

University of Wisconsin–Madison Libraries Annual Report 2002-2003

I. Introduction

The ongoing dialogue between librarians and library users produced dramatic changes in the services and facilities of the UW-Madison Libraries during 2002-2003. Responding to student suggestions for improving library environments, the libraries developed new service programs such as the College Library's Open Book Café and late night access to the Memorial Library computer lab and study rooms. The growing demand for access to library resources by researchers resulted in the expansion and enhancement of online information delivery systems for faculty and students. While the "sense of place" provided by campus libraries continues to be valued by library users, there is also an increasing expectation that information resources, instructional services, and reference assistance will be available remotely from classrooms, offices, laboratories, and residences. Many of the service delivery innovations introduced in 2002-2003 have already been proven successful.

Although the majority of this report follows the format of the campus strategic plan; the following two new initiatives merited special highlighting.

Open Book Café

This year the libraries embarked on a project designed to improve the campus environment for students by offering a useful, inclusive and welcoming environment for study, a gathering place for social interaction in a non-alcoholic venue, and a relaxed environment in an academic library setting. To accomplish this goal the concept of a coffeehouse/café in the library was born. College Library provided the space, extensive open hours, Internet access, and a book and media collection. Memorial Union collaborated with food service. The space is a blending of elements of a coffeehouse and bookstore environment with the library environment that creates a uniquely useful academic setting.

Since its inception in April 2003, the Open Book Café has been very well-received by students. The library moved its Recreational Reading Collection (now called the Open Book Collection) to the café area. Hundreds of new titles were added to the print collection in addition to 300 new videos/DVDs for checkout. The 2002-2003 circulation count from College Library showed that almost 25 percent consisted of materials from this collection.

This project was funded almost entirely by the Parents Enrichment Fund and would not have been possible without the assistance of the UW Foundation and the generosity of donors.

Late Night Library Services

In response to hundreds of requests from students over the past few years, the libraries piloted a 24-hours a day, seven days a week study area on the first floor west corridor of Memorial Library. The pilot service began in September 2002 and was open to all UW-Madison students, faculty, and staff. This facility provided a safe and centrally located place for study with access to one of DoIT's largest computer labs.

Although the late night library access proved to be popular (nearly 24,000 users since its inception in September 2002), student users of the service indicated in survey responses that they preferred College Library as a location because it offered a more complete range of library services. As a result of their petitioning, beginning in fall 2003 College Library will operate a 24-hour library service, Sunday through Thursday. Due to patterns of low usage and resources, the library will close at 11:45 p.m. on Friday and Saturday nights.

College Library will be keeping all three floors open with full services that include the computer lab, circulation, reserves, access to the collections, study space, and vending machines (a heavily requested item in student surveys). This pilot project will continue through the spring 2004 semester and will be evaluated throughout the year. Memorial Library's west corridor will resume regular hours.

II. Promote Research (collections & services)

The libraries support the UW-Madison strategic priorities to promote research and advance learning through collections and services. Although many researchers make fewer actual visits to the libraries, increased collaboration with faculty have begun to create a stronger information infrastructure that supports university research needs through online resources and outreach services. The strength of a library is not only in the collections, but also in the services it develops to provide access to those collections. See attached Facts for statistics and measures showing growth in circulation, collection development, and services.

Print Collections

The rapid growth and acceptance of electronic information systems has not displaced the importance of the print collection for many academic disciplines. Most fields in the humanities, many social sciences, and some scientific disciplines, such as math and geology, remain heavily dependent on print resources. The physical collections experienced a net growth of 88,000 volumes in 2002-2003. Memorial Library, as well as many other campus libraries, are now filled to capacity and plans are in place to provide additional on-campus storage and access services from the basement of the Middleton Library when the health sciences library is relocated in the new Medical Sciences Learning Center in 2004.

The UW-Madison Libraries are developing strategies for protecting and preserving the valuable and rare library holdings of the campus libraries. Many 19th and early 20th century books located on open library shelves require conservation and preservation services. One of the primary objectives of the renewed cooperation of the UW-Madison Libraries and the Wisconsin Historical Society is the expansion and coordination of preservation services. Expansion of the shelving capacity of the temperature and humidity-controlled vaults in the Special Collections Department of Memorial Library continues to be an essential part of the libraries' preservation program. Analysis of the floor load capacity in 2002-2003 verified that compact shelving can be installed in the Special Collections vaults.

Digital Collections

The expanding scope and size of UW digital collections was an important accomplishment of 2002-2003. During the year the libraries digitized numerous materials and made them freely accessible over the Internet to Wisconsin citizens and schools. The overall goal has been to provide access to rare, fragile, and/or highly sought items of broad research value. Locally developed digital resources increased by more than 34 percent and usage increased almost 50 percent (see Appendix). A major focus was to improve the systems and infrastructure to facilitate the creation of additional digital content and to improve discovery and access for the University community.

The libraries create digital resources in all areas of study; however, during the past year the Digital Content Group identified some areas of emphasis with the objective of accumulating sizeable amounts of materials for those collections. The areas include Wisconsin, the institutional history of the University of Wisconsin-Madison, ecology and natural resources, history of science and technology, and various area studies. See attachment showing the breadth of the electronic resources and the digital collections.

The libraries received funding from the University of Wisconsin System to create digital resources with materials from across the University of Wisconsin campuses and from the Wisconsin Historical Society. Numerous projects were collaborations with faculty and campus departments at UW-Madison, the University Press, UW System Libraries, the Wisconsin Historical Society, the Bureau of Public Lands Commission, the Department of Public Instruction, and the Wisconsin Academy of Sciences, Arts and Letters, and the University of Iceland.

Services

Several new services were implemented this year by the libraries to support the research efforts of the campus community and the changing needs of our users. Over the last few years the libraries have focused on developing increased access to materials, including the delivery of online services and sharing of resources. New programs were implemented including an enhanced document delivery system, distance library services, further developments of the electronic reserves service, and increased use of Live Help.

Library Express, Document Delivery, and Interlibrary Loan

Library Express is an important and relied upon resource for faculty and students. Library Express began as a service that primarily provided electronic delivery of journal articles to the desktops of faculty and graduate students. As of July 2003 Library Express was enhanced and expanded to include 5 major services: campus document delivery, interlibrary borrowing and lending, distance circulation, and distance interlibrary loan. Library Express also now serves undergraduates. UW-Madison Libraries continue to maintain large document delivery and interlibrary borrowing services to support the research and educational needs of UW-Madison affiliates. During 2003-04 it is anticipated that Library Express will fill as many as 250,000 requests.

In 2002-03 UW-Madison Libraries provided more than 100,000 articles and books to our faculty and students through interlibrary loan, a 36 percent increase from the previous year. The libraries filled nearly 110,000 requests for articles and books that were sent to other libraries. This number is relatively stable compared to previous years, indicating that the Libraries continue to maintain strong collections available for world-wide access.

UW System Borrowing

The libraries began offering the UW System Borrowing (also known as Universal Borrowing) service in January 2003. Patrons can request that books from any of the other 25 UW system campuses be sent to a UW-Madison campus library. Patrons from other UW system libraries can use their ID to borrow books from UW Madison libraries. Preliminary campus and system reports have been developed to track performance of this service. While the initial use of this service is modest, the rapid acceptance of the service by library users shows that the system will greatly improve access to collections across the UW System. Initial statistics show that UW-Madison patrons borrowed 1,262 items from other campus libraries. UW-Madison libraries loaned 3,172 items to patrons from other campuses.

Book Delivery Services

In response to requests from library patrons, the libraries implemented a new book retrieval service in March 2002. This is a campus-wide paging service that allows patrons to request books at one campus library and have the book delivered to that library or another campus library for pickup within 1-3 days. This has proven to be a very popular and convenient service. Preliminary reports show that over 26,000 requests have been processed.

Book Express

This service was expanded with UW Foundation Parents Fund support in fall 2002. Through Book Express, selected Memorial Library interlibrary loan requests are changed into rush acquisitions for patrons, usually arriving within 8 days. During the last year the Parents Fund funded the purchase of 300 books for this service.

Live Help

UW-Madison Libraries are now among four major library systems in the United States that use Live Help for real-time online reference service. With the pilot fully implemented in fall 2002, library staff members have been able to provide instant reference assistance to patrons. The help is immediate, compared with the delay of email reference, and does not require a telephone call to the library. This service continues to grow and it is anticipated that use will increase dramatically over the next year. More than 1,800 calls were answered of which approximately 40 percent were research related, 23 percent were ready reference and another 23 percent of the callers had a specific request (a book citation, or request for article). A recent survey of the service found that 63 percent of the callers were undergraduates and 25 percent were graduate students; 99 percent of those surveyed found the service easy to use.

III. Advance Learning – The Undergraduate Experience

The libraries continued to increase services for undergraduates. Specific accomplishments included:

First Year Interest Groups (FIGs)

The libraries increased their involvement with the First-Year Interest Groups (FIGs) program. The libraries provided instruction sessions for three FIGs sections, and in addition, created a customized online research guide for the Communication Arts 100 FIGs topic on disability issues. In spring 2003, library staff joined the FIGs orientation session for faculty members. Due to continued outreach efforts the libraries will be involved in at least seven FIGs sections in fall 2003 and will increase participation in semesters to follow.

Library Instruction

The campus Library and Information Literacy Instruction (LILI) program is committed to helping students make the transition to a large university and to a large library system by continuing their participation in SOAR, Wisconsin Welcome activities, Students of Color Orientations, and the International Student Orientation. Library tours are routinely offered at campus libraries.

Teaching for the Comm A mandated library module and the Comm B module remains a strong component of the LILI program. Over the past year more than 2,325 sessions were offered (more than 11 percent than the previous year) with close to 27,000 persons attending (an increase of more than 7 percent). Use of the campus web and online tutorials, and participation in course related instructional sessions, continues to increase.

Library instruction staff participated in the Pathways Scholars Program, the Undergraduate Research Scholars Program, and the Pre-college and other minority recruitment programs, such as the PEOPLE Program, NASA Summer High School Apprenticeship Research Program, the Information Technology Academy, and the Summer Research Program in Biostatistics.

The library instruction program co-sponsored with the Provost's office several sessions for the spring Teaching and Learning Symposium and also participated in the Teaching Academy's Summer Institute Program.

Information-Literacy-Across-the-Curriculum

This initiative provided support for faculty in implementing information literacy and strengthened instructional partnerships between faculty and librarians. A list of information literacy competencies were developed and distributed to all faculty. Departments and faculty have been encouraged to integrate information literacy competencies into the learning outcomes required for their majors.

"One-Stop Shopping" for E-Reserves

The libraries participated in the development of a new method of access to electronic course readings. Students will have direct access to their readings via the My UW-Madison portal and will not be required to search either in MadCat or through various library Web sites for the readings. The goal of the service is to provide one-stop shopping for reserve resources.

"My Librarian"

Librarians have long made it a regular practice to offer personalized assistance to students and faculty in the context of library instruction classes and workshops. This past year the idea was expanded through a pilot project called "My Librarian." This program was designed to strengthen the connections between the libraries and faculty through regular, structured, and face-to-face contacts. The premise is to give faculty a personal gateway/connection to library services and resources that will support their needs.

Partnership with Athletic Department's Learning Support Services

During the past year instruction staff have partnered with the Athletic Department's learning support services. This partnership included having an instruction librarian available in the Fetzer Center several evenings/week to consult with student athletes, fall orientation for incoming student athletes, and training for Fetzer Center tutors.

IV. Advance Learning: Graduate and Professional Learning

The Library and Information Literacy Instruction (LILI) program provides information literacy instruction sessions for graduate courses in addition to drop-in workshops that help the entire campus community, including grad students, develop new skills to keep up with changes resources and information technologies.

Services for returning adults and continuing education

Adult and continuing education programs have been developed in cooperation with various campus partners. On a regular basis, library instruction staff has provided tours, orientation, library research instruction, workshops, and access to services and facilities. Program development that advances learning and encourages lifelong educational pursuits is a priority. These cooperative and collaborative programs strengthen and enhance the educational development of pre-college students, returning adults, alumni, and friends.

Distance library services

The libraries recognize that there are many members of the UW-Madison community living outside of Dane County. These include students taking “distance” courses, students in study abroad programs, faculty members on sabbatical, and dissertators living away from campus. Services have been enhanced to include books delivered to home or work, articles and book chapters delivered to desktops, access to e-books, online journals, and newspapers, and help via phone, e-mail, and online tutorials.

Collaboration with the School of Library & Information Studies (SLIS)

Several collaborative efforts with the SLIS have resulted in increased opportunities for graduate students and in highly qualified student assistance for the libraries. The libraries have a Research Intern (RI) program designed to offer two-year positions for newly graduated SLIS students. This program provides these students with an opportunity for early career professional growth as an instruction or reference librarian.

College Library has been working with second-year graduate project assistants (PAs) since the fall semester of 2000, focusing on providing reference assistance on evenings and weekends. This year College Library initiated a new program with first-year SLIS students to staff the reference and information desk during the late-night hours.

With the library’s research intern, College Library now has a three-tiered program offering opportunities for students at varying levels of experience to develop reference skills, weekend and evening building management experience, and Web and other multimedia development skills, effectively preparing them for professional librarian positions.

Foster the Academic Development of Pre-College Youth

Pre-college instruction and orientation sessions have been provided to several local high schools. Collaboration has continued with the Information Technology Academy and the PEOPLE program to encourage young people of color to develop an interest in information technology careers. Librarians provided instructional sessions for 9th and 10th graders teaching them better methods of searching and evaluating Internet sites.

V. Enhance Lifelong Learning Programs

The New Media Center in College Library began providing space for the Division of Continuing Studies and other campus organizations to use. They also began to offer computer training to alumni and non-campus professionals. The campus library instruction Web site includes a growing number of resources for distance learners. Additionally, several libraries provided advanced information literacy skills to students in Capstone courses.

Undergraduates conduct original research

In fall 2003, library staff will be involved in the training and orientation of the undergraduate research fellows. The research fellows will bring the research scholars to College Library after the scholars have worked with their faculty mentors to identify their areas of research. At that time, there will be one-on-one library research sessions that will assist undergraduate research scholars in designing and planning their library research.

VI. Accelerate Internationalization

Several new electronic resources are available to the campus community including a Chinese resource that provides Chinese vernacular searching and reading. The romanized bibliographic information appearing in Chinese cataloging records will be converted from Wade-Giles to the more widely used Pinyin system, making it easier for scholars to find Chinese materials in our collections.

Area studies bibliographers worked closely with the campus Title VI National Resource Centers in selection of a wide array of internal library resources and in preparing the Center's applications for renewal of federal funding.

A new Japanese studies librarian began work in fall 2002.

The libraries had ongoing collaborations with the University of Iceland to digitize resources and provide Icelandic materials for language learning.

VII. Amplify the Wisconsin Idea

During the past year, the libraries have made concerted efforts to connect library resources with the regional community through various programs and services. Library staff participated in On-the-Road presentations and through library programs on campus have strived to bring the community and academic worlds together.

Special Collections

The Department of Special Collections is important for the work it does supporting academic research on campus, but it also serves an important role in connecting the libraries with the campus community and beyond. Special Collections received several major gifts including materials of 18th and 19th century chemistry, and manuscripts and rare printed materials concerning Italian history. Exhibits were conducted in conjunction with campus conferences and the Friends' lecture series that included Decorative Arts and Dance at UW-Madison. Librarians also teach undergraduate and graduate classes in a variety of fields in the humanities as well as conduct tours and workshops for the public. All exhibits and lectures are open to the public as well.

Wisconsin Historical Society (WHS) Library

Throughout the academic year the UW-Madison Libraries have sought to renew and strengthen the cooperative relationship with the Wisconsin Historical Society Library and Archives. The campus library system is developing plans to assume responsibility for acquiring and cataloging North American history materials for the WHS Library. At the beginning of the academic year the libraries' Central Technical Services Department also took the role of coordinating, distributing and processing the federal documents depository program for the campus, previously the responsibility of the WHS.

Outreach & Promotion

The libraries have made a concerted effort over the last year to reach out to audiences that might benefit from its services and resources. By providing opportunities for greater library visibility and promotion of library services, the libraries continue to build upon longstanding relationships and continue to explore new areas for collaboration and partnership.

Library Communications focuses primarily on the public face of the library system among various constituencies – faculty, students, administrators, government representatives, taxpayers, and donors. In the past year Library Communications generated press information, publications—both print and electronic—and provided support for fundraising activities through the Friends and the UW Foundation. In addition to ongoing public information efforts, new publications designed to help market the libraries, its imprint, the Parallel Press, and the Friends of UW-Madison were launched. The unit also worked closely with other departments within the library to publicize services, events, and resources. In addition to the continuing publication by the Silver Buckle Press of six poetry chapbooks each year, new projects in print-on-demand books produced by Parallel Press included *The Book of Beasts* and *The Academic Library in the*

American University. Efforts also included a first-time catalog of all Parallel Press publications and a new Friends brochure.

Outreach efforts over the last year included mass emails of library services and events to all campus faculty, staff, and students; information about the libraries included in all university catalogs; and notices and articles sent on a routine basis to local and campus newspapers regarding events and services available.

VIII. Nurture Human Resources - Students

The libraries are committed to providing a campus climate that is welcoming to and respectful of all students. They work directly with various campus programs designed to recruit and retain students of color, and work to ensure that libraries are understood to serve all people, regardless of race, gender, ability, national origin, religion, or sexual orientation. The libraries have had long-standing associations with programs such as the Academic Advancement Program and the TRIO program, as well as the Information Technology Academy summer camp and the PEOPLE program. Librarians from College Library annually staff resource tables at receptions for the Multicultural Center and the Lesbian/Gay/Bisexual/Transgender Campus Center and create library resource guides to hand out at these events.

The campus instruction program participated in the Students of Color Orientation (SOCO) and in fall 2003 will provide a library presence in special SOAR program activities planned for students and parents of color. Librarians also developed course related library instruction for American Indian Studies and Chicano Studies. There are also plans underway for serving the pre-college audience and potential transfer students from the College of Menominee Nation and MATC for the Campus Connections Program.

IX. Nurture Human Resources - Employees

Library staff members are the key to successfully implementing new ideas, services and programs. Library staff members are encouraged to fully utilize their abilities and to learn new skills that contribute to the overall operation of the library. The libraries continue to encourage ongoing learning and leadership development opportunities for all employees through staff development workshops and participation in conferences and training programs.

This year the Library Orientation Exchange (LOEX), held its premier national library instruction conference in Madison. Library staff members were involved in all aspects of the conference organization and presentations. Hosting the conference was not only a chance for library staff to be involved in providing an opportunity for librarians to develop as teachers, but also to showcase the UW-Madison libraries to a national audience.

X. Preservation Activities

Preservation activities continue to support the university's primary objective: to sustain and strengthen the libraries' position of preeminence in research and higher education. Through an organized program of evaluation, replacement, repair, rebinding, and reformatting, the

preservation staff ensures that valuable collections, which are indispensable to the university's mission, are kept in usable condition and are made accessible to both on-site and distant scholars and researchers. During fiscal year 2002-03, 5,859 volumes arrived in the preservation department for evaluation and treatment. Actions included repairs, replacement of pages or entire volumes, binding, microfilming, and cataloging.

XI. Facilities

In addition to the major remodeling at College Library for the Open Book Care, the libraries completed minor remodeling projects in Music, Social Work, Physics, and Mathematics Libraries. Work progressed on planning for compact shelving in Middleton Health Sciences Library, Special Collections, and the Art Library.

The Science Libraries Shelving Facility was created in 2001 to alleviate campus library space problems of science libraries. Use of this facility has increased to such a degree that it now approaches 80 percent capacity.

Goals/Objectives 2003-2004

I. Promote Research

- C Simplify and streamline web-based access to collections and services
- C Increase access to electronic collections
- C Increase public service communication with library users
- C Evaluate areas of public services through focus groups and usability studies
- C Adapt and improve library facilities to address changing user needs and interests
- C Investigate digital repository options to address maintaining departmental electronic information resources of value to campus scholarship
- C Expand outreach to the research community

II. Advance Learning

- C Continue to expand Information-Literacy-Across-the-Curriculum initiative
- C Strengthen collaborations with departments to provide support for faculty and students
- C Evaluate a pilot program that will create library course pages that integrate electronic reserves with library materials and Internet resources
- C Evaluate late night services
- C Partner with DoIT's Learning Technology & Distance Education Group to establish a library presence in the new campus-selected course-management software
- C Expand opportunities to offer instruction and support to orientation and community-building programs such as SOAR, FIGS, GUTS, and other campus programs
- C Expand electronic library services to include broadcast searching of databases and linking of citations to full-text articles
- C Implement system for improved accessibility of e-reserve materials
- C Expand participation in "My Librarian" and other services that strengthen support for students
- C Expand participation in Capstone courses

III. Accelerate Internationalization

- C Continue collaborative work with the University of Iceland

IV. Amplify the Wisconsin Idea

- C Increase collaborations with campus libraries, the Friends, faculty, and members of the community for purposes of projects and support
- C Expand teaching opportunities to campus department and community groups
- C Expand digital library resources produced locally and within UW System initiatives
- C Increase outreach and promotion of library services and collections

V. Nurture Human Resources - Staff

- C Expand staff development programs that contribute to the improvement of the library's services
- C Encourage continued staff participation in local, regional and national staff development opportunities
- C Expand recruitment and training programs

VI. Nurture Human Resources - Students

- C Increase awareness of libraries' services and resources for minority students
- C Actively collaborate with campus departments and groups such as Chicano Studies and La Mujer Latina
- C Intensify the libraries presence in the ethnic studies requirement courses and facilitating collaboration with their instructors
- C Collaborate with the Super SOAR program and provide a conduit to the useful resources in campus libraries

VII. Facilities

- C Evaluate the possible reconfiguration of the facilities of Steenbock Library, which serves the west campus academic programs, to improve services to faculty and students.

Attachments:

Facts

Examples of Potential Stories

Electronic Resources

Local Resources

University of Wisconsin—Madison Libraries
FACTS

Element	2001-02	2002-03	% Change
Gate counts	3,997,913	4,490,725	12.3%
Circulation			
¹ External circulation	942,009	934,224	-0.8%
Reserves circulation	100,187	93,730	-6.4%
¹ Internal browsing	1,177,118	1,386,907	17.8%
^{1,2} Universal borrowing			
items borrowed	n/a	1,262	n/a
items lent	n/a	3,172	n/a
Electronic reserves (use)	2,127,286	2,602,168	22.3%
Interlibrary loan & document delivery			
Items borrowed	46,478	56,612	21.8%
Items lent	111,004	109,839	-1.0%
Document delivery transactions	27,049	43,313	60.1%
Reference transactions			
² "Live help" (answered calls)	n/a	1,811	n/a
Library & bibliographic instruction			
Instruction sessions	2,092	2,325	11.1%
Persons attending	25,116	26,900	7.1%
Course related instruction sessions	995	1,023	2.8%
Online tutorials use	5,978	6,230	4.2%
Web instruction hits	121,876	123,158	1.1%
Acquisitions expenditures			
Electronic monographs	\$460,214	\$316,038	-31.3%
Electronic serials & periodicals	\$1,435,294	\$1,388,976	-3.2%
Print monographs	\$2,070,838	\$2,412,427	16.5%
Print serials & periodicals	\$4,636,189	\$4,886,750	5.4%

University of Wisconsin—Madison Libraries
FACTS

Element	2001-02	2002-03	% Change
Collection development			
Net growth (volumes)	73,775	88,353	19.8%
Total monographs added	60,883	64,780	6.4%
Total serials on standing order	39,044	53,403	36.8%
Serial titles cancelled	654	830	26.9%
Value of serial title cancellations	\$507,626	\$367,756	-27.6%
Digital library resources			
³ Use of electronic resources (sessions)		1,175,722	
³ Number of licensed databases		349	
³ Number of e-journals		15,136	
UW digital resources (local projects)			
Number of local digital resources	41	55	34.1%
Use of local digital resources (sessions)	744,699	1,116,095	49.9%
Preservation & conservation activities			
Microfilm production (exposures)	273,351	234,283	-14.3%
Bindery and repairs (volumes)	32,659	27,245	-16.6%
Page replacement	3,150	2,700	-14.3%
Volume replacement	120	250	108.3%

¹ includes Wisconsin Historical Society Library

² service did not begin until 2002-03

³ data from calendar year 2002 only

Potential Stories

- A story on the new coffee café in College Library
- A story on late night library services that have been expanded and moved to College Library
- A story on the locally developed digital resources which are free public resources and are growing rapidly (close to 50% increase in use during the last year)
- A story on the launching and success of the online reference service Live Help
- A story on the document delivery services and the increase in use over the last year (over 60% increase)