TXU Collection and Digital Services: Outcomes and Assessment 2015
Measures, Methods, Outcomes and Action Plans

Collection and Digital Services Mission and Outcomes Statement

The mission of the Texas State University Division of Library Collections and Digital Services is to support the university community's learning and research needs by acquiring and providing access to comprehensive and diverse collections and services and to facilitate the management of library resources including digitization, dissemination, and preservation of the university's intellectual and creative output.

Evidence of Improvement and Action Plans (2014-15)

Evidence of Improvement

Outcome 1: The university community has access to a wide range of information and resources to support research and learning.

Measure Results 1.1 and 1.2: Because this is the first year of reporting outcomes, these figures will serve as baseline for future comparisons.
- For the question "Does the library possess the printed materials I need for my work?" the library received a score of 7.43 (perceived mean) on a ten point scale in the 2015 Libqual survey exceeding the target of 7.3 for possessing materials that students, faculty and others in the university community need.
- Usage statistics of students and faculty were gathered with a total of **4,930,374** physical and electronic resources exceeding the target of 4,850,000, physical items, full text articles, e-books and streaming media accessed.

Outcome 1: Evidence of Improvement
- **Expansion of patron-driven content**: The Library increased the number of electronic resources faculty, students, and staff have access to with Texas State paying for the materials only after they are used. The purchase model was expanded to DRM-free ebooks (JSTOR), articles in Nature journals (via ReadCube), and streaming videos (Kanopy).
- **Collection Action Plans:** Funds were made available to the subject librarians to propose collection-related projects: filling in gaps in their collection areas using collection analysis, departmental environmental scans, other evidence-based data. The awards supported the Department of Philosophy (11 new faculty lines and new course development) to purchase over 300 print titles and the Department of Anthropology (chronically underfunded area) to purchase an electronic journal backfile that had a high number of turnaways on an access denied report.

- **Online Resource Grants and Library Research Grants**: The Library purchased and provided access to five faculty-requested large electronic archives (Digital Loeb Classical Library, Latino Literature, Readex Early American Imprints, Digital National Security Archive, and Arte Publico Hispanic Historical Collection) and 9 faculty-requested lists of books, DVDs, and music scores.
- **Improved access to the Federal Documents collection**: In 2015, efforts were made to retroactively catalog the Defense collection, the U.S. Geological Survey bulletin, and a significant number of map resources to support research and learning.

Outcome 2: The university community has access to digital collections and digitization services to support students and faculty.

Measure Results 2.1 & 2.2: Because this is the first year of reporting outcomes, these figures will serve as baseline for future comparisons.
- The number of objects digitized for the period of May 1st 2014– April 30th 2015 was 67,948 exceeding the target goal of 40,000 objects digitized.
- For the question, the library makes information easily accessible for independent use", the result of 7.39 fell a bit short of the target goal of 7.5 or higher on a nine point scale.

Outcome 2: Evidence of Improvement
- **Establishment of a digitization unit**: Equipped the digitization unit with high resolution image and audio/visual capture devices.
- **Digitization of important local collections**: Digitized the entire runs of the Pedagog (1904-1999), and the Undergraduate Course Catalogs (1904-2016) from the University Archives.
- **Wittliff exhibits**: Mounted online exhibits of significant holdings from the Wittliff Collections.
- **Hybrid research and teaching tools** : Piloted subscriptions to research tools such as Browzine, Datazoa, Curriculum Builder, and ArtStor Shared Shelf.
- **Increased access to and findability of e-resources**: Loaded e-book records of major packages more frequently, used OCLC records instead of vendor-supplied records to increase findability through search tools. Manually cataloged and enhanced records of individual e-resources in packages such as the Kanopy streaming video.
- **Catalog usability enhancements**: Catalog enhancements included the texting of call numbers to cell phones and an easy system for copying a catalog link to an individual item.
- **Communicating usage rights of e-books**: Notes were added to the catalog records for groups of e-books indicating multiple or single user access in an effort to help librarians and faculty to determine whether an ebook can be used for course use without adding additional copies.

Outcome 3: The university community has access to electronic collections that effectively support the needs of a 21st century university.

Measure Results 3.1& 3.2: Because this is our first year of reporting outcomes, these figures will serve as baseline for future comparisons.
- For the question "Making electronic resources accessible from my home or office, 2015 Libqual results indicated 7.42 exceeding the library's target of 7.4.
- Searches for EBSCO Research Discovery Service were gathered from the EBSCO administrative module for the period May 1st – April 30th. totaling 157,050,695 searches and exceeding the

target of 150,000,000 million searches.

Outcome 3: Evidence of Improvement
- **Research analytics tools** : The Library hosted two vendor fairs and one meeting with university administrators on tools that help track and analyze a university's, department's or individual researcher's research output and performance.
- **Collection Manager** : Cataloging & Metadata Services implemented this new OCLC service to add/remove holdings and receive new or updated records to add to the catalog, as subscribed collections add and drop individual titles.

Action Plans (2015-2016)

Outcome 1: The university community has access to a wide range of information and resources to support research and learning.

Outcome 1: Action Plan
- **Evidence-based collections development**: Acquisitions will provide each subject librarian with interlibrary loan reports of journal and book requests, vendor turnaway reports for e-journals, and usage data for e-books and in-house usage.
- **Filling collection gaps**: Acquisitions will work with personnel staffing library service points to encourage them to submit collection gaps they have identified to Acquisitions and share the suggestions with the librarians responsible for the subject area.
- **Simplifying the order request form**: Acquisitions will work with programmers to explore the auto-fill feature based on ISBN to add to the form the campus community uses to request library materials.
- **OCLC reclamation and Hathi Trust**: The Library will synchronize its catalog with WorldCat in preparation to apply to Hathi Trust. The Library plans to become a member of Hathi Trust in 2017.
- **Retroactive cataloging of the Federal Document collection**: The next focus is to catalog Department of the Interior collections and maps.
- **LibQual 2015 Survey Follow-up**: The Library will act on any collection related suggestions received in the survey.
- **Revised fund allocation system**: The Library will work on and present a revised library fund allocation system that will distribute funds more equitably to allow modest adjustments to help underfunded departments.

Outcome 2: The university community has access to digital collections and digitization services to support students and faculty.

Outcome 2: Action Plan

- **Digitization of important local collections**: <u>Wittliff Collections</u>- Create an online exhibit for Severo Perez, an online exhibit for Dick Reavis Texas Journey, continue preservation scanning of Cormac McCarthy archive; <u>University Archives</u> – digitize President's reports to the Board of Regents, continue digitizing unlabeled football and yearbook negatives and create Flickr Site to allow public identification and tagging of images, digitize and create online exhibit of Aquarena Springs material.
- **EndNote**: A subscription to a faculty-requested citation tool EndNote will be added and training will be offered to users.
- **Ensemble**: The Library will participate in the implementation of the new video content management system, Ensemble, and use it to provide access streaming video files purchased, created, or hosted by the Library.
- **Evaluation of Search Tools**: Review and assess Ebsco Discovery Service and OCLC Discovery Service to determine the best interface to improve access to owned and open source electronic resources. Use EDS analytics tools to analyze user search behavior and identify reasons for failed searches and interface areas needing improvement.

Outcome 3: The university community has access to electronic collections that effectively support the needs of a 21st century university.

Outcome 3: Action Plan

- **Explore E-resource interlibrary loan**: Acquisitions has been negotiating for interlibrary loan rights for electronic resources. Next step will determine how to indicate our rights in the systems the interlibrary loan staff use and keep those data refreshed as we negotiate new resources.
- **Research analytics tools** : Purchase one or more research analytics tools, market and facilitate service. Continue assessing faculty and university administration needs.

Outcomes, Methods, Measures and Results

Outcome #1
The university community has access to a wide range of information and resources to support research and learning.

Method/Measure #1
The Libqual Survey will be conducted bi-annually with questions to students and faculty asking: "does the library possess the printed library materials I need for my work?" (IC-3) with target goals of 7.3 or higher (perceived mean) on a ten point scale and "does the library possess the electronic information resources I need?"(IC-4) with target goals of 7.4 or higher (perceived mean) on a nine point scale.

Result

For the question "Does the library possess the printed materials I need for my work?" the library received a score of 7.43 (perceived mean) on a ten point scale in the 2015 Libqual survey exceeding the target of 7.3 for possessing materials that students, faculty and others in the university community need for carrying out their academic work. The library is doing well here with regards to collection development both possessing and obtaining print materials for students and faculty.

For the question "does the library possess "the electronic information resources I need?" the library received a score of 7.21 (perceived mean) narrowly missing the target of 7.4 or higher. To note, the library did still exceed the minimum expectations of 6.31 by a full point. There are many factors that may be attributed to the library missing the mark here. To note, as this was the first year of this Divisions outcome/measures, the target goal chosen for this new outcomes measure was somewhat arbitrary and may be revised downwards a bit (7.3) to better reach a realistic 2016 goal. This may also be interpreted regarding the university transitions to research institution perspectives. Here, faculty has expanded electronic resource needs with associated budgetary needs. To better address and improve on these levels, the library will budgetarily advocate for expanded resources to increase Electronic resource budgets. Further analysis will be conducted over the summer on Libqual survey comments to see if there is electronic resource subject area needs that can be better addressed with regards to electronic resources. To note also, as this is a baseline data gathering year for Collection and Digital Services data gathering , there is currently no action plan from 'last' year to further discuss for this result.

Method/Measure #2
Usage statistics of students and faculty library use will be gathered annually with a target goal of 4,850,000 physical items, full text articles, e-books and streaming media accessed. Circulation statistics of physical materials will be gathered and collected using the Sierra ILS system. Total e-resources accessed will be gathered and reported by collecting data from each e-resource platform provider.

Results

Usage statistics of students and faculty were gathered with a total of **4,930,374** physical and electronic resources accessed. This exceeds the target of 4,850,000, physical items, full text articles, e-books and streaming media accessed. The library is on track with a large and wide amount of use here across full text, ebook, streaming media and physical materials. As this is the baseline year for Collection and Digital Services data gathering for these outcomes, there is currently no past action plan from 'last' year to further discuss for this result. Because the desired target was exceeded, the target will be adjusted upwards to set a new goal. The Libqual survey comments will also be considered and acted upon to further increase access to a wide range of information and resources to support research and learning.

Outcome #2

The university community has access to digital collections and digitization services to support students and faculty.

Method/Measure #1

Usage statistics will be gathered annually for use of digital collections and services by the university community with a target goal of 1,800,000 uses of digital collections from the university IR (DSpace) and 40,000 objects digitized annually from departmental digitization statistics.

Results

The number of objects digitized for the period of May 1st 2014– April 30$^{th\,2015}$ was 67,948. This exceeds the target goal of 40,000 objects digitized and reflects the diligent efforts of the new library digitization unit working with University Archives, Special Collections and other units to digitize various materials and collections.   Usage statistics were also generated for May 1st 2014 - April 30th 2015 for the University Institutional repository with 1,322,550 item page views and full text downloads for the period. This falls short of the target goal of 1,800,000 uses from the University Institutional Repository. For this baseline year the target was estimated incorrectly. The actual reported use for FY14 was 1,137,444 instead of 1,600,000 used as the incorrect basis for the estimate. The projected 25% increase was also overly optimistic. For FY16 a more reasonable 15% increase will be used. Calculating from these new figures a new corrected target goal of 1,520,932 will be put in place for FY16. As this is a baseline year for Collection and Digital Services data gathering for these outcomes, there is currently no action plan from 'last' year to further discuss for this result.

Method/Measure #2

The Libqual survey will be conducted bi-annually with questions to students and faculty asking whether "the library makes information easily accessible for independent use" (IC-7) with a target goal of 7.5 or higher (perceived mean) on a nine point scale.

Result

For the question, the library makes information easily accessible for independent use", the result of 7.39 fell a bit short of the target goal of 7.5 or higher on a nine point scale. This did exceed users minimal expectations of 6.77 (minimum mean) but fell 0.11 short of the desired target goal of 7.5. To improve

on the possibility of reaching these targets next year, Libqual comments will be investigated to further elaborate on any challenges users may be having with regards to accessibility. A usability study of the various information systems may also be conducted with regards to making information systems more accessible.   This is the first year that this question is being asked for Outcome Method/Measure #2 and the target chosen was also perhaps too ambitious. The target here may be adjusted slightly downward to 7.4.   There is currently no action plan from 'last' year to further discuss for this result. This is a baseline year for Collection and Digital Services data gathering for these outcomes.

Outcome #3

The university community has access to collections that effectively support the needs of a 21st Century university.

Method/Measure #1

The Libqual survey instrument will be used to survey faculty and students bi-annually for the question "making electronic resources accessible from my home or office" (IC-1) with the goal or target of 7.4 or higher (perceived mean) on a nine point scale.

Results

For the question "Making electronic resources accessible from my home or office, 2015 Libqual results indicated 7.42. This exceeded the library's goal or target of 7.4 or higher satisfying the target that the university community has access to collections that effectively support the needs of a 21st Century university.   As this is a baseline year for Collection and Digital Services data gathering for these outcomes, there is currently no action plan from 'last' year to discuss for this result. Because the desired target was exceeded, the target will be adjusted upwards to set a new goal. The Libqual survey comments will also be considered and acted upon to increase access to collections that effectively support the needs of a 21st Century university.

Method/Measure #2

EBSCO Research Discovery Service use statistics will be gathered annually with a target of at least 150,000,000 searches by students and faculty.

Result

Searches for EBSCO Research Discovery Service were gathered from the EBSCO administrative module for the period May 1st – April 30$^{th.}$ totaling 157,050,695 searches. This exceeded the target of 150,000,000 million searches. Results here show that the EBSCO Resource Discovery Service, one of the libraries main search tools is well used by the academic community. As this is a baseline year for Collection and Digital Services data gathering for these outcomes, there is currently no action plan from 'last' year to discuss for this result. Because the desired target was exceeded, the target will be adjusted upwards to set a new goal. The Libqual survey comments will also be considered and acted upon to increase access to collections that effectively support the needs of a 21st Century university.