- Increase library's awareness of changing user needs and increase users' awareness of library resources and services.
- Monitor and respond to changes in user behavior and expectations.
- Expand opportunities to participate in campus teaching and learning initiatives.

2. Improve access to physical and virtual resources.

Goals:

- Work to secure funding to build a remote preservation and shelving facility.
- Strengthen navigation, discovery and access across all resources and services

3. Integrate libraries into environments where users work and interact.

Goals:

- Identify potential intersections of user workflow/environment with library services and resources.
- Achieve better library integration into enterprise (institutional) systems such as MyUW and Learn@UW.
- Find more/new ways to establish a library presence in non-library spaces (virtual and physical)

4. Enhance management and change-management skills in library staff.

Goals:

- Develop well-trained managers.
- Prepare staff to adapt, function, and thrive in a changing world.

5. Actively participate in information policy partnerships.

Goals:

- Initiate a campus-wide copyright education campaign.
- Advocate and provide leadership in support of alternative models of scholarly communication, open access publishing, and the retention of author's rights.

Approved by Library Management Group 8/1/07

