

## Classroom/Research Information Services 3rd Quarter, 2012

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**Introduction:** This period for the libraries group was marked by another library national recognition award. The libraries were also able to add notable financial saving, e-book productions, and staffing. Course conversions and ePress publications continued.

### Highlights of the Third Quarter Feature:

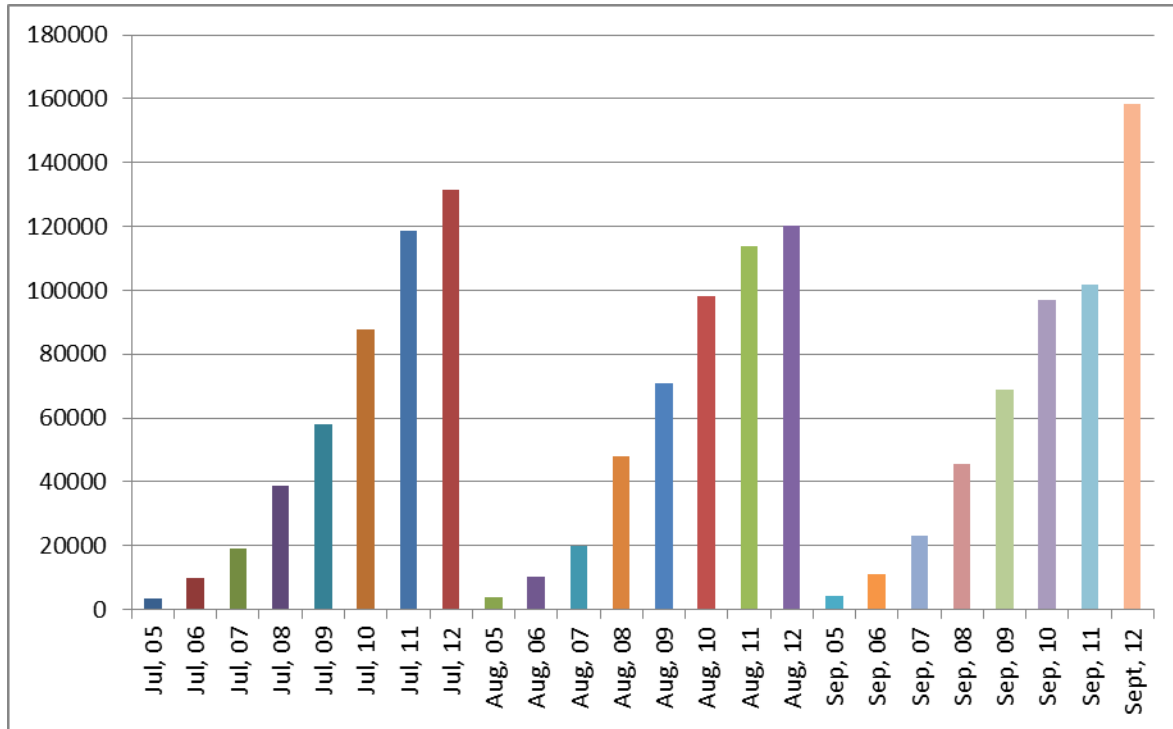
- **National University Technology Network Award:** Online Library's Course Guide Project for academic technology innovation (September 2012).
- **ECM2 Project** \$1,453,358.08 in net savings in the third quarter
- **Archives** Hosted the Panhandle Documentary Heritage Preservation Workshop on October 12-13, 2012 & secured APUS recognition award by the Preservation Alliance of West Virginia
- **New Hires and Promotions:** Dr. Christy Cechman and Dr. Judith Jablonski hired, Online Library Faculty. Susan Hyland promoted to Associate Vice President.
- **APUS ePress Publications:** Introduction to Music Appreciation, Research Analysis and Writing, Effectiveness and Writing



## Online Library

### Traffic – Multiyear Overview

Year over year growth generally continued its climb upwards with an over 30 percent rise in September.



3rd Quarter Monthly Usage Comparisons, 2005-2012

### Quarterly Overview

Traffic for the libraries across all usage areas and databases noticeably dipped in July and August with the removal of the Main Campus Portal Links. This shot back up in September with the restoration.

Online Library Monthly Usage	No. of Visits	Monthly Unique Visitors	Pages Viewed
July 2012	131624	73,948	407993
August 2012	120231	67,713	365548
September 2012	158212	88,161	482543
<b>Quarter Avg</b>	<b>136689</b>	<b>76,607</b>	<b>418695</b>

**Sample Database Use—2011-2012**

<b>Product Searches</b>	<b>July</b>	<b>August</b>	<b>September</b>
<b>ProQuest—2012</b>	<b>2,584,956</b>	<b>2,418,304</b>	<b>3,255,975</b>
ProQuest--2011	1,726,444	1,591,397	1,821,964
<b>EBSCO—2012</b>	<b>1532832</b>	<b>1,366,400</b>	<b>1,811,444</b>
EBSCO--2011	1,273,239	1,256,151	1,087,307

**Traditional Library Activities—2011-2012**

<b>2012 Library Activity</b>	<b>July</b>	<b>August</b>	<b>September</b>
<b>General Reference-12</b>	<b>517</b>	<b>537</b>	<b>549</b>
General Reference-11	405	345	431
<b>Tech Referrals-12</b>	<b>56</b>	<b>61</b>	<b>74</b>
Tech Referrals-11	107	91	108
<b>Loans (ILL/Internal)-12</b>	<b>339</b>	<b>279</b>	<b>386</b>
Loans (ILL/Internal)- 11	341	362	226
<b>LibAnswers –Activity 2012 (views for all public questions)</b>	7643	8063	17,474

**Tutorial Center**

Tutor.com has added three new business subjects to their one-on-one tutoring assistance in September:

**\*Accounting:**

Students may receive help in basic and advanced accounting skills including financial reporting and accounting cycle, operating activities, investing and financing activities, capital investment decisions, tax accounting and much more.

**\* Economics:**

Students may connect to a tutor to work on basic price theory, theory of the firm, public economics,

analysis of the market structure, national income analysis, monetary system and the Federal Reserve, international trade and more.

**\* Finance:**

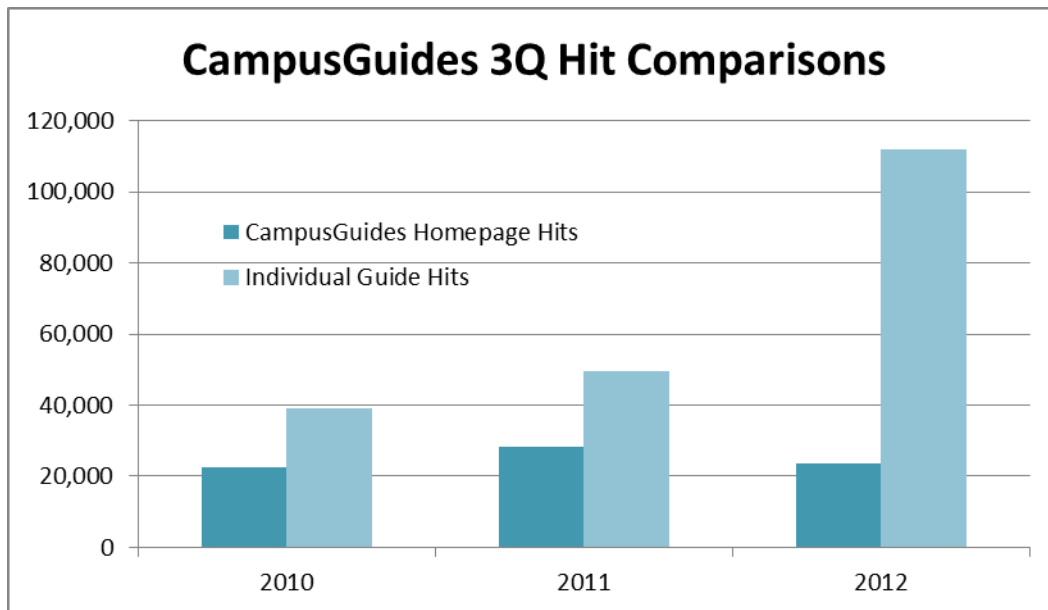
Students may receive help with financial management (role, objective, financial statements etc.); financial choices of firms (distributions to shareholders, managing assets, financing assets, and the financial environment, etc.); and the financial environment (risks and rates of return, bonds and stocks, cost of capital etc.).

<b>Tutor.com Activity</b>	<b>July</b>	<b>August</b>	<b>September</b>
<b>Sessions</b>	<b>228</b>	<b>178</b>	<b>251</b>
<b>Unique Users</b>	<b>67</b>	<b>61</b>	<b>83</b>

**Web 2.0**

<b>Social Networking</b>	<b>July</b>	<b>August</b>	<b>September</b>
<b>Facebook-Fans</b>	<b>988</b>	<b>1008</b>	<b>1032</b>
<b>Twitter-Followers</b>	<b>266</b>	<b>266</b>	<b>286</b>
<b>Linkedin-Members</b>	<b>332</b>	<b>332</b>	<b>358</b>

**Campus Guides**





❖ MUSI200 Introduction to Music Appreciation

- Implemented the Course Materials Initiative product in nine high enrollment courses
- Continue to improve live content in COLL300, ENGL102 and the APUS Style Manual

*Ongoing projects*

Completion of the introductory section of the style manual

Course Materials Initiative project

- Production of Round 2 (HIST101, HIST102, HIST111)
- Production of Round 3 (COMM200, HIST112, MATH125, ARTH200)
- Continued work with faculty and librarians on potential courses for conversion
- Began planning for 2013 press and ECM2 conversions

Continued work with the faculty and students in the production of the Sigma Iota Rho *Global Review*

Continued development of the manuscript division of the academic press

Development of press procedures

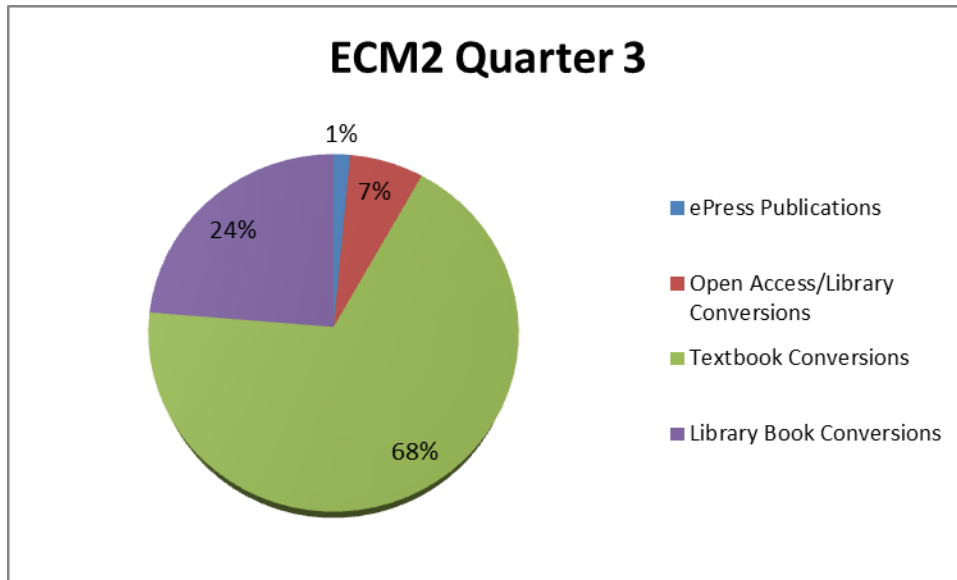
- Style Sheet for press productions

ECM2 conversions added \$714,830.98 and the E-press added \$68,813.41 to the net savings for quarter 3, bringing the total net savings to \$1,996,247.75. The Annualized savings for Q1-Q3 is \$4,148,780.81.

Month	ePress Publication Savings	Open Access/Library Conversion savings	Total
July	0	\$609,611.34	\$609,611.34
August	\$68,813.41	\$3,886.44	\$72,699.85
September	0	\$101,333.20	\$101,33.20
Q1 Continued Savings	\$460,614.61		
Q2 Total	\$751,988.75		
Q3 Total	\$783,644.39		

## ECM2 Project

The number of e-book conversions for Quarter 2 totaled 124. 31 of the texts were automatically triggered by print price inflation. Textbooks continue to reflect the dominant electronic textbook model. Net annual savings are projected at upwards of **\$1,459,000**.



*Student Course Material Inquiries*  
**Undergraduate-** 1452  
**Graduate-** 1135

*Instructor Desk Copy Requests*  
**Normal Requests-**236  
**Emergency Requests-**220

### Annual Online Resources Survey

We continue to monitor student opinions on the conversion from print to electronic course materials. As detailed in the following tables, 2012 witnessed a sea shift in e-book acceptability. Electronic materials continue to have higher levels of acceptability than just a couple years ago.

I am comfortable reading this type of material on my computer screen	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Have Not Used
<b>E-textbooks/Books, 2012</b>	<b>28.90%</b>	<b>29.50%</b>	<b>13.00%</b>	<b>12.10%</b>	<b>15.80%</b>	<b>0.60%</b>
	<b>502</b>	<b>512</b>	<b>226</b>	<b>210</b>	<b>274</b>	<b>11</b>
<b>2011</b>	28.20% 1826	37.20% 2412	11.10% 717	11.00% 712	10.50% 679	2.10% 138
<b>2010</b>	15.0% (867)	19.4% (1126)	12.9% (749)	18.5% (1074)	32.6% (1891)	1.6% (90)
<b>2009</b>	15.1% (367)	19.2% (467)	13.0% (316)	19.4% (470)	30.8% (748)	2.5% (60)
<b>ELECTRONIC READING, (course packets, digitized articles and primary documents, and Web sites), 2012</b>	<b>31.80%</b>	<b>34.30%</b>	<b>13.50%</b>	<b>9.70%</b>	<b>10.30%</b>	<b>0.50%</b>
	<b>550</b>	<b>594</b>	<b>233</b>	<b>168</b>	<b>178</b>	<b>9</b>
<b>2011</b>	29.40% 1906	42.30% 2738	11.70% 757	8.20% 421	6.50% 331	1.80% 114
<b>2010</b>	19.3% (1124)	32.7% (1902)	15.6% (909)	14.8% (859)	16.4% (953)	1.1% (64)
<b>2009</b>	19.8% (480)	33.3% (810)	14.5% (351)	14.9% (363)	16.0% (388)	1.5% (37)
<b>MEDIA SOURCES, (videos, audios, online lectures, interactive simulations and games, Web 2.0 social groups), 2012</b>	<b>32.20%</b>	<b>36.80%</b>	<b>13.00%</b>	<b>4.40%</b>	<b>4.60%</b>	<b>9.00%</b>
	<b>556</b>	<b>637</b>	<b>224</b>	<b>76</b>	<b>80</b>	<b>156</b>

<b>2011</b>	27.70% 1777	40.30% 2591	13.40% 860	6.20% 401	4.40% 280	8.0% 515
<b>2010</b>	21.7% (1252)	37.5% (2167)	14.9% (861)	7.5% (434)	7.4% (426)	10.9% (632)
<b>2009</b>	21.0% (507)	34.9% (843)	16.2% (390)	7.2% (174)	8.0% (194)	12.6% (305)

## Copyright Compliance

- APUS ePress eText chapter reviews: 22
- APUS ePress conversion (CMI) reviews: 10
- Program reviews: 8
  - AS Computer Applications
  - AS Web Publishing
  - AS Database Applications
  - BS Information Technology
  - BA Business Administration
  - MA International Relations & Conflict Resolution
  - BA Psychology
  - Hazardous Waste Management Cert
- Classroom reviews: 40

## APUS Archives

- Helped secure a historic preservation award for APUS from the Preservation Alliance of West Virginia
- Hosted the Panhandle Documentary Heritage Preservation Workshop on October 12-13, 2012
- Updated [Archives Tutorial](#) on CampusGuides

## APUS Online Library



- **National University Technology Network Award.** APUS Libraries received an academic technology award for APUS Campus Guides Curriculum Doppler Shift Project [National University Technology Network](#) in September. This is the second award this year for the project. Campus Guides Manager Marissa Smith received the award at the association's annual conference to be held in Kansas City, Missouri in September.
- The libraries participated in the BSEE accreditation visit (July).
- Turnitin Plagiarism Pilot and committee. Plagiarism course guides and infrastructure.
- The libraries hired Dr. Judith Jablonski as part time online reference librarian. University of Illinois (Urbana-Champaign) and University of Wisconsin, Madison. Subject specialist for the humanities and social science disciplines
- Dr. Christy Cechman joined the libraries as online part time librarian for Science and Space Studies. OD in Chiropractic medicine. BSc. Math and Physics. APU Masters of Space Studies. Center for Disease Control in Atlanta.