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Office of the Dean of the Library

9-20-2018

2018 Annual Report

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A Culture of Engagement: Our Students, Faculty and Staff within the Larger Community

Lesley University Library
Annual Report
2017-2018

Hedi BenAicha Dean of Libraries Lesley University

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Creating A Culture of Engagement

Lesley University Library continues to focus on strengthening its central role in support of teaching and learning, as well as successfully recasting the Library to become a social and learning place. College libraries are going beyond the familiar role of "reading." It is precisely for this reason that our Library moved and is still moving from the antiquated concept of the library to embrace the 21st century practices that support our College mission and vision of teaching and learning. We are continuing to work diligently to transform our library from "book warehouse" to the cultural and academic hub of the campus. These changes are meant to support the university's mission and vision; as well as to provide students with a transformative learning experience and support the scholarly pursuits of our faculty.

Lesley University Library is expanding its role to move away from the archaic way of conducting its business by serving as an incubator for innovation to broaden cultural, academic, and intellectual horizons for our community. With that said, over the past two years the library has achieved many accomplishments reflective through our librarians and staff in serving the community.

Our Library has emerged from the fringes of the campus community to become a hub of activity for all members of Lesley University and an epicenter of ideas to enrich our students' college experience. The staff and librarians embrace the vision of: building community, providing easy access to knowledge and information, preserving the institutional memory, and becoming an innovation center.

1) Building community

- Sherrill Library has held multiple events highlighting the academic and intellectual achievement of our students, faculty, and community members.
- To increase building usage at Sherrill Library by our students and faculty, we introduced a Makerspace and a 3D printer to support creative inquiry. This became very popular among students and faculty.
- We publish a <u>newsletter</u> to communicate with all of our constituents about library activities and new technological developments. This strengthens community building and creates a sense of belonging.
- We regularly host authors and artists to exhibit their work. This includes the work of current students, alumni, and community members.
- We also host speakers and performers, which have included civil rights leaders and jazz
 musicians. The purpose of these events is to encourage our community to reflect on the
 importance of the arts and to encourage active citizenship.
- Moriarty Library has had a very active year in working with the community (see p.12 to <u>read</u> about Moriarty's activities)

2) Providing easy access to knowledge and information

Our <u>Library webpage</u> was implemented last summer and continues to evolve. Code was added
this year so users using assistive technologies can use the website. This demonstrates our
commitment to enhance access to information to all and to provide a positive user experience for
our students. A <u>page on the website</u> provides more information about what has been done. <u>Read</u>
more about website enhancements on p. 20.

- We monitor the use of our web resources using Google Analytics (see <u>the report</u> on p. 20), which gives us further information about the use of our resources so we can improve them.
- Our librarians teach information literacy class sessions, give workshops, and collaborate with several departments to teach the community about library resources. This has included working with the Center for Teaching and Learning to present online workshops, participating in Summer Tech and Faculty Development Day to teach faculty, and presenting and facilitating Lesley University Community of Scholars Day.
- Our new webpage has made a tremendous impact in improving the way that students get help when they need it. In addition, the technical abilities and knowledge of our Research and Instruction Librarians has helped us reach our goals in serving our students.

3) Preserving institutional memory:

• Academic institution with a historical track record and understanding like Lesley must preserve its legacy. This includes making the intellectual and academic achievements of the university accessible to all. In May 2017, we launched the university's institutional repository, DigitalCommons@Lesley, to preserve and disseminate these achievements. We also integrated the platform into our webpage and library search services so the content is easily discoverable. Doing this makes DigitalCommons@Lesley accessible not only to institutions within the United States, but to the world. It also gives our community the ability to measure the impact of their work through Altmetrics and download counts. View the Institutional Repository Statistics to learn more, which you can see on p. 22.

4) Becoming an innovation center

In order to address the needs of our community, and especially those of our students, the Library should provide a space for experimentation. The Library began with small steps towards implementing this vision by meeting with stakeholders across campus to identify areas for collaboration to harness support and resources. (Please see the <u>Annual Report 2017</u>)

Conclusion

What we have achieved and what we continue to do is driven by a very pragmatic approach: it is all about our students. As the world of academia is changing we must embrace innovation and creativity to contribute to our institution's effort in attracting students, increasing retention, and providing our students with resources for their success. The above-mentioned accomplishments are a small part of achieving our goals for the institution to fulfill its mission and vision.

Next Year: Plans for 2018-2019

The Library is unique in that it serves the information needs of students, faculty, and the greater community as a whole. I like to refer to it as the biggest classroom, which is open to everyone on-campus. To continue to push things forward, it is important for the institution to invest in enhancing the library staff's capability in playing its role for retention and success. Universities and colleges are investing millions of dollars to repurpose their libraries to make room for collaborative learning, technology centers, dining areas, research support, and other academic services to better serve students. Our goals for next year will be to maintain the Library's central role in teaching and learning by:

- Strengthening a sense of community
- Enhancing access and discovery
- Preserving our institutional memory
- Espousing a forward-thinking and innovative approach.

Based on these goals and the past two years' achievements, we aim to accomplish the following:

1) Collaborate across campus to replace textbooks

The Library subscribes to an array of authoritative academic resources that are quite costly. To offset student costs, I recommend small projects be developed that have faculty collaborate with librarians to design and deliver Open Textbooks and make use of Open Educational Resources.

2) Reimagine Sherrill Library: Design for flexibility and cross-disciplinary dialogue

This project has several elements to it that need to be carried out that include:

- Consolidating the number of volumes shelved on the second and third floors with the collection on the lower level in Rm. 020. This will require compact shelving for the room.
- We anticipate the need for space to support and make the second and third floor entirely available for University Administration.
- The Library will consolidate its operations, activities, and personnel to the lower level and the first floor to create a unified presence.

3) **@LL** InfoLit Modules

Librarians tailored learning modules to be used to supplement the information literacy gaps of remote learners and enhance the "one shot" lessons given to seated classes. The modules were tested this summer and will be implemented during the 2018-2019 academic year.

Now that our institution has acquired the Brattle campus, we hope to see you all more often.

Respectfully Submitted,

Heathy the

Hedi BenAicha

Dean of University Libraries

Encouraging Transparency and Communication

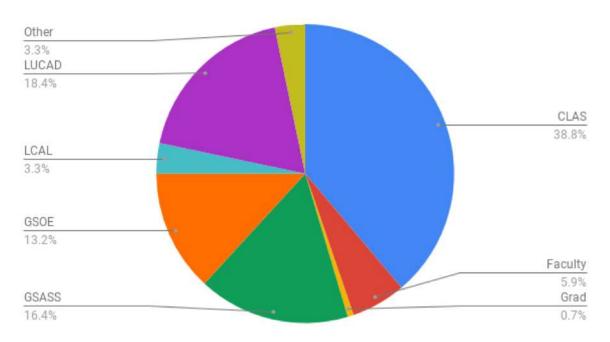
The library is sharing its operational data in an effort to encourage transparency and relevance to communicate with our community and others. Sharing this information documents the value of the library to the community. This is all done carefully considering the privacy of our constituents. We hope that you find this information both interesting and useful.

Each section contains statistics compiled by different staff members:

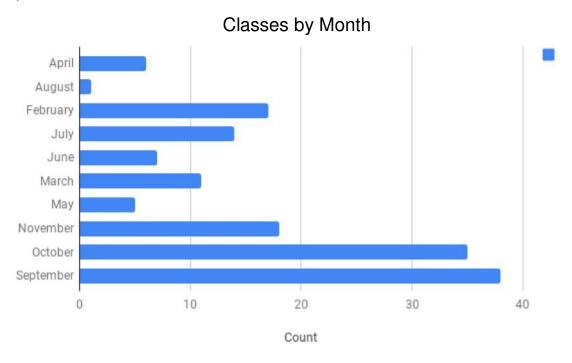
- Instruction/Teaching Statistics 2017-2018
- Lesley University Library's Ask Us! Services
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Instruction/Teaching Statistics 2017-2018

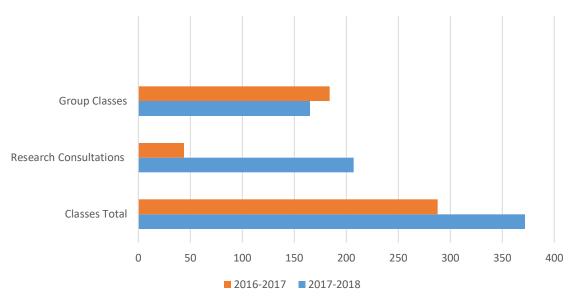
Classes by School



We spend the majority of our time with undergraduates, with almost equivalent amounts of time between LUCAD, GSASS and GSOE.

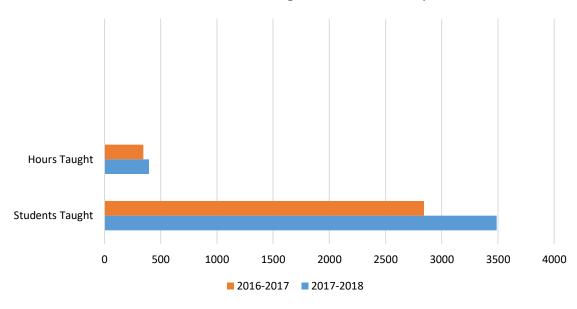






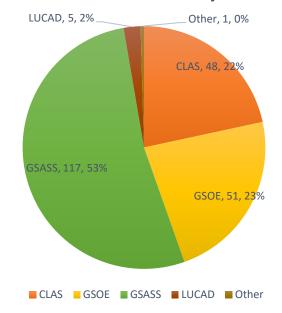
Although there was a decrease in group classes by 10%, this year saw an increase in research consultations by 370%! (Yes, you read that correctly.) This brings the total amount of teaching sessions up by 29% from last year.

Hours and Students Taught Two Year Comparison



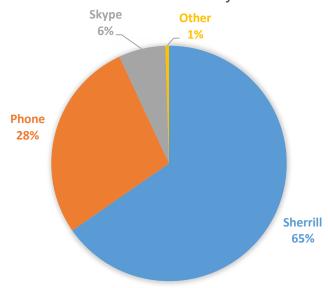
The number of students taught are up 22% from last year, and the number of hours is up 15%.

Research Consultations by School



For the year 2017-2018, Research Consultations by school were as follows (with GSASS overwhelmingly using the service the most): CLAS -22%, GSOE -23%, GSASS -53%, LUCAD -2%, Other -iCal -1 consult

Research Consults By Location



For the year 2017-2018, Research Consultations by location were as follows (with Sherrill being the most frequently met location): Sherrill -65%, Phone -28%, Skype/Virtual -6%, Other -(U-Hall) - 1%.

Compiled by Abby Mancini, Research & Instruction Librarian

Lesley University Library's Ask Us! Services

3982 transactions total

83% of transactions occur at Sherrill Library.

Tuesday is the most active day for transactions.

2-5 p.m. is the busiest time for transactions.

91% of transactions are 3 or below on the READ Scale, meaning they do not require librarian expertise.

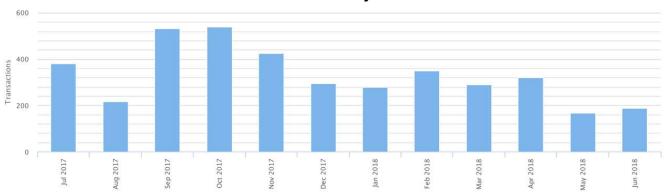
23% of transactions occur after 5 p.m.

42% of transactions occur in person, with student workers logging more transactions than any single person on staff.

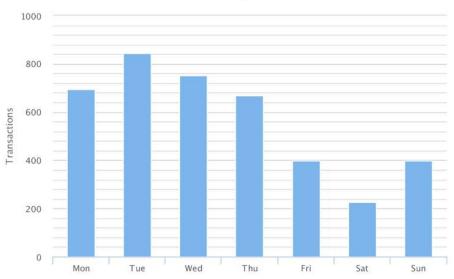
Analysis:

- Transactions decreased from last fiscal year from 5499 to 3982 (-28%).
- Last fiscal year and this year could not be fairly compared, as we are measuring different metrics with a different system (LibAnswers instead of Gimlet), and the decrease in transactions may or may not be attributed to having a library website that is useable for the first time in library history, starting in FY 2017/18. Regardless, it is apparent that transaction numbers are *low and therefore not completely accurate*, due to lack of logging by some staff (see Answerer Statistic, Fig. 10). Statistics should rise in number and accuracy by the end of next fiscal year with increased attention to logging each and every one.
- 92.5% of questions answered by librarians while on duty at the Reference Desk were not reference questions, and transactions in formats staffed exclusively by librarians (chat and reference e-mail) did *not* correlate to higher than average values (i.e. 4 or above) on the READ scale.
- 23% of questions occur after 5 p.m. but the library does not officially staff chat after 5 p.m., so it is possible that the number would be even greater if chat was available consistently during evening hours.

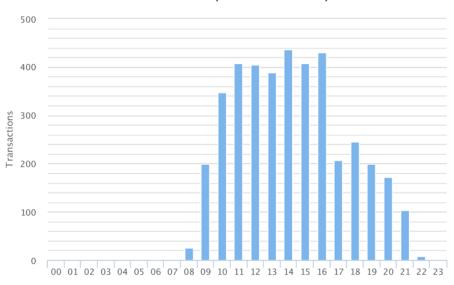
Transactions by Month

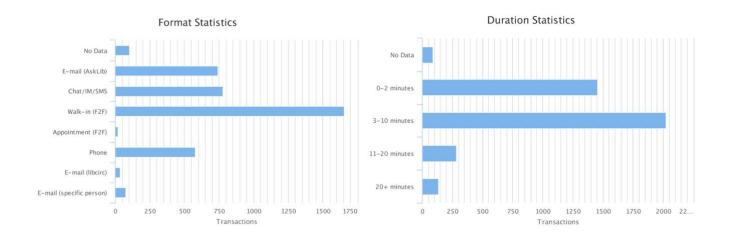


Transactions By Day of the Week

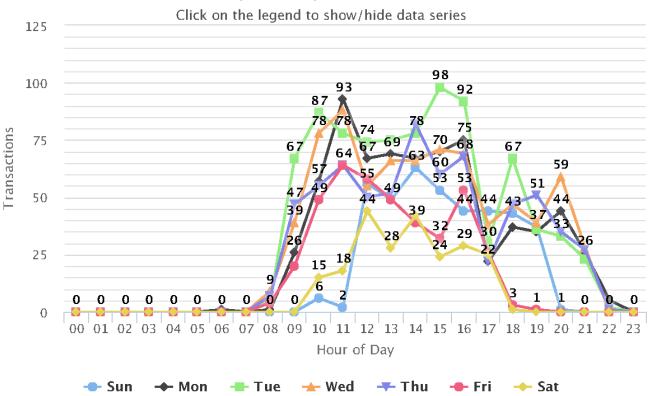


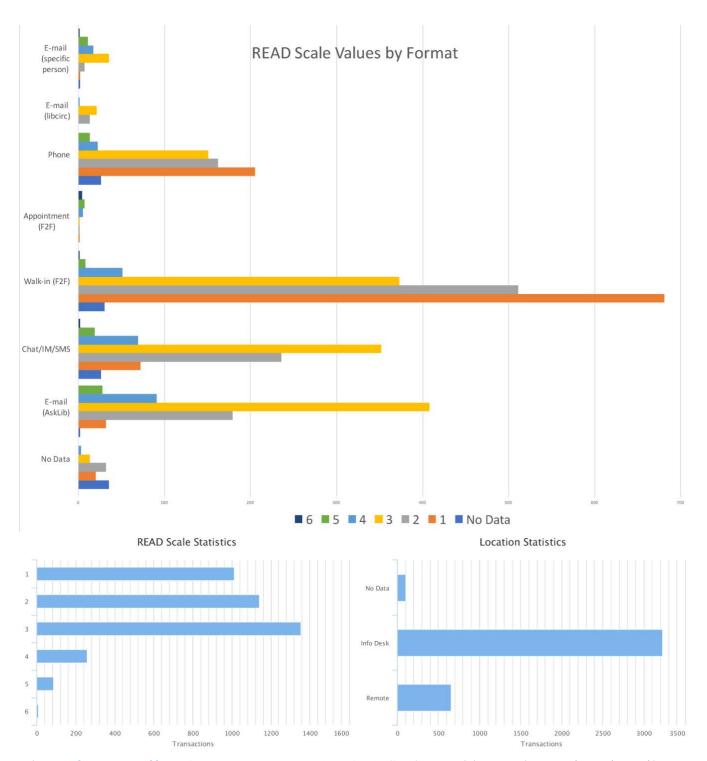
Transactions By Hour of the Day





Daily/Hourly Distribution





The <u>Reference Effort Assessment Data (READ) Scale</u> used by Lesley University Library is a six-point scale used for qualitative assessment of reference interactions, which is a part of the LibAnswers module by Springshare. The READ Scale was created by Bella Karr Gerlich.

Compiled by Samantha Snair, Head of Research & Instruction

Moriarty Library Displays & Exhibits

MICKI HARRINGTON
ART LIBRARIAN
2017-2018

INTRODUCTION -

Moriarty Library curates engaging displays designed to be aesthetically pleasing, interactive, and informative. It is important for us to create opportunities for students to interact with library materials outside of course assignments, so that they appreciate the usefulness of libraries and information seeking outside of the classroom and after they graduate. The displays attract students using visually appealing elements on topics they are interested in, and once they are engaged in the display they learn something new through signage, interactive games, and by browsing the materials. Displays are located through the physical library space, with some locations having dedicated themes, so that students know what to expect from that area.

External Entrance Display

o This display outside of the library is visible by passersby in the Lunder Arts Center even when the library is closed. The plexiglass locks materials inside, so it isn't interactive, but allows us to secures display materials that are from non-circulating collections that would be of interest to a wide variety of visitors. Content in this area is rotated every semester.

Main Display Table

o This is the main display area just inside the library entrance. The content in this area is rotated every month and usually includes a takeaway, like buttons, stickers, origami, etc.

Locked Display Case

• This locked display case is where we promote Lesley and community exhibits and events by displaying related materials with event information. Displays are rotated as community events end and begin.

DVD Shelf Display

 These displays are rotated every month and are always on the topic of filmmaking. We also always include information about related online materials (streaming video and eBooks) in this display.

Permanent Lesley Displays

 We have two permanent displays of Lesley alumni-authored materials and of published Lesley faculty & staff scholarship, which are located across from the information desk and are accompanied by Lesley admissions materials.

Second-Floor Time Warp

 The open display case on the second floor is called the Time Warp, and displays materials on a topic from a designated time period, which rotates every other month.

Pop-up Displays

 We occasionally decide to put up a temporary display for a few days (for example for Dr. Seuss's birthday, Valentine's Day, in response to a faculty request, etc.) and will use information desk space, windowsills, or a shelf next to the elevator.

The major displays during the 2017-2018 fiscal year are outlined below, according to the main function of the display.

EDUCATIONAL -

Many of the Moriarty Library displays are designed to teach students, but in an informal, self-directed way. Educational elements of the displays have to be interesting and subtle enough that students don't feel intimidated by an overwhelming amount of information.

Academy Awards

O This spring semester movie display introduced students to past Oscar winning films, with signage explaining each award (what's the difference between sound design and sound editing?) and also explaining some of the troubling history of the awards (categories with no female nominees, lack of ethnic diversity in award winners, etc.).

Flip Books

 This display highlights the flip books from Moriarty's collections, including books about the history of the medium, contemporary artists who work in the medium, and practical guides for making flip books. The display included blank scrap paper flip books for students to take and create their own.

Censorship

 Each year in September the libraries choose theme for their Banned Books Week displays, which teach students about censorship in America. This year's Moriarty display highlighted graphic novels that have been challenged in public and school libraries.

Golden Age of Illustration

 This Time Warp display highlighted materials from the period and included Maxfield Parrish illustrations and coloring pages for people to take.

SOCIAL JUSTICE -

Moriarty Library also created displays to highlight underrepresented voices in art and scholarship.

Female Directors

o Display of films from female-identifying directors, with information about our eBooks that cover gender representation in filmmaking.

Art of Native Peoples

Ouring the month of November students were greeted by a display of materials about art created by native peoples. The display was arranged with signs so that books authored, published, and edited by native peoples were in one area, and the books written by white men about the art of native peoples were in another area. Students were encouraged to consider how authorship and the publishing process can affect the information contained in the texts.

Pride Display

 For Pride Month we displayed books featuring artwork of LGBTQ+ artists, with librarycreated Love is Love buttons.

Black Portraiture

 This display highlighted issues around representation and imaging of the black body, and was on display during the Black Portraiture Conference in Cambridge during Spring 2018.

COMMUNITY -

When planning displays for the year, we consider the Lunder Arts Center exhibition schedule, in addition to the Museum of Fine Arts rotating exhibits, and other local conferences and exhibits.

■ 15th Century Printmaking

• This Time Warp display was created to support the spring 2018 Boston Printmakers exhibit in Lunder.

Japanese Paper Arts

• This display accompanied the spring 2018 Katsumi Hayakawa: Paintings and Sculpture exhibit in Lunder.

Alumni Illustration

 Books illustrated by Lesley alumni were displayed leading up to the spring 2018 Finnegan Lecture.

Student Comics

• These student comics were on display during the Massachusetts Independent Comics Expo in the fall of 2017.

Sketchbooks & Visual Literacy

This display accompanied the fall 2017 International Visual Literacy Association
 Conference and included faculty, staff, and student sketchbooks as well as books about sketchbooking, and about visual literacy in general.

Punk Album Cover Design

 This Time Warp display showcased graphic design of album covers, to accompany the fall 2017 Lunder exhibit Vaughan Oliver: Walking Backwards

Klimt & Schiele

 This exhibit helped to advertise a Lesley faculty lecture on the topic in spring 2018 and a Museum of Fine Arts exhibit on the same topic.

Dutch & Flemish Masters

This book display encouraged students to see the Museum of Fine Arts exhibit
 Masterpieces of Dutch and Flemish Painting

Takashi Murakami

This fall 2017 book display highlighted the Museum of Fine Arts exhibit Takashi Murakami: Lineage of Eccentrics

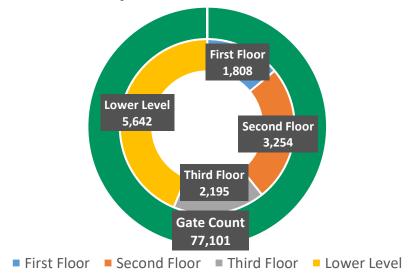
User Transactions, Use of Library Space, and Interlibrary Loan Statistics

Circulation of Print and Media					
	FY 2016	FY2017	FY2018	% Change	
Book	5,700	4,865	2,915	-40	
Juv Book	1,195	1,066	976	-9	
Media/iPads	143	191	186	-3	
Museum Passes			2	N/A	
Reference	14	31	27	-13	
Reserves	1,001	897	824	-8	
TRC/Textbook	571	475	508	+7	
Tests		326	438	+35	
Total	8,624	7,851	5,876		

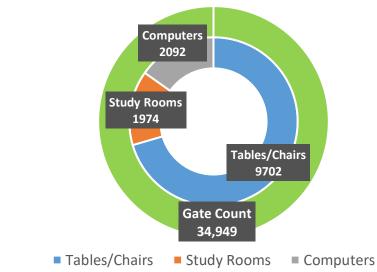
Number of Circulations by User Type					
	FY2017	FY2018	% Change		
FLO/FLC	50	25	-50		
Alumni	159	180	+12		
Faculty	1,276	833	-35		
PhD	296	182	-39		
Staff	652	718	+9		
ILL	641	316	-51		
Student	4,678	3,599	-23		
Tech Services	99	23	-77		
Total	7,851	5,876			

Compiled by Jaime Wimmer, Access Services Evening Supervisor

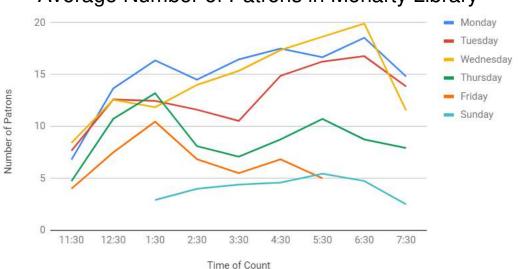
Sherrill Library Gate Count and Floor Counts



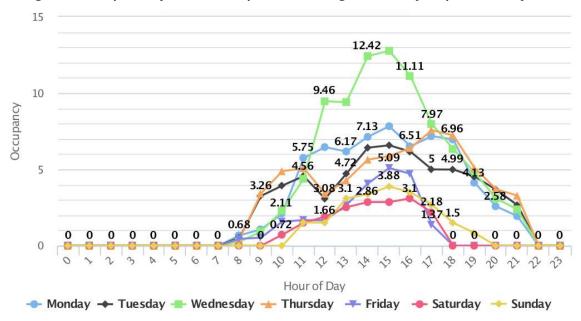
Moriarty Library Gate Count and Head Count



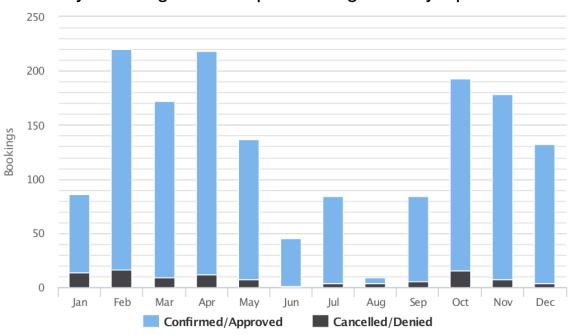
Average Number of Patrons in Moriarty Library



Average Occupancy of Group and Single Study Spaces by Time of Day



Monthly Bookings of Group and Single Study Space Areas



Summary of Library Study Spaces Booked					
Unique Users Total Bookings		Time Booked	Avg. Duration		
313	1,460	129 days, 15 hours, 4 minutes	2 hours, 8 minutes		

i onivar Library organization (i Lo, Exonango	Fenway	Library	Organization	(FLO) Exchanges
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Sherrill Library					
	FY2016	FY2017	FY2018		
Items Loaned	598	408	261		
Items Borrowed	588	369	264		
Total Exchanges	1186	777	525		
Moriarty Library					
	FY2016	FY2017	FY2018		
Items Loaned	198	141	88		
Items Borrowed	609	333	277		
Total Exchanges	807	474	365		
Sherrill Library and Moriarty Library					
	FY2016	FY2017	FY2018		
Items Loaned	796	549	349		
Items Borrowed	1197	702	541		
Total Exchanges	1993	1251	890		

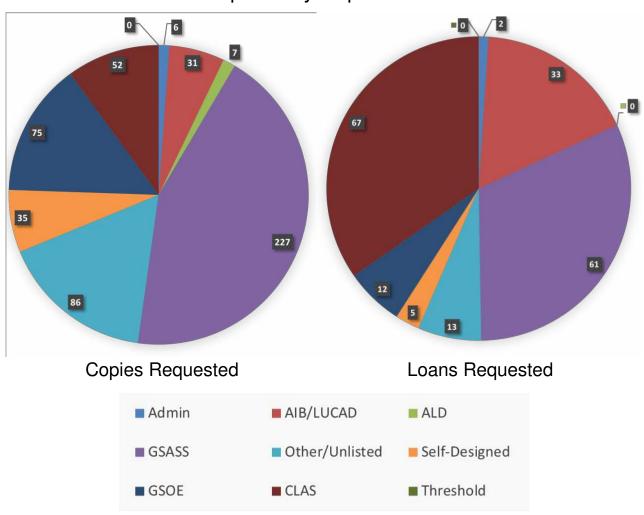
Commonwealth Catalog (ComCat) Exchanges

Sherrill Library					
	FY2016	FY2017	FY2018		
Items Loaned	430	455	260		
Items Borrowed	186	169	246		
Total Exchanges	616	624	506		
Moriarty Library					
	FY2016	FY2017	FY2018		
Items Loaned	104	103	104		
Items Borrowed		54	26		
Total Exchanges	141	157	130		
Lesley University Library (Sherrill and Moriarty)					
	FY2016	FY2017	FY2018		
Items Loaned		558	364		
Items Borrowed		223	272		
Total Exchanges	757	781	636		

Compiled by Jamie Glass, Assistant Supervisor for Access Services

Interlibrary Loan Requests				
Filled Lending Requests				
	FY2016	FY2017	FY2018	
Copies	1,262	1,241	1,328	
Loans	424	636	625	
Total Requests	1,686	1,877	1,953	
Filled Document Delivery Requests				
	FY2016	FY2017	FY2018	
Copies	190	102	61	

ILL Requests by Department FY18



Compiled by Robyn Ferrero, Head of Access Services

Highlights for Lesley University Library website

Use the Self-Service Portal

New content added to the <u>Self-Service Portal</u> to meet the growing needs of remote learners



To protect patron's data, a secure layer was added to the library website and search service



Access key navigation was added and content workflows were adopted to ensure assistive technologies can be used



View the <u>Website Metrics Dashboard</u> to observe user behavior and look into more detail about website usage at both a micro and macro level

Top 15 Pages Viewed on https://research.lesley.edu



July 2017	October 2017		January 2018		April 201	8 July 201
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Totals Page Views on Website https://research.lesley.edu	362,693 % of Total: 100.00% (362,693)	285,020 % of Total: 100.00% (285,020)	00:03:17 Avg for View: 00:03:17 (0.00%)	212,554 % of Total: 100.00% (212,554)	72.35% Avg for View: 72.35% (0.00%)	58.60% Avg for View: 58.60% (0.00%)
1. <u>Library Homepage</u> <u>/library</u>	175,553 (48.40%)	124,914 (43.83%)	00:04:20	120,999 (56.93%)	63.46%	58.46%
2. A-Z Databases /az.php	25,175 (6.94%)	21,545 (7.56%)	00:05:12	7,224 (3.40%)	68.30%	67.36%
3. MLA Format - Writing Tips /MLA/writingtips	20,917 (5.77%)	20,084 (7.05%)	00:05:01	20,066 (9.44%)	95.66%	95.27%
4. Test Collection Guide – How to Cite //tests/howtocite	14,756 (4.07%)	13,319 (4.68%)	00:05:15	13,273 (6.24%)	90.24%	89.53%
5. Subject Guides /guides	7,080 (1.95%)	5,287 (1.85%)	00:00:43	772 (0.36%)	23.70%	9.44%
6. Research Help – Ask Us! /asklib	5,925 (1.64%)	4,891 (1.72%)	00:01:45	2,082 (0.97%)	49.44%	24.89%
7. <u>APA Format</u> / <u>apa</u>	4,553 (1.26%)	3,865 (1.36%)	00:02:05	2,058 (0.97%)	76.09%	52.08%
8. <u>Assignment Calculator – Outlining</u> /assignment-calculator/outlineproject	3,425 (0.95%)	3,134 (1.10%)	00:04:08	3,088 (1.45%)	91.04%	89.24%
9. <u>Search & Find</u> /search	3,375 (0.93%)	2,865 (1.01%)	00:02:29	954 (0.45%)	69.30%	48.81%
10. Art & Design Research	2,406 (0.66%)	2,118 (0.74%)	00:05:28	1,940 (0.91%)	81.86%	76.10%
11. Research Help – Formatting Citations /asklib/citation	2,079 (0.57%)	1,622 (0.57%)	00:00:44	67 (0.03%)	37.31%	9.91%
12. <u>Self-Service Portal</u> / <u>selfservice</u>	1,803 (0.50%)	1,344 (0.47%)	00:01:09	211 (0.10%)	42.65%	11.04%
13. About the Library - Hours & Addresses /about/hours	1,494 (0.41%)	1,270 (0.45%)	00:02:18	513 (0.24%)	79.53%	62.38%
14. Media Resources – Streaming Video /media-resources/streaming	1,452 (0.40%)	1,086 (0.38%)	00:00:25	55 (0.03%)	45.45%	6.54%
15. MLA Format /MLA	1,371 (0.38%)	1,203 (0.42%)	00:03:09	1,073 (0.50%)	88.26%	83.37%

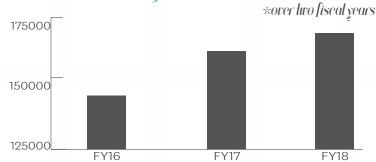
Electronic Resources by the numbers

BUSIEST 3 MONTHS FOR DATABASE USAGE



OFFERING ACCESS TO NEARLY **25,000** MORE EBOOKS

*by regular searches



TOP 5 JOURNALS

*by successful full-lest article requests

The Reading Teacher

American Psychologist

Educational Leadership

Professional Psychology: Research and Practice

Journal of Counseling Psychology

TOP 5 MOST-SEARCHED DATABASES

PsycINFO
ERIC
SocINDEX with Full Text
PsycARTICLES

Academic Search Premier

TOP 5 EBOOKS

Counseling the Culturally Diverse: Theory and Practice

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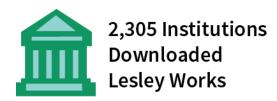


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