

University Libraries

Research & Instructional Services Department

Annual Report: 2008-2009

Vision, Mission, & Core Values

Vision

Our vision is to be innovative catalysts for the discovery and dissemination of new knowledge. We leverage technology to provide our academic community access to research information and resources in support of Virginia Tech's strategic programs within the domains of *learning, discovery and engagement*

Mission

Our mission is to provide research support to Virginia Tech faculty, students, and staff. To meet this mission we:

- Provide services, programs and resources that facilitate inquiry and support the curriculum
- Optimize access to research information by leveraging innovative technologies and tools
- Facilitate access to information in all formats: electronic, print, multimedia, etc
- Assess our services and programs to ensure that they remain effective and relevant within the academic community and the changing information marketplace
- Provide equitable services to both in-person and virtual users
- Integrate excellence and innovation in the services and programs we offer
- Endeavor to create a productive and welcoming environment for users

Core Values

The core values that define our work and effort are:

- Providing equitable and unbiased services to all our users - This is embodied in our service philosophy:

The staff of the Research and Instructional Services Department is committed to provide knowledgeable, timely, courteous, and non-judgmental reference assistance to all library patrons, regardless of the nature of the inquiry or the means of communication (in-person, telephone, online through chat or email, written correspondence). All questions will be treated confidentially and respectfully. Where appropriate, questions may be referred to other persons or units within the library. The reference services philosophy follows the precepts outlined in the [American Library Association's Code of Ethics](#).

- User-centered service
- Creating a positive work environment through mutual respect and courtesy, as well as diversity and inclusion
- Fostering a collaborative environment
- Engaging in effective communication that fosters an open and collegial environment
- Innovation that engenders adoption and use of new and advanced technologies
- Pursuit of excellence through continuous quality improvement of our services and programs
- Employment of measures to assess progress on strategic agendas
- Investment in personnel development and growth through training programs and opportunities
- Fostering life-long learning

Lesley Mutinta Moyo

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Director for Research & Instructional Services

SUPPORTING THE UNIVERSITY IN STRATEGIC DOMAINS:

LEARNING

Instruction and Outreach

Major constituencies reached

- Freshmen English (ENGL 1105, 1106, 1204 H)
- Communication (1015,1016)
- College instruction
 - Business
 - Engineering
 - Human Nutrition Food and Exercise
 - Fisheries and Wildlife
 - Natural Resources
 - Human Development
 - Public Administration
- Student groups
 - Corps of Cadets
 - Athletes
 - McNair Scholars
 - International students
 - Society of Professional Journalists

INSTRUCTION	NUMBER	PARTICIPANTS
1 ST YR CLASSES	29	541
OTHER CLASSES	532	7,986
TOURS	58	856
OTHER OUTREACH SESSIONS	225	1,322
OUTREACH COMMUNICATIONS	215	8,217
NOVA INSTRUCTION	23	259

Assessment of Instruction

Over 70% (our target) of instruction sessions were evaluated:

- Student assessment of classroom instruction
 - Fall 2008 - The library received a total of 888 responses. The average satisfaction rating on a scale of 1-5 where 1 was least satisfied and 5 most satisfied was 4.09. 60% of the students reported that it was their first library instruction session. 15% (134 responses) said they would use the databases more and search more efficiently
 - Spring 2009 - The library received a total of 2169 responses. The average satisfaction rating on a scale of 1-5 where 1 was least satisfied and 5 most satisfied was 4.17.
- Faculty assessment of library sessions
 - Fall 2008
 - 74% of the instructors attended the sessions with their classes and 82% felt the class met their expectations
 - 79% felt their students used more scholarly references than previously
 - The most important research skills needed to perform effectively in their classes were
 - Finding scholarly articles
 - Distinction between scholarly and non scholarly sources

- Familiarity with main databases in subject areas
- Spring 2009
 - 83% of the instructors attended the sessions with their classes and 70% felt it met their expectations. 13% felt it only partially met their expectations
 - 93% felt their students are using more scholarly resources as a result of the sessions
 - Most important research skills needed for success in the their classes
 - Finding scholarly articles
 - Familiarity with Addison
 - Familiarity with main databases in the subject areas

eLearning

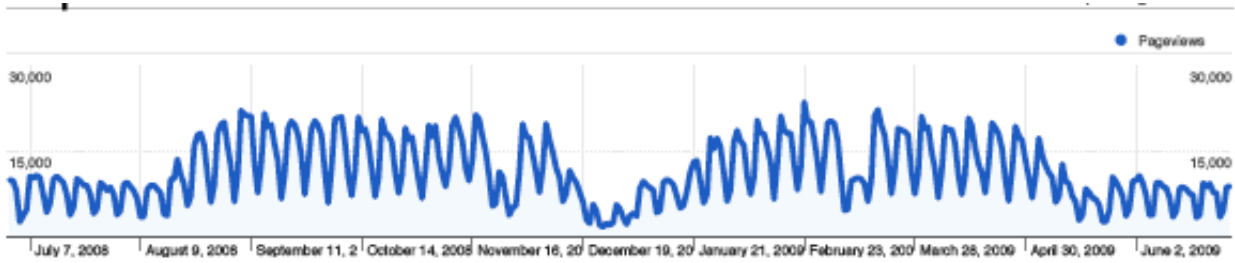
- Graduate Online Course in production mode starting fall 2008
 - Fall 2008: - Engineering/Physical science, Agriculture/Life Science and Education
 - Spring 2009: - Engineering/Physical science, Agriculture/Life Science and Education Hospitality and Tourism
 - Total students reached this academic year – 13
- Creation of a Research Portal: <http://www.lib.vt.edu/help/portal/> that provides a one-stop location for research and instruction resources
- Creation of streaming digital music reserves to support the curriculum
- Procurement/Implementation of a video conferencing system to support instruction to extended campus locations (potential to cut travelling costs to provide instruction at those centers)
- RIS faculty membership on the Scholar Advisory Board to support Learning Technologies' efforts of migrating Virginia Tech from Blackboard to the Scholar learning management system
- RIS faculty membership on the Virtual Student Center Advisory Committee to support IDDL's creation of a virtual student center to support eLearners

Website and use of Web resources

- Online resources are fundamental to supporting eLearning
- Google Analytics has been installed on all web pages in the libraries domain. Keeping track of usage of web pages and resources has helped in deciding where to place information to maximize accessibility.
- Below are some graphic summaries reflecting usage of some of the key Libraries' Web pages and resources. Web usage logs for www.lib.vt.edu and spec.lib.vt.edu were analyzed to find the most commonly accessed web pages. The library's homepage accounts for almost 20% of usage.
- Far and above our most used pages are associated with the Dynamic Subject Pages, which generates Subject Guides, the Database A-Z lists and provides searching through the Find a Database by Title feature. (The [/find/articles.html](#) page is a gateway to these pages.) Over a third of all library web page usage utilizes this software.
- Many of our users navigate to the library from the university's homepage or through a search (Google itself or the university's Google search).

Google Analytics

Jul 1, 2008 - Jun 30, 2009

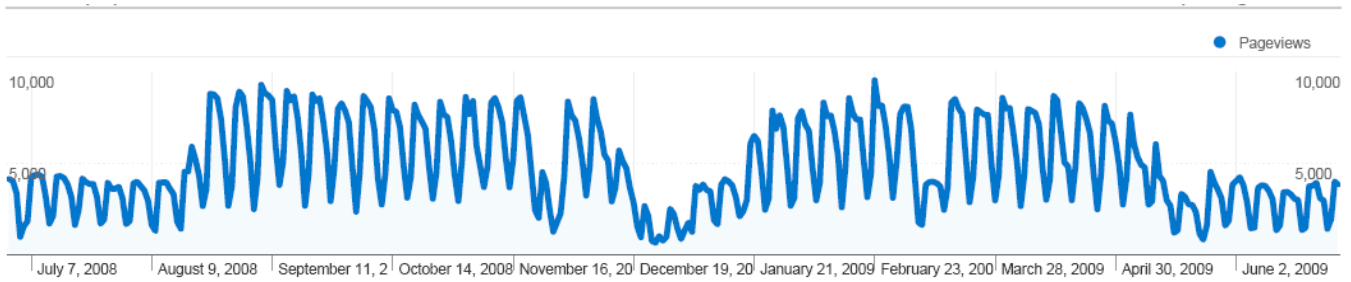


408,981 pages were viewed a total of 4,070,536 times

Page	Pageviews
/index.php	1748028
/find/articles.html	259966
/find/ejournals/index.php	159987
/find/books.html	60723
/help/allsite.php	59079
/help/subsatoz.html	42585
/help/instruct/evaluate/evalbiblio.html	38647
/help/extended/extproxy.html	34824
/find/etds.php	33605
/dsp/index.php?action=AllDatabases&index=e	27917
/dsp/index.php?action=AllDatabases&index=w	27182
/dsp/index.php?action=AllDatabases&index=p	25422
/dsp/index.php?action=AllDatabases&index=a	22893
/Home.htm	18554
/help/instruct/evaluate/evaluating.html	18443
/services/circ-reserve/reservemain.html	17565
/dsp/index.php?action=AllDatabases&index=c	14479
/dsp/index.php?action=AllDatabases&index=s	14397
/services/liveref.html	13686
/dsp/index.php?action=AllDatabases&index=l	12957
/find/eref/toc/citation.html	12841
/dsp/index.php?action=AllDatabases&index=m	12632
/services/hours/libshours.html	12632
/dsp/index.php?action=AllDatabases&index=j	12442
/dsp/index.php?action=AllDatabases&index=i	12081
/services/jobs/index.html	11434
/index.php?SS_RefinerEditable=yes&SS_Page=refiner&sid=sersolReport&genre=journal&S_LibHash=SU8BJ7JH4J	10004
/dsp/index.php?action=ViewDatabase&subject=34	9893

/help/endnote/index.html	8814
/dsp/index.php?searchval=pubmed&action=SearchDatabase	8249
/dsp/index.php?searchval=jstor&action=SearchDatabase	8160
/dsp/index.php?action=AllDatabases&index=f	7622
/services/more2.php	7441
/search.html	7431
/find/more2.php	7092
/dsp/index.php?searchval=web+of+science&action=SearchDatabase	6880
/dsp/index.php?action=ViewDatabase&subject=1	6660
/dsp/index.php?action=ViewDatabase&subject=94	6462
/dsp/index.php?action=AllDatabases&index=b	6390
/dsp/index.php?action=AllDatabases	6364
/help/extended/index.php	6127
/dsp/index.php?action=AllDatabases&index=g	5991
/dsp/index.php?action=ViewDatabase&subject=0	5687
/services/aboutindex.php	5555
/services/branches/artarch/index.php	5524
/services/circ-reserve/borrowing.html	5356
/dsp/index.php?searchval=factiva&action=SearchDatabase	5200
/dsp/index.php?action=ViewDatabase&subject=45	5091
/dsp/index.php?action=ViewDatabase&format=5	5052
/services/circ-reserve/Newman.Current.html	4614

Library homepage: Jul 1, 2008 - Jun 30, 2009



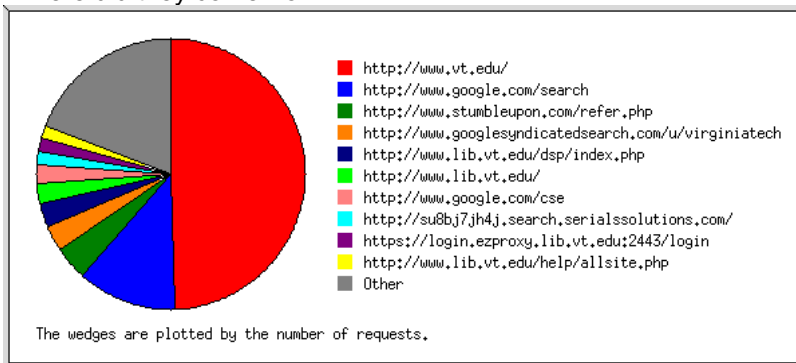
This page was viewed 1,748,028 times
 87.62% Entrances (most visitors started off site*)
 12.38% Previous Pages

Content	% Clicks
/find/ejournals/index.php	2.28%
/find/articles.html	1.71%
/help/allsite.php	0.94%
/find/books.html	0.74%
/find/etds.php	0.33%
/help/subsatoz.html	0.26%
/services/liveref.html	0.25%
/services/hours/libshours.html	0.24%
/dsp/index.php?action=AllDatabases&index=e	0.18%
/dsp/index.php?action=AllDatabases&index=w	0.18%

59.01% Exits
 40.99% Next Pages

Content	%Clicks
/find/articles.html	13.84%
/find/ejournals/index.php	7.94%
/find/books.html	3.24%
/help/subsatoz.html	1.62%
/find/etds.php	1.30%
/help/allsite.php	0.99%
/services/hours/libshours.html	0.54%
/services/circ-reserve/reservemain.html	0.46%
/services/liveref.html	0.41%
/services/more2.php	0.39%

*Where did they come from?



Most users started at the Virginia Tech homepage. Many users searched for content (using Google in general or the VT Google search [syndicated-search]).

Reference/Research Support

Two reference teams (Business, Humanities & Social Sciences; and Science & Technology) were created to provide high quality subject-specific and general reference services to the academic community, and to not only capture the synergy among team members, but also to facilitate development of their expertise in the respective domains so that they could better serve the Virginia Tech academic community.

Reference services provided 2006-2009:

REFERENCE STATISTICS							
	2006 - 2007		2007 - 2008			2008 - 2009	
	Reference	Directional	Reference	Directional		Reference	Directional
Ref Desk	5,705	4,367	6,260	5,482	BHSS Desk	6,520	4,549
Lobby Desk	3,417	8,476	2,336	6,015	SCITEC Desk	3,516	4,276
Tower Desk	2,701	4,182	2,229	4,116	Tower Desk	1,514	2,230
LiveRef	2,957	N/A	800	N/A	LiveRef	3,291	N/A
Virtual (FAQ Use)	27,121	N/A	77,003	N/A	Virtual (FAQ Use)	211,343	N/A
Off-Desk	2,268	5,361	1,376	1,101	Off-Desk	3,065	453
AskUs	1,529	N/A	514	N/A	UskUs	1,429	N/A
					A&A Desk	878	2,463
					Vet Med	273	587
					NVC Desk	1,079	5,547

Completed reference training for team members to enhance skills and competencies in respective domains:

Business, Humanities & Social Sciences Reference

1. EBSCOhost (Carolyn Meier, Heather Moorefiled-Lang)
2. CSA (Bruce Pencek)
3. LexisNexis Academic (Dave Beagle)
4. Business databases (Ellen Krupar)
5. ELMO equipment (Neal Henshaw)

Science and Technology Reference

1. Chemistry & Geology (Ed Lener)
2. Natural Resources (Kiri Goldbeck)
3. SAE Technical Papers (Larry Thompson)
4. LiveRef (Robert Sebek).

Assessment of reference was conducted both during the fall 2008 and the spring 2009 semesters and has yielded information useful for strategic planning, such as trends, peak times, types of questions, busy locations, duration of transactions, and other descriptive statistics/frequencies.

DISCOVERY

Innovative Technologies and Complex Systems

GIS

- The GIS unit acts as local distributor for cartographic data from Blacksburg, Arlington, Richmond, Fairfax County, Henrico County, and other Virginia cities and counties. The unit answered 209 requests from over 145 undergraduate, graduate, faculty, staff and community patrons with cartographic data and GIS needs between July 1, 2008 and June 1, 2009. In assisting these patrons, the GIS unit distributed either online or via optical disc over 140 Gigabytes of data. Approximately 175 patrons accessed US census data in the Electronic Consulting Services Room for cartographic projects
- To further extend the Research & Instructional Services Department's activities in supporting the CAD/GIS teaching and research initiatives at Virginia Tech, several Dell Dimension XPS's equipped with dual 22 in. monitors, 1.2 terabyte drives and a high-end graphics card were purchased for the Electronic Consulting Services Room. These machines accompanied with SAS, SPSS, ESRI's ArcGIS suite and CAD software allow the opportunity for working with large datasets, especially aiding students who lack access to these hardware and software resources. The GIS file server was moved to Library Systems and reformatted with Ubuntu linux for better security and access.
- The GIS unit was part of a working group exploring the possibility of a partnership between VT and Google Earth to create a center for excellence related to Google Earth Enterprise. The application is being developed by the VT Computing Center.
- Bruce Obenhaus and Ed Brooks from the University Libraries were co-chairs, with Seth Peery of the VT Computing Center, for the 2009 Virginia Tech GIS and Remote Sensing Research Symposium held at the Graduate Life Center in April. The Symposium is sponsored by the VT Office of GIS and Remote Sensing

ENGAGEMENT

Support for International Education

- The Veterinary Medical Library hosts and moderates VETLIB-L, a listserv for veterinary medical Libraries around the world. There are 237 subscribers from 26 countries. Through VETLIB-L, veterinary medical libraries in new emerging and developing countries are able to benefit from the cutting-edge information technology and resources of North America and other West European countries. Conversely the veterinary communities in North America and other developed countries now have access to veterinary literature in Eastern European, African, Latin American, and Asian countries. Through VETLIB-L, the Veterinary Medical Library successfully located and obtained documents that VaTech's interlibrary loan service could not locate in U.S. and Canadian libraries or could not have them delivered within hours.
- Establishment of a Language Resource Center to support language learning in the University in general, as well as in the Foreign Languages Department— space was designated (Rm2010) and equipment was procured (two high-end computers). It is anticipated that other components will be supported by a grant.

Global News

- Installation of a large screen monitor hooked up to campus cable to create a media alcove where cable news, and various newspapers are located.
Libraries nation-wide, and all over the world provide access to information in all formats - we are in the information business. It is not uncommon to find news/media services in many academic libraries nowadays. Whether to support communication, journalism, or other academic programs, or just for general public consumption, news is a vital part of today's academics. Just as libraries

provide access to newspapers, print and online, they also provide access to news channels so that users can stay abreast of current events

Engagement with the academic community

- Open house at the Art and Architecture Library attracted 235 visitors
- The Art & Architecture Library and Special Collections collaborated to bring the Vamp and Tramp Books to patrons, including faculty from the School of Visual arts
- Summer 2008 Orientation: gave out 2500+ student calendars, 1200+ parent calendars, plus library guides
- Aug 20-23, 2008: Move-In Table: Provided about 150 cups of lemonade and handed out information packets
- Sept 5, 2008: Gobblerfest - passed out information highlighting the library's DVD collection. Created two photo cut-outs using historical VT images from Imagebase patrons could use their own cameras or we could take pictures and upload images to Flickr: (<http://www.flickr.com/photos/vtnewmanlibrary/>)
- March 25, 2009: Graduate Student Celebration - Served refreshments to about 40 graduate students, approx 10 librarians were available to talk with students in their departments
- Exam Coffee: gave out 1175 cups of coffee, tea and/or cocoa during both Winter 2008 and Spring 2009 exam coffee service evenings (same counts at each event)

DIVERSE AND INCLUSIVE ACADEMIC ENVIRONMENT

Faculty recruitment

Four new faculty were hired and started work within the 2008-2009 academic year:

1. Head, Art & Architecture Library – Patrick Tomlin
2. Education and Applied Social Sciences Librarian – Heather Moorefiled-Lang
3. Science Librarian – Allison Scripa
4. Instruction & Outreach Librarian – Jennifer Nardine

Faculty Development:

- FDI – 9 Libraries faculty participated in the Spring Library Community of Practice track
- Mentoring Program
 - Professional service panel (1/16/2009) presented by library faculty
 - Workshop on “Writing a Personal Statement” (4/17/2009) presented by Dr. Joe Eska of the English Department

Personnel Development:

- A total of 19 Libraries-wide training workshops/conferences/webinars were offered, reaching a total of 194 participants. In addition, three individuals were funded to participate in various University Professional Development sessions.

Reward of Achievement & Excellence

4th Annual Virginia Tech Faculty Authors Recognition Day in collaboration with the office of the Provost, and the Office of the VP for Research was held on February 24, 2009.

- There were 93 participants this year.
- The program was expanded to include a speech by one of the authors from the previous year.
- A cumulative bibliography has been created listing all publications from the beginning of the program
- A web presence for the event is at: <http://www.lib.vt.edu/find/vtauthors/>

**PUBLICATIONS PRESENTATIONS AND OTHER SCHOLARLY WORK OF FACULTY AND STAFF
OF THE RESEARCH & INSTRUCTIONAL SERVICES DEPARTMENT**

DUBNJAKOVIC, Ana

- Dubnjakovic, A. (2009). Navigating digital sheet music on the web: Challenges and opportunities. *Music Reference Services Quarterly*, 12 (1/2), 3-15.
- Dubnjakovic, A. (2008). Electroacoustic music: Updating the library collection. *Collection Building*, 27(3), 104-107.
- Dubnjakovic, A., & Merrill, M. (2009). *Integrating subject librarians into the university core curriculum sequence on earth sustainability*. Poster presented at the annual meeting of the Music Library Association, Chicago, IL.
- Dubnjakovic, A., & Stovall, C. (2009). *Collecting building for popular music analysis*. Paper presented at the joint annual meeting of the Popular Culture Association and American Culture Association, New Orleans, LA.
- Dubnjakovic, A. & Sebek R. (2008) *Using mashups: Adding utility to your OPAC*. Presented at the annual meeting of the Music Library Association Atlantic Chapter, Charlottesville, VA.

GOLDBECK, Kyrille

- Goldbeck, K., & Merrill, M. (2009 February) *Creating Information Literate Students across the Curriculum*. Poster presented at the Conference on Higher Education Pedagogy @ VT. Blacksburg, VA.
- Goldbeck, K., Scripa, A., Merrill, M. (2009 June). *Embedding science librarians into the academic community: An accumulation of best practices*. Poster session presented at the Special Library Association 2009 Annual Conference, Washington, D.C.
- Goldbeck, K. & Bailey, A. (2009 February). *Using the LibX Edition Builder and Marketing your LibX Edition*. Pre-conference workshop held at Electronic Resources & Libraries 2009. Los Angeles, CA.
- Goldbeck, K. (2009). *Review of: [Tuna: A Love Story]*. *Choice: Current Reviews for Academic Libraries*, 46(7), 1966.
- Goldbeck, K. (2009). *Review of: [The Nature of the Rainforest: Costa Rica and Beyond]*. *Library Journal*, 134(2), 88.
- Goldbeck, K. (2008). *Review of: [The Future of Animal Farming: Renewing the Ancient Contract]*. *Choice: Current Reviews for Academic Libraries*, 46(3), 541.
- Goldbeck, K. (2008). *Review of: [Animals Make us Human: Creating the Best Life for Animals]*. *Library Journal*, 133(17), 91.
- Goldbeck, K. (2008). *Review of: [Thinkers of the Jungle: The Orangutan Report]*. *Library Journal*, 133(14), 158.
- Goldbeck, K. (2008). *Review of: [Dairy Goats Feeding and Nutrition]*. *Choice: Current Reviews for Academic Libraries*, 45(12), 2184.
- Goldbeck, K. (2008). *Review of: [When Species Meet]*. *Choice: Current Reviews for Academic Libraries*, 45(11), 1973.
- Goldbeck, K. (2008). *Review of: [Where the Wild Things Were: Death and Ecological Wreckage in a Land of Vanishing Predators]*. *Library Journal*, 133(12), 104.

Goldbeck, K. (2008). *Review of: [Vet Confidential: An Insider's Guide to Protecting Your Pet's Health]*. *Library Journal*, 133(10), 115.

Goldbeck, K. (2008). *Review of: [Mountain Goats: Ecology, Behavior, and Conservation of an Alpine Ungulate]*. *Choice: Current Reviews for Academic Libraries*, 45(9), 1567-1568.

KRUPAR, Ellen

Krupar, Ellen (2008 October). Open Access Portals and Journals. Presentation at the annual meeting of the Textiles Information Users Council, Charlotte, NC.

LENER, Ed

Burke, L. D., Mayo, J.; Lener, E.F.; Mellinger, M. & Johnson, K. G. (2009). The balance point : Perspectives on job stress in the serials information world. *Serials Review*, 35 (1), 35-41.

Lener, E., & Shrode, F. (2008). Earth Sciences. In C. Laguardia (Ed.) *Magazines for Libraries*, 17th edition. R.R. Bowker: New Providence, NJ.

Lener, E. F. (2009 May). *Changing the rules: Google Scholar and Google Book Search*. Paper presented at the Virginia Library Association Paraprofessional Forum, Richmond, VA.

MERRILL, Margaret

Goldbeck, K., Scripa, A., Merrill, M. (2009 June). *Embedding science librarians into the academic community: An accumulation of best practices*. Poster session presented at the Special Library Association 2009 Annual Conference, Washington, D.C.

Dubnjakovic, A., & Merrill, M. (2009). *Integrating subject librarians into the university core curriculum sequence on earth sustainability*. Poster presented at the annual meeting of the Music Library Association, Chicago, IL

MOYO, Lesley

Cahoy, E. & Moyo, L. (2009) K-16 Outreach: Creating connections that matter. In: Courtney, N. (ed). *Academic library outreach: Beyond the campus walls*. Westport, CT: Libraries Unlimited.

Moyo, L. (2009 April) *Using a pre and post survey method to assess the effectiveness of an online information literacy tutorial*. Paper presented at the LOEX Annual Conference. April 30 - May 2, 2009. Albuquerque, New Mexico.

Moyo, L. & Obenhaus, B. (2008 August) *Jumpstarting your assessment: Using existing data to establish a foundation for pervasive assessment*. Poster presented at the ARL Library Assessment Conference: Building effective, sustainable, practical assessment. Seattle, Washington.

OBENHAUS, Bruce

Moyo, L. & Obenhaus, B. (2008 August) *Jumpstarting your assessment: Using existing data to establish a foundation for pervasive assessment*. Poster presented at the ARL Library Assessment Conference: Building effective, sustainable, practical assessment. Seattle, Washington.

PENCEK, Bruce

Pencek, B, Nelson, S, and Brians, C. (2008 August) *Opening the black box of information literacy: What's the story?* Poster presented at the annual meetings of the American Political Science Association, Boston.

Pencek, B, Brians, C, and Nelson, S. (2009 February) *You've assigned a research paper – now what? Helping your students get from topics to stories*. Workshop conducted for sixth annual Teaching & Learning conference of the American Political Science Association, Baltimore.

Pencek, B. (2008) Review of the book: [Transparency: The Key to Better Governance?] *Government Information Quarterly*, 25, 561-562.

SCRIPA, Allison

Scripa, A. (2009 May). *Internet security and the dangers of SQL injection*. Presentation given at the 18th Annual Virginia Library Association Paraprofessional Forum, Richmond, VA.

Goldbeck, K., Scripa, A., Merrill, M. (2009 June). *Embedding science librarians into the academic community: An accumulation of best practices*. Poster session presented at the Special Library Association 2009 Annual Conference, Washington, D.C.

SEBEK, Robert

Dubnjakovic, A. & Sebek R. (2008) *Using mashups: Adding utility to your OPAC*. Presented at the annual meeting of the Music Library Association Atlantic Chapter, Charlottesville, VA..

STOVALL, Connie

Dubnjakovic, A., & Stovall, C. (2009). *Collecting building for popular music analysis*. Paper presented at the joint annual meeting of the Popular Culture Association and American Culture Association, New Orleans, LA..

TATUM, Steve

Tatum, S.E. (2008 September). *Considerations toward creating a database for African art*. Presentation at the Southeast College Art Conference, New Orleans, Louisiana, September 24-27.

THOMPSON, Larry

Thompson, L. A. (2009). NACA / NASA Document Indexing: 1915 - 1995. *Proceedings of the 2009 ASEE Annual Conference & Exposition*. Washington, D. C.: ASEE.

TOMLIN, Patrick

Tomlin, P. (2008 September). Past and present. Review of the book: [Histories of the immediate present]. *Art Documentation*, 27 (2). Retrieved from <http://www.arlisna.org/resources/reviews/index.html>.