



# MacEwan University Library Annual Report 2010-2011



## Message from the Chief Librarian

It is my pleasure to present this annual report which provides a snapshot of services and activities in which the University Library engaged during the 2010-2011 academic year. It was an exciting and busy year as the facts and figures in this report demonstrate! A number of new services were initiated and the collection grew significantly. The Library also developed a new brand which appears on the cover of this publication.



Excellent progress was made in our quest to become a comprehensive undergraduate university library. It is noteworthy that the *Globe and Mail's 2011 Canadian University Report*, gave our Library a student satisfaction score of B+, placing us third among the 20 institutions represented in the small universities category. Clearly the Library is an asset that is valued and appreciated by our students and we will continue to improve and expand services in the coming year.

A business case for increased investment in the Library was submitted to the university budget committee in February with a request for additional operating funding beginning in 2011-12. It was received favorably, resulting in the approval of an operating increase of \$725,000 to be phased in over three years. This investment will enable us to sustain existing services and collections and to add new resources in support of existing and new degrees.

A significant activity in which almost every library staff member was engaged during the year was planning and preparation of the migration to a new integrated library system. Membership in the shared NEOS consortium catalogue is a significant milestone for MacEwan, and all students and faculty will benefit from expanded access to a wealth of library resources.

An evaluation of the Library was undertaken by Institutional Research and Planning during the year as part of the university's ongoing service evaluation process. Surveys were developed and administered to students, faculty and library staff as part of this process and several self studies initiated. The evaluation should be completed by December 2011 and the results will inform library planning for the coming year.

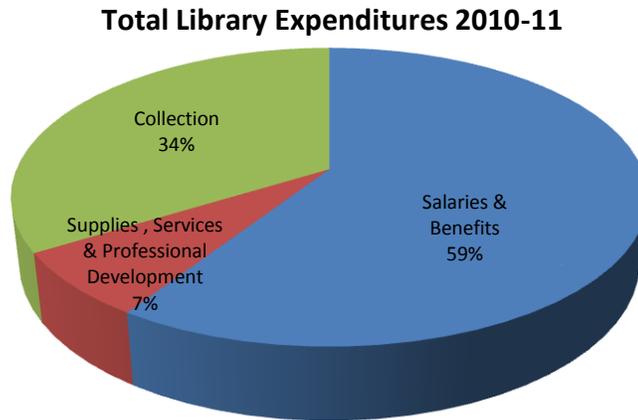
In closing I would like to acknowledge and thank library staff at all four campuses for their ongoing commitment to the delivery of high quality services. We achieved much this year, and our successes are directly attributable to the dedication and hard work of our staff. I would also like to extend a heartfelt thanks to MacEwan faculty, staff and students, for their continued support of the Library.

*Debbie McGugan*

**Debbie McGugan  
Acting Chief Librarian  
November 2011**

## EXPENDITURES

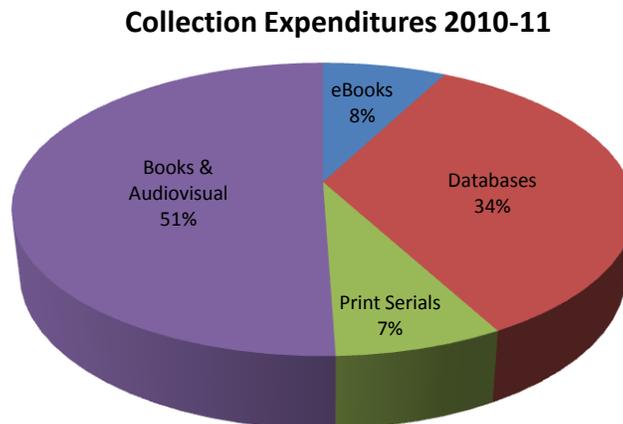
In 2010-11 Library expenditures totaled approximately \$7 million, a modest increase of 6% from last year. The following chart shows the distribution of expenditures. Spending related to several Student Technology funded projects is not reflected, however it should be noted that \$50,000 was expended on circulating iPads and e-book content, and \$110,000 on the creation of hotspot areas at South Campus and City Centre Library.



## COLLECTIONS

### Funding

Expenditures for Library collection materials totaled \$2.3 million, which included one-time funds of about \$855,000 for the Nursing, Commerce, Music and Science degrees. There were no substantive changes in the distribution of collection spending from last year except in the area of licensed databases where expenditures increased by about 8%.



## Enhancements

The collection grew considerably and by year end numbered 470,689 volumes, an increase of 46,500 volumes over the year. About 37,600 books were added; 6,950 print titles and 30,650 electronic titles representing an increase of 11%. The audiovisual collection also grew dramatically with the addition of 11,256 items, many of which were sound recordings acquired to support the new music degree. Eighteen new licensed databases were also acquired during the year, resulting in expanded access to content in journals and other research resources. The following table provides a longitudinal view of collection growth over a three year period.

**MacEwan University Collection Holdings**

	2008-09	2009-10	2010-11
Books (print & electronic)	311,363	339,655	377,252
Audiovisual Units	23,578	26,771	38,027
Periodical Volumes (print)	59,037	57,747	55,410
<b>Total Collection Volumes</b>	<b>393,978</b>	<b>424,173</b>	<b>470,689</b>
Print Subscriptions	1,271	1,274	1,235
Licensed Databases	139	168	186
Full-text Titles (in databases)	22,908	27,896	31,759

A new search interface, 1 Search was introduced during the year. This new system simplifies information retrieval by allowing users to simultaneously search multiple databases and the library catalogue in a single integrated search. This new product has enhanced “discoverability” of materials in our print and electronic collections.

Other collection-related activities undertaken during the year included:

- A donation of over 2,800 jazz sound recordings and other works was received by the CFAC Library from the wife of the late Craig Magill, a well-known Edmonton jazz enthusiast, collector, and cofounder of the Edmonton Jazz Society
- A license for the *Films on Demand* collection was acquired, providing 24/7 web access to over 5,000 streamed educational videos
- Joined the CLOCKSS consortium, Controlled LOCKSS (Lots of Copies Keep Stuff Safe), an initiative between scholarly publishers and research libraries to archive web based scholarly publications when they are no longer available from any publisher, ensuring that they remain freely available to the research community in perpetuity
- Supported Better World Books, an organization that resells and /or recycles used library books from all over the world, redistributing profits to literacy organizations
- Acquired a subscription to selection support software which enables consolidated access to usage statistics for the Library’s licensed online content
- An extensive study of electronic reserve systems was conducted to determine the feasibility and desirability of converting our reserve reading collection to digital format

## Satisfaction

Results of the University's 2010 Baccalaureate Student Survey indicated that 64% of respondents were "satisfied or very satisfied" with Library collections. Disappointingly, this represents a decline from the 2009 survey which reported a satisfaction rate of 72%. Respondents to the 2010 University Transfer student survey expressed a much higher level of satisfaction with Library collections with 86% indicating they were "satisfied or very satisfied". We will continue to build our collections and improve accessibility to support existing and new degrees, and are optimistic that satisfaction rates will increase among baccalaureate students by the next survey.

## SERVICES

The Library continually strives to improve services in response to user feedback. Results of the University's 2010 University Transfer Survey indicated that 88% of respondents were "satisfied or very satisfied" with Library services. According to the 2010 Baccalaureate survey, 90% of student respondents were "satisfied or very satisfied" with Library services, an improvement from the 2009 survey which reported an 84% satisfaction rate.

One innovative service introduced during the year was the iPad lending program. Funding received from the student technology fund was used to purchase 35 iPad's for circulation to students' at all four campuses. This popular service was well used and enhanced the Library's profile.

The table below provides a few figures related to some of the core services provided by the Library.

**Service Highlights**

	2008-09	2009-10	2010-11
Reference questions	38,046	39,868	42,832
Information literacy sessions	532	533	578
# of students attending instruction sessions	10,835	12,757	13,438
Total # of checkouts	158,210	183,621	185,908
Interlibrary Loan - Lending	1,110	1,374	1,262
Interlibrary loan - Borrowing	2,079	1,921	1,982
Distance Delivery - Items mailed out	709	554	644
Distance Delivery - User contacts	410	387	570

## Reference and Instruction

Almost 43,000 questions were answered at the Library's Reference and Research service desks (excluding Technology Support Desks) or virtually via the Library's instant messaging service, an increase of 7% from last year.

Information literacy continued to be a high priority and 578 classes were delivered, reaching over 13,438 students, an impressive 14% increase. A number of other activities relating to information literacy occurred during the year in conjunction with a special yearlong project led by Judy Moore. An Information Literacy Summit was held November 12 with Dr. Michael Eisenberg as keynote speaker. Attended by over 100, it was followed by breakout sessions with faculty and staff. Other activities undertaken as part of the project included an environmental scan and literature review of information literacy programming, a survey of instructional library staff, and a workshop involving key faculty and library staff providing feedback on the draft information literacy strategy. This project will inform the development of a long term information literacy strategy for MacEwan.

Another exciting initiative this year was the establishment of the *MacEwan Library Award for Information Literacy*. It is awarded annually to a MacEwan instructional faculty member who has contributed to the advancement of information literacy goals and initiatives. Dr. Carolee Pollack was the first recipient and she accepted her award during MacEwan Day celebrations in February.

### **Borrower Services**

Despite the increased availability of digital resources, our circulating print and audiovisual collections continue to be well utilized. Borrowing transactions totaled 185,908, a modest increase of 1% from last year. South Campus Library experienced a 14% increase in circulation transactions, while at Centre for the Arts and Communications Library circulation activity dropped 9%. Borrowing transactions declined slightly at City Centre and Alberta College libraries by 4% and 1% respectively.

The Library upgraded photo identification equipment by replacing all of the card printers. The Library creates approximately 6,000 cards each year for students and staff. Additional functionality was added to the self-check kiosk at City Centre to facilitate self service payment of library accounts by credit and debit cards.

### **Interlibrary Loan**

The interlibrary loan service provides MacEwan students and staff with access to materials that are not available at our Library. Our Library borrowed 1,982 articles, books and audiovisual items from other libraries across the country and beyond on behalf of our users, representing a 3% increase in activity from the previous year. Borrowing from our collection by other libraries declined by 8% with 1,262 books and articles provided by our Library to requesting libraries across the country throughout the year.

Testing of the new Relais interlibrary loan management system continued during the year, however, rollout was delayed until the Fall 2011. With this new system, journal articles and documents obtained from other libraries through interlibrary loan can be delivered directly, via e-mail, to the desktop of the requester.

### **Distance Delivery**

There was a significant increase in requests for collection materials from students and faculty in distance programs this year. The Library's distance service received 570 requests, an increase of 47%, and 644 items were mailed out, an increase of 16% over last year.

## STAFF

Staffing levels remained relatively stable with a staff complement of 55 FTE's. A Music and Performing Arts librarian position was established to support the new music degree. Robert Zylstra joined the Library in this position in August. Katherine Koch left MacEwan in June after 18 years of outstanding service as a librarian, to assume a position with the University of Alberta Libraries.

Student feedback affirmed that the Library staff provides excellent service. Results of the University's 2010 Baccalaureate Survey indicated that 89% of respondents were "satisfied or very satisfied" with the helpfulness of Library staff, an improvement from last year's satisfaction rating of 82%. Similar results appeared in the University Transfer Follow-up Survey, with 94% of respondents indicating they "satisfied or very satisfied" with the helpfulness of library staff. Committed and enthusiastic staff continues to be one of the hallmarks of our Library.

### Recognition

A number of Library staff members achieved milestones in terms of service to the University as the following table indicates:

Employee	Position	Milestone
Barb Gibeau	Administrative Assistant	Retired (29 years service)
Kathy Blasko	Library Technician	15 years service
Susan Jones	Library Technician	15 years service
Liz McDonnell	Library Assistant	15 years service
Yvonne Rezek	Librarian	15 years service
Nick Ursulak	Library Technician	15 years service
Sonya Betz	Librarian	5 years service
Janet Day	Library Technician	5 years service
Roxy Garstad	Librarian	5 years service
Valla McLean	Librarian	5 years service
Judy Moore	Librarian	5 years service

At the MacEwan Day 2011 employee recognition ceremony held on March 10, Karen Hering (right) accepted a well-deserved award for "Outstanding Service". As well, "The Human Library" program team which included Katherine Koch, Melinda Spears, Margaret Lariviere, Joanne Mekdara, Celia Smyth and Sandy Stift received an "Outstanding Team" award for their collaborative effort on this initiative.



Karen Hering  
receiving the award  
for Outstanding  
Service



Shown receiving the award – Katherine Koch (centre back), front row left to right Sandy Stift, Melinda Spears, Celia Smyth

## **Training and Development**

Staff participated in many professional development activities throughout the year, attending over 40 conferences and training events across Canada and the United States, some of which are highlighted below:

- ABC Copyright Conference, Prince George
- Access Annual Conference, Winnipeg
- Alberta Library Conference, Jasper
- Association of College and Research Libraries Conference, Philadelphia
- Canadian Association of Music Libraries Annual Conference, Sackville
- Canadian Library Association Annual Conference, Halifax
- Canadian Health Libraries Association Annual Conference, Calgary
- Canadian Network for Innovation in Education, Hamilton
- Centennial Symposium on the Scholarship of Teaching and Learning, Calgary, Banff
- Chair Academy, Banff
- ELUNA (Ex Libris Users of North America) Annual Conference, Milwaukee
- Information Literacy in Academic Libraries Workshop, Camrose
- LOEX of the West, Fort Worth
- Library Assessment Conference, Baltimore
- Pacific Northwest Library Association Annual Conference, Victoria
- NEXT: A Libraries Futures Symposium, Edmonton
- Music Library Association Annual Conference, Philadelphia
- Visual Resources Assn./Art Libraries of North America Conference, Minneapolis
- Winter Institute for Statistical Literacy for Librarians, Edmonton
- Workshop on Instruction in Library Use, Regina

## **Committee and Service Activity**

Library staff members continued to actively participate in committee and service work both within the university and in the wider library community. Many contributed their time to external library organizations by serving on committees and boards of directors. What follows is a representative list of some these organizations:

- The Alberta Library
- Alberta Association of Academic Librarians
- Art Libraries Society of North America
- Greater Edmonton Library Association
- NEOS
- Progressive Librarians Guild
- Canadian Health Libraries Association
- 

## **Conference and workshop presentations**

A number of staff members presented at various external conferences and workshops as highlighted in the following chart:

Staff member/s	Subject	Event
Bertrand, Gordon, Hayman, Richard & Stif, Sandy	Ereaders and Patron Selected Ebooks@ the MacEwan Library	NEOS Annual Miniconference, Edmonton, June 10
Bertrand, Gordon & Hayman, Richard	EReaders in the Academic Library	Canadian Library Association Annual Conference, Halifax, May 27
Hayman, Richard & Zylstra, Robert	NEOS Mobile Devices Taskforce Summary	NEOS Annual Miniconference, Edmonton, June 10
Hayman, Richard	Set Your Readers Free: iPads in the Library	Canadian Network for Innovation in Education Annual Conference, Hamilton, May 16
McLean, Valla	Project SAILS-Poster Presentation	Library Assessment Conference, Baltimore, Oct 25
Revitt, Eva	ACCESS Copyright	NEOS Annual Miniconference, June 10
Spears, Melinda	Human Library at MacEwan	Alberta Association of Academic Libraries Workshop, Edmonton, Nov. 18
Zylstra, Robert	Open Data Initiatives with ILS Software	Polaris Users Group, Syracuse, Oct 1
Zylstra, Robert (co-presenter)	iRoam: Goin' Mobile	Access Annual Conference, Winnipeg, Oct. 14
Zylstra, Robert	Mobile Catalogues in Public Libraries	Alberta Association of Academic Libraries Workshop, Edmonton, Nov. 18
Zylstra, Robert	Mobile Apps for Libraries	Association of Canadian Community Colleges Annual Conference, Edmonton, June 7

## Publications

Garstad, R. (2011). Recommended journal articles on light pollution. *Stardust*, 57(10), 4-5.

Garstad, R. (2011). [Review of the book *On expedition with Lewis and Clark*, by A. Ganeri]. *CM Magazine: Canadian Review of Materials*, 17(40).

## ASSESSMENT

In an effort to continuously improve and to gather user feedback, the Library engaged in a number of assessment activities throughout the year, some of which are highlighted below:

- Focus groups were conducted in January to gather information on the research needs of faculty and how the library can assist in meeting those needs. Twenty faculty members participated and results are included in a needs assessment report on library support for research at MacEwan completed in August 2011
- The standardized web-based library survey LibQUAL was administered in February, with almost 500 students and faculty responses. A report on the survey results along with action items was produced
- As part of their service area review of the Library, Institutional Research and Planning collaborated with the Library to develop and administer satisfaction surveys to faculty, students, and library staff. The review will be completed along with the final report by December 2011

- In conjunction with the self-study process for reaccreditation of the Bachelor of Arts and the Bachelor of Commerce degrees, reports were submitted detailing the growth of collections and services in support of each of the degree majors and minors, for inclusion in the university's self-study reports
- An environmental scan and needs assessment was undertaken to inform the development of library services and collections for the new music degree. Feedback was obtained from a variety of sources including music students and faculty. The final report with recommendations was completed in July 2011

## OUTREACH AND SPECIAL EVENTS

Throughout the year the Library participated in a variety of outreach activities engaging actively in campus life and beyond. A few of these are highlighted below:

- Collaborated with the School of Business and the Centre for the Arts and Communication on the publication of their two new e-journals by testing and hosting Open Journal Systems (OJS) software, freely available journal management software used for publication and hosting of web based journals
- Coffee houses were hosted at each campus Library on September 10 to welcome students and faculty
- A meeting of the Alberta Association of Academic Libraries (AAAL) was hosted at South Campus on November 18
- MacEwan served as videoconference site for a meeting of the Post-Secondary Library Directors(PSLD) of Alberta held November 15
- Sponsored guest speaker Dr. Michael Eisenberg in November who delivered a presentation to faculty, staff and students about his research on seeking and using information in the digital age
- City Centre and South Campus Libraries hosted travelling photo exhibits during MacEwan's Global Awareness week in February featuring a Child Soldiers exhibit at City Centre, and three exhibits sponsored by Verge magazine at South
- A reception for the Wall of Fame installation of the 2010-11 MacEwan Book of the Year "The Golden Mean" was held at City Centre Library on March 4
- The City Centre Library served as a location for the shooting of the feature film *Barlowe Mann* on March 20
- Six author readings were held at City Centre Library throughout the year in conjunction with the Canadian Author Series sponsored by the Department of English
- MacEwan librarians traveled to Mount Royal University in June to meet their counterparts in the library for an informal information and ideas exchange
- Six library staff members joined the university team in the MS Rona Bike Tour in June to raise funds for MS
- Roxy Garstad worked on a project with the School of Business relating to the integration of professional skills within the curriculum

## FACILITIES AND INFRASTRUCTURE

A number of improvements were made to library facilities over the course of the year, some of which are highlighted below.

### South Campus Library

- A second entrance was created on the east side of the Library (right)
- 44 'wired' student seats were added to accommodate laptop and mobile device usage (below)



### City Centre Library

- 36 student seats were added and 125 study carrels located on the top floor were supplied with power to facilitate laptop usage (below left)
- New book return bins were purchased for three locations (below right)



### Centre for the Arts Library

- Shelving was added to house the expanded music CD collection