

## Classroom/Research Information Services Online Library Group (2nd Quarter, 2012)

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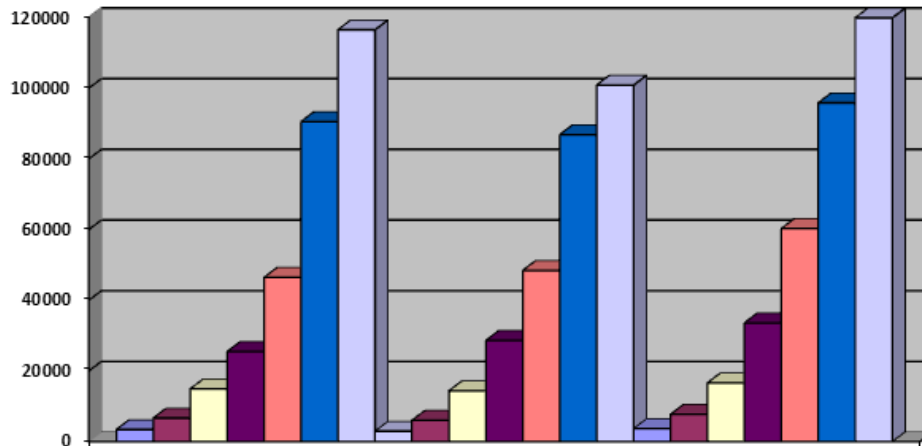
**Introduction:** This was a busy period for the libraries group with notable statistical increases in student and faculty library/ECM activity, course conversions and ePress publications. While the dean was away on the road most of the quarter, various divisions produced significant results. Highlights feature:

- **IMS Global Award for Innovation, Gold:** Online Library's Course Guide Project wins international recognition.
- **ECM2 Project** progresses with \$4.4 million in net textbook savings projected for 2012 and equating to \$7.8 million baseline savings without student growth for 2013.
- **Library Spotlight Tutorial Videos:** in coordination with Libraries/Instructional Media, YouTube: <http://www.youtube.com/channel/UC8B4awc5NWtmOVBqWLxtOxw>  
Online Library Spotlight Tutorial Video Center: <http://apus.campusguides.com/SpotlightVideos>
- **APUS ePress Publications:** The e-Press issued a remarkable 5 titles during the quarter below:



## Online Library

### Traffic – Overview



Hourly Visits—2nd Quarter Annual Comparisons: 2006-2012

Online Library Monthly Usage	No. of Visits	Monthly Unique Visitors	No. of Library Pages Viewed
April 2012	136887	76240	419800
May 2012	118870	68122	361684
June 2012	128902	110314	397416
<b>Quarter Avg</b>	<b>128219</b>	<b>84892</b>	<b>392967</b>

### Major Databases

Product Searches	April	May	June
<b>ProQuest—2012</b>	<b>2,933,831</b>	<b>2,424,514</b>	<b>2,609,383</b>
ProQuest--2011	787,108	818,512	1,379,826
<b>EBSCO—2012</b>	<b>1,459,079</b>	<b>1,265,146</b>	<b>1,449,202</b>
EBSCO--2011	1,330,169	1,314,167	1,048,089

## Library Activities

Notably, LibAnswers activity in the second quarter of 2012 (22,888 question views) increased 42% since the first quarter (16,110), and 92% since the last quarter of 2011 (11,918). This growth is attributed to increased visibility of LibAnswers resources, now embedded in all COLL100 classrooms since March of 2012.

### Library Activities

2012 Library Activity	April	May	June
<b>General Reference-12</b>	<b>481</b>	<b>451</b>	<b>516</b>
General Reference-11	514	467	380
<b>Tech Referrals-12</b>	<b>64</b>	<b>29</b>	<b>56</b>
Tech Referrals-11	169	62	87
<b>Loans (ILL/Internal)-12</b>	<b>381</b>	<b>234</b>	<b>372</b>
Loans (ILL/Internal)- 11	654	458	407
<b>LibAnswers –Activity 2012 (views for all public questions)</b>	<b>8727</b>	<b>6621</b>	<b>7540</b>

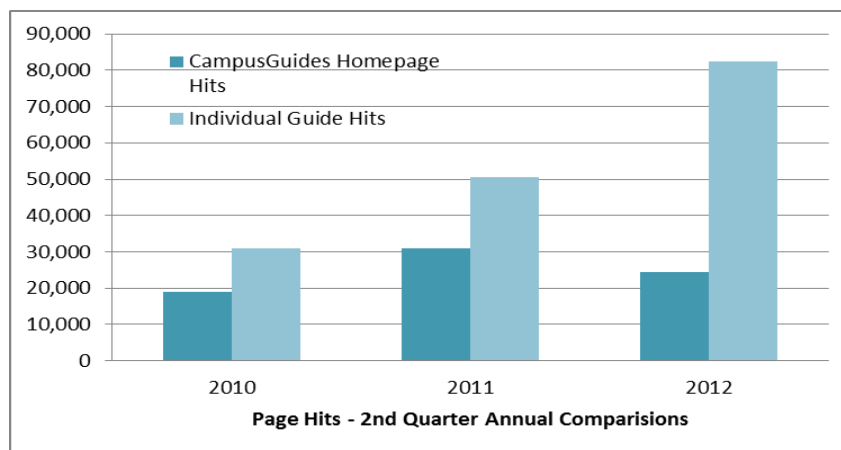
### Tutorial Center

Tutor.com Activity	April	May	June
<b>Sessions</b>	<b>231</b>	<b>224</b>	<b>184</b>
<b>Unique Users</b>	<b>67</b>	<b>59</b>	<b>67</b>

### Web 2.0

Social Networking	April	May	June
<b>Facebook-Fans</b>	<b>960</b>	<b>968</b>	<b>1085</b>
<b>Twitter-Followers</b>	<b>249</b>	<b>246</b>	<b>261</b>
<b>Linkedin-Members</b>	<b>296</b>	<b>305</b>	<b>320</b>

## Campus Guides



System Details	April	May	June	Total
CG Homepage Hits	8,273	8,273	7,745	24,291
Individual Guide Hits	27,231	26,685	28,624	82,540
E-Reserve Hits	860	1107	929	2,896
New Course Guides	30	31	18	79
Course Guide Reviews	0	0	6	6

- Total published, private and unpublished guides: 860
- Total e-reserve items: 1,823
- Guides receiving the most hits for this year:
  - Licensed Library Databases –13,950
  - COLL100 Foundations of Online Learning | Course Guide – 12,261
  - COMM200 Public Speaking | Course Guide –9,174
- Key guides published and/or updated:
  - [Library Spotlight Tutorial Video Center](#) -Emily Harrell
  - [Library Mobile Apps](#) -Priscilla Coulter
  - [Licensed Library Databases](#) -Marissa Smith
  - [Multimedia Guide](#) -Priscilla Coulter
  - [Open Access Research](#) -Priscilla Coulter
  - [Plagiarism Prevention](#) -Emily Harrell
  - [Writing Help](#) - Susan Fingerman, Emily Harrell, Christy Stevens

- [Library DASHBOARD](#) (pw: apuslibrary) -Marissa Smith
- Key guides initiated and/or privately published:
  - Stable URLs for faculty, staff and students –Emily Harrell
  - Graduate Studies -Patricia Campbell
  - Human Trafficking –Linda Cranston collaborating with Timothy Hardiman
  - Tutor.com –Mary Elizabeth Gano
  - A collection of several archive guides – Brad Wiles

## APUS ePress



- ❖ Launched MLA and Chicago Turabian sections of the APUS ePress style manual
  - Implemented the Course Materials Initiative product in EDMG220
  - Implemented ENGL102 and COLL300
  - Conversion of MGMT314 to fully open access content
  - Completion of the Big Yellow House

### *Ongoing projects*

Completion of the introductory section of the style manual

Course Materials Initiative project

- Production of Round 2 (MUSI200, HIST101, HIST102, HIST111)
- Production of Round 3 (COMM200, HIST112, MATH125, ARTH200)
- Continued work with faculty and librarians on potential courses for conversion

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

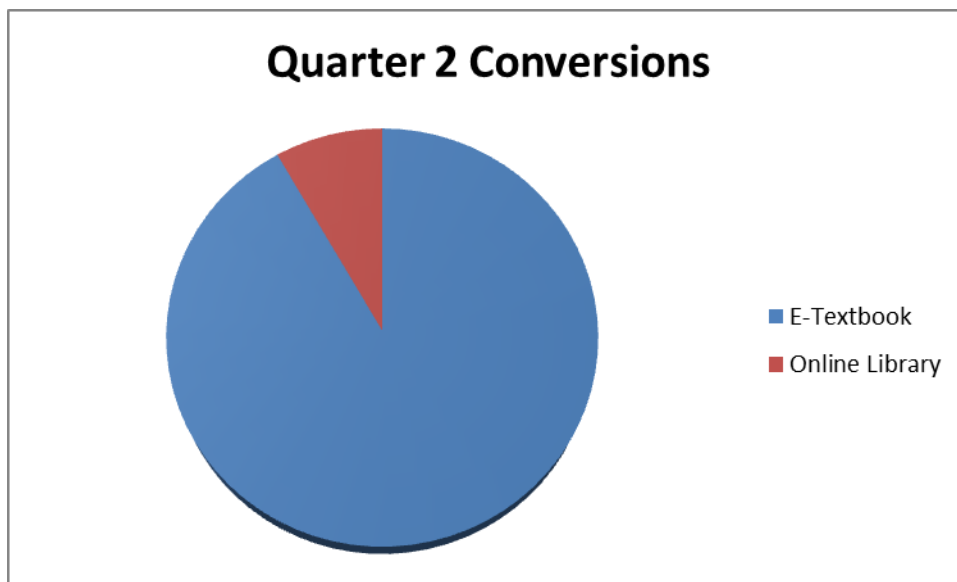
Month	ePress Savings	Conversion savings	Total
April	450,445.45	49,422.35	499,867.80
May	68,004.20	59,280.93	127,285.13
June	0	112,428.58	112,428.58
Q1 Continued Savings	448,759.15		
Q2 Total	739,581.51		
<b>Q1+Q2 Savings</b>	<b>1,188,340.66</b>		

## ECM2 Project

ECM launched in early 2007 from a late 2006 planning document. This multiyear effort was designed to stage an orchestrated switch to electronic course materials. It arose from the Online Library's proactive responses to the inflationary price spiral of printed textbooks and shipping costs, but was also designed as a measure to better ensure classroom quality and currency.

The project continues to represent the most sophisticated approach in higher education. ECM operations are coordinated across a tripartite framework: E-textbook conversions (including Open Textbooks), Library/Open Web resources, and APUS ePress commissions. Student acceptance rates for electronic materials are annually surveyed and used to help gauge the speed of conversion. Instructors continue to be the material arbiters for courses, but are assisted by online librarians as information literacy and allied subject specialists. The library's automated Course Guides provide unparalleled methods for sustaining quality and currency.

The number of e-book conversions for Quarter 2 totaled 24. 16 of the courses were automatically triggered by print price inflation. Textbooks continue to reflect the dominant electronic textbook model. Annual savings are projected at upwards of **\$788,300**.



*Student Course Material Inquiries*

**Undergraduate-** 324

**Graduate-** 307

*Instructor Desk Copy Requests*

**Normal Requests-**188

**Emergency Requests-**301

## Copyright Compliance

- Responded to 742 email inquiries
- Completed 23 copyright reviews part of multiple program reviews
- Completed 34 eReserves as part of copyright reviews and by faculty request
- Completed copyright reviews of materials for the Course Materials Initiative, including the Capstone Manual revision, HIST102, HIST111 and MUSI200 CH 1-5
- Continued development of content for updating the copyright resources in the library and planning a new copyright guide
- Continued maintenance and updating of the eReserve system, including troubleshooting vendor issues

## APUS Archives

### Announcements

- The American Public University System (APUS) University Archives will host the Panhandle Documentary Heritage Preservation Workshop from 9 a.m. to 3 p.m. on October 12-13, 2012, at the APUS Academics Center Library in Charles Town. The Workshop will include six sessions focusing on the management and preservation of physical and digital materials including archival records, photographs, and artifacts. The sessions will be presented by history and heritage professionals from APUS, Harpers Ferry National Historical Park, Jefferson County Historical Society, and other institutions.
- The University Archives received an Arts and Humanities Alliance of Jefferson County Community Grant to help support the upcoming Panhandle Documentary Heritage Preservation Workshop.

### Projects

- The UA Oral History Project is underway with the completion of its first interview in April. The subject was recently retired VP for Facilities and Real Estate, Joseph Sladki. This is the first in a series of oral histories with the APUS executive team that will be compiled in the run up to APUS's 25<sup>th</sup> anniversary in 2016.
- The UA has been helping out with several regional history initiatives including blog contributions and internship development for the West Virginia GeoExplorer Project, and small digitization projects for the Jefferson County Historical Society Magazine and Jefferson County Museum.

### Appointments

- APUS University Archivist Brad Wiles appointed in June to the executive board of the Arts and Humanities Alliance of Jefferson County (AHA!) and will serve through 2015.
- Brad Wiles was also recently appointed to the Education Committee and the Spring 2012 Meeting Program Committee with the Mid-Atlantic Regional Archives Conference (MARAC)

### Awards/Recognitions

- In April Brad Wiles was awarded a Travel Grant to attend the MARAC Spring 2012 Meeting in Cape May, New Jersey
- In May Brad Wiles was one of 25 archivists across the U.S. selected to attend the Archives Leadership Institute in Madison, Wisconsin from July 22-28.

### Other

- Brad Wiles had the privilege of giving a brief presentation and participating in the discussion with the DoD third-party assessment team who visited campus at the end of June

## APUS Online Library



- **IMS Global Award for Innovation, Gold Medal:** APUS Libraries won the Gold Medal for IMS Global 2012 Consortium's Learning Impact competition held in Toronto in May for the university/libraries online Course Guides Project: <http://apus.campusguides.com> The IMS Learning Impact Awards competition recognizes outstanding learning technology applications that address significant challenges facing global education and the learning industries.
- **Alexander Street Press Video** APUS libraries acquired Alexander Street Vast Video Collections, with more than 13,000 academic videos online. Academic presentations were given to both the APUS Online Classroom Innovation Group and Program Directors.
- **Library Spotlight Tutorial Videos:** The libraries produced in coordination with Instructional Media a series of online tutorial videos for the libraries with YouTube Channel: <http://www.youtube.com/channel/UC8B4awc5NWtmOVBqWLxtOxw> and creation of an Online APUS Library Spotlight Tutorial Video Center: <http://apus.campusguides.com/SpotlightVideos>
- **National University Technology Network Award.** APUS Libraries received Honorable Mention for APUS Campus Guides Curriculum Doppler Shift Project [National University Technology Network](#) Distance Education Innovation Awards (2012). A presentation will be given at the association's annual conference to be held in Kansas City, Missouri in September.

