

2008-2009 Assessment Report
July 31, 2009

The John B. Coleman Library

The University Library (John B. Coleman Library) collects assessment data related to student learning and service delivery in the following areas: 1) Public Services (including Reference, Information Services, Instructional Services, Circulation, Art Gallery, and Public Affairs & Community Outreach); 2) Technical Services & Online Systems (including Online Catalog, Periodicals, and Electronic Services) ; and 3) Distance Library Services located at the Northwest Center. Each of these units develops annual goals, objectives, and means of assessment, based on their unique role within the overall mission of the library.

1. What does your assessment data (surveys, interviews, focus groups, etc.) tell you about student learning and/or service delivery?

Public Services:

a) Reference & Instructional Services - The Reference & Information Services Department provides an organized collection of print and online resources and teaches Information Literacy skills on the access and usage of information resources and services.

Student Learning Results:

There was a 5% increase in the number of Library Instruction sessions. Over 50% (52.3%) of those surveyed after the class, wanted a follow-up class on either identical or similar material; however, this was a 4% decrease from last year. There was a 31% increase in the number of faculty who believe their students understand the difference between a database and the Internet; and a 22% increase in the number of faculty who believe students use a database as their primary research tool, as reported on the Faculty Satisfaction Survey.

Service Delivery Results:

The User Satisfaction Survey indicated that over 30% (33%) of the students surveyed reported that they request assistance from the Reference Desk; however, this is a 13% decrease from last year (FY08), but is similar to results of the FY08 data. There was a 6% increase in the number of patrons who use the Reference Department more than other departments. Close to 95% (94%) of students surveyed after a Research Instruction class reported that the Library Instructor's effectiveness was either "excellent" or "good;" and there was a 5% increase in the number of students surveyed that the Research Instruction class occurred at an adequate time in the semester.

b) Circulation – *The Circulation Department provides access to library resources in the General Collection, Reserves, and the Audio/Visual Media center. Services are also provided for borrowing and lending of material through Interlibrary Loan (ILL). The Circulation Department is also responsible for monitoring overall library use and attendance; distributing Tex-Share and HARLIC cards; shelving new materials for public use; maintaining the book-stacks; managing the Information Desk; and for opening and closing the library building.*

Service Delivery Results:

Overall library use or number of user visits (attendance) was found to be 8% lower than the previous year. The upgrade of the Reserve system to ERES resulted in a 40% increase in the number of reserve items charged. The number of regular charge-outs decreased by 9% during FY09, which is 5% above the decrease during FY08. Even though the data indicated a decrease of 9% in the number of Interlibrary Loan (ILL) items PVAMU loaned to other institutions, there was a 16% increase in the number of ILL items PVAMU borrowed from other institutions. Tex-Share cards requests decreased by 15% and HARLIC cards requests increased by 29% over the previous year.

The Information Desk & Welcome Center (Info-Desk) was reported as “extremely satisfactory” or “satisfactory” by 84% of library users, as reported on the User Satisfaction Survey. Library users found the Audio/Visual Center’s services and collection “adequate,” but would like to have the collection expanded, and a large space available for viewing.

Results of the Library User Satisfaction Survey indicated that 86% of the students surveyed “strongly agreed” and “agreed” that “overall the library is helpful;” and 97% of the students surveyed “strongly agreed” and “agreed” that “Overall they are satisfied with library services.

c) Art Gallery – Service Delivery: According to the Library User Satisfaction Survey, 58 % of the students surveyed were “always satisfied” with the 4th Floor Gallery, which is a 2% increase over the previous year.

d) Public Events and Community Outreach - Service Delivery: Under the direction of the Coordination of Development and Public Affairs, the three public events sponsored by the library had a significant increase in attendance, including the Black History Month program, Women’s History Month program, and National Library Week. The programs were all rated in the 90% range for satisfaction by attendees. The Black History Month speaker, Mr. Willie Alexander provided 61 complimentary copies of his book; and Mayor Frank Jackson, guest speaker for National Library Week, also had copies of his book on display and for purchase. The Women’s History Month program for 2009 was a joint effort of the Art Curator and the Public Events Committees, and was a very successful event that brought a national celebrity (Mrs. Arthur Ashe) to the Library on the occasion of the “re-opening” of the 4th floor Art Gallery.

Technical Services & Online Systems:

The Technical Services Department provides users with timely and accurate access to resources by acquiring, cataloging, and producing bibliographic records for learning & teaching library resources of all types and formats, including print and non-print monographs, periodicals, and online electronic resources.

Service Delivery Results:

The Technical Services Department maintained an average processing time of less than “5-days” for monographic materials received by the Library. All current print periodicals and serials received were processed and placed on the shelf for public use within “24-hours” of receipt, during academic year 2008-2009.

Assessment data for the Technical Services Department for FY09 indicate that of the total number of items received, 28% were processed and sent to service areas on the same day; 53% were processed within 1-day; 13% were processed within two days; 3.6% of materials were sent to the stacks on the 5th day of receipt, which included some non-print and rare materials that required more complex cataloging. All of these statistics represent significant increases in the rate of processing compared to last year’s data.

All graduate programs received substantial growth in the collections, due to special Title III funding awarded to the library during the second semester of the 2008-09 year. Overall, there was a 68% “increase” in the total number of volumes added to the library collection during FY09, above the previous year. Cataloging data further indicates that the collections in subject area disciplines offering advanced study have been greatly strengthened as follows: 72% increase in the number of volumes added to the Educational Leadership collection; 136% increase in number of volumes added to the Juvenile Justice collection; and a 70% increase in the number of volumes added to the Electrical Engineering collection in FY09. User Survey indicated that 52% of the students that online journals are most useful, followed by books, at 27% and print journals at 21%.

Electronic Services –Service Delivery:

The Library User Survey indicated that 91% of the respondents reported that they were often satisfied with the Library Website; this represents a 17% gain over the previous year. Survey results showed that 85% of participants reported that they were often satisfied with library electronic resources; a 3% decrease from last year’s data. There was a 48% increase in the number of patrons who use remote online access to conduct research. Of those surveyed, 74% reported that they were satisfied with Electronic Reserves.

Distance Library Services:

Service Delivery Results: The Library User Satisfaction Survey indicated that 62% of the respondents reported that the library has sufficient electronic resources to meet research needs. Of the students who identified themselves as NW Campus students, 30% had attended a Research Instruction class, 7% had not attended a class, while 64% indicated even though had not attended a class, and they plan to attend in the future.

- 2) *How will the assessment data (surveys, interviews, focus groups, etc.) be used to improve student learning and/or service delivery.*

Public Services:

a) **Reference & Instructional Services**

Student Learning – Reference Librarians will maintain current efforts for all three goals established during FY09. They will continue to practice “roving” reference services to ensure that patrons remain comfortable approaching the staff with questions. Reference set a 20% goal of teaching repeat or multiple sessions to selected course sections for this FY, and an overall gain of 10%. They are at 12% for the first goal, and 5% for the second. Both level are consistent with previous years. Once again, the “high acceptance and satisfaction rate” of the Instructional Program continues to lay the foundation for a formal Information Literacy Program in partnership with other “undergraduate and first-year” teaching and learning services, i.e., learning communities.

Service Delivery – Although some of the numbers seem to fluctuate, they continue to stay in an acceptable long-term range. Reference Librarians will continue to place more information online, including online tutorials explaining how to find and access information; and evaluate these programs twice annually. They will also continue to discuss timeliness of scheduling RI sessions with faculty. The User Survey will be reviewed to determine if it should be modified or revised to identify specific rather than general areas of improvement. Research continues on the formation of a Learning Commons, and the installation of an Information Literacy computer lab, to provide “hands-on” instruction within the Library setting.

b) **Circulation:**

Service Delivery: The decrease in the “gate count” will be addressed by creating and implementing new and innovative library programs that will attract students and faculty to the “library as a place.” Plans are currently in place to “upgrade and enhance” the facilities, with the installation of new carpeting and other interior decorating, in order to provide a more conducive environment for study and research. Circulation will continue to promote and advertise the electronic upgrades to Interlibrary Loan (ILLIAD) and Reserve (ERES). Plans are being developed to update, replace, and expand the Audio/Visual Center (LRC), in consultation with faculty, liaisons, and students. Information Desks hours will be extended and plans are underway to add a “third” Info Desk on the 2nd floor, in addition to the recent placement of a desk on the 3rd floor.

c) **Art Gallery:**

Service Delivery – The Art Curator will continue to schedule programs and events on a regular basis at hours that will best accommodate student schedules. She will also continue to work with the Arts and Humanities instructors to ensure that students will use our fine arts resources to augment their curricula. The Library is also interested in forming stronger relationships with the campus recruiting office to secure visibility and promote the Art Gallery to campus guest, new students

and parents during orientation. The Curator is setting a goal for FY10 to increase the student satisfaction rate to 60%, and to develop a more defined means of tracking and collecting data on the effectiveness of each program presented to students in the Art Gallery.

d) Public Events & Community Outreach:

Service Delivery – The coordinator of Library Development, Public Affairs & Marketing will continue to promote the library through “special public events” and marketing tools. Data collected during FY09 will be used to plan future events, and to develop means of encouraging more student participation. Data will also be used to maintain and enhance community relations. The Coordinator will continue to be actively involved in campus and community organizations and committees, and will take advantage of training, continuing education and professional development opportunities.

Technical Services Department:

Service Delivery – Continue to enhance collection by adding key resources to the collections, especially in programs offering advanced studies. Use the results of the World-Cat Collection Analysis program to identify and assess the strengths and weaknesses of the collection. Continue to maintain the 24-hour processing of current periodicals, and the “one-week” maximum for delivering new acquisitions to library service areas.

Electronic Services:

Service Delivery - The Library Web-Master will continue to work closely with the Head of Reference & Information Services in monitoring how students use the Web as a research and information tool, and will make the necessary upgrades and adjustments. He will also continue to maintain and update all electronic resources and databases on regular basis. As the Electronic Services Librarian, he will also continue to work closely with the Reserve Desk and the Interlibrary Loan Office, located in the Circulation Department, to provide assistance in the management of the Library’s new online electronic systems, ERES and ILLIAD.

Distance Library Services:

Service Delivery: The Assessment data indicates a need for more instruction. The Distance Services Librarian plans to increase her efforts to encourage faculty to incorporate an “instruction” session in their classes or orientation programs. This data also indicates that some students are interested in access to more electronic resources, while others are apparently not aware of what is currently available. Efforts will be made to promote resources that are already available, and to determine other needs of the students.

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