

## Office of User Services Annual Report FY14

### I Unit Narrative

---

The Office of User Services is responsible for the oversight of user services functions across the Library and, specifically, for supporting assessment, information literacy and instruction, and staff development and training. All areas are advised by standing committees of faculty and staff.

This report includes information provided by Lisa Janicke Hinchliffe (LH), Beth Woodard (BW), Jen-chien Yu (JY), Sue Searing (SS), and Zoe Revell (ZR). Initials after particular items indicate the office member who led that activity, but it should be noted that collaboration and cross-fertilization is very common in our work, and often more than one of us is involved in a given activity.

- **Major activities and accomplishments of the unit in FY14 (July 1, 2013 to June 30, 2014):**

Developed, managed, and improved tools to increase productivity and learning across the organization.

- Furthered the Library's e-learning program by successfully advocating for an academic professional position, E-Learning Specialist (LH, SS), and by managing the Library's license for Blackboard Collaborate and working with Library IT to investigate the DIY Library open source software. (LH) Managed the Library's use of LibGuides , including system administration, vendor relations and training. (LH)
- Administrated the e\*vents calendaring and event registration system. (BW, ZR, LH)
- Working with a staff member from the Dean's Office, managed DeskTracker, which is the public service (reference & gate count) tracking system used by all public service points. (JY)
- Developed and managed the E-Resources Usage Statistics tool for library staff to request and evaluate electronic resources usage (JY) Participated in the management of academic searches, with Tom Teper, AUL for Collections, and Donna Hoffman, Library Human Resources, and User Education Committee. (BW)

Gathered, analyzed and disseminated data to inform service priorities and programs.

- Conducted the campus-wide LibQUAL+ Lite survey (JY) with input from advisory committees (LH).
- Compiled library statistics need for unit Annual Reports (JY)
- Managed the Library Assessment Grants program (JY).
- Provided data analysis and consultation about assessment projects for:
  - Reference, Research and Scholarly Services;
  - Reference Services Committee;
  - Library IT;
  - User Education Committee;
  - International & Area Studies Library;
  - Mortensen Center
  - University Archives

- Maintained and generated reports from the Library Instruction Statistics Database. (LH, JY)
- Coordinated the receipt and posting of unit annual reports. (SS)
- Coordinated data gathering and reporting for national statistical programs (JY). (See Appendix 4)

Planned and coordinated events for staff development and information sharing.

- Assisted in planning the faculty Un-Retreat in January 2014. (SS) and assisted in preparing white papers on instruction and discovery (LH).
- Offered a variety of face-to-face training sessions. (BW)
- Organized training and support for supervisors(BW), including:
  - Intensive workshops for 15 supervisors
  - Discussions with the University librarian
  - Monthly discussions for previous supervisory workshop participants
- Offered 34 webinars at hosted locations in the library, on a variety of topics (BW) (see Appendix 3)
- Continued to implement and expand the wellness program (ZR) (See Appendix 3)
- Continued to refine and implement a multi-faceted professional development and support system for teaching and learning (LH) (See Appendix 1)
- Served as co-lead of the GSLIS-Library Teaching Alliance and serve as Faculty Fellow in Provost Office. (LH)
- Successfully advocated for funding for conference attendance to broaden understanding of assessment among Library faculty and staff. (JY)

Fostered communication and cooperation among Library faculty and staff, and recognized excellence.

- Posted entries on the Growing People Blog. (ZR)
- Led the effort of the Awards and Recognitions Committee (BW [co-chair], LH in soliciting nominations and selecting recipients for awards to honor staff, undergraduate student workers, graduate student workers, academic professionals and faculty. Chaired Advisory Committee to the Associate University Librarian for User Services (SS), User Education Committee (see Appendix 2) (LH), Staff Development and Training Advisory Committee (BW), and Library Assessment Committee (JY).

Contributed to campus-level groups and initiatives.

- Served on search committees for Director, Center for Innovation in Teaching and Learning (LH, and Associate Provost for Capital Planning (SS).
- Contributed to campus management and improvement of classrooms through the Instructional Space Advisory Committee (SS) and the Informal Group on learning Spaces (LH).
- Developed partnerships with campus units related to teaching and learning including the Center for Innovation in Teaching and Learning (LH, SS).
- Chaired the Campus Faculty Bookstore Advisory Committee. (LH)
- Served on the Provost's Council of Unit Executive Officers. (SS)

Supported Library faculty research and career progress.

- Served on Peer Committees for untenured faculty. (BW, SS, LH)
  - Edited tenure and promotion papers. (SS, LH)
  - Served on the promotion review committee for candidates for full professor. (LH)
  - Served on the Research and Publication Committee, helping to determine funding for research projects, mentoring new researchers, and planning events to develop research capacity. (BW, LH)
  - Coordinated sabbatical applications. (SS)
  - Met with untenured faculty to determine their support needs. (BW)
  - Initiated Assessment Open Office Hours and provided consultation to library faculty research projects that involved assessment, surveys, and data analysis (JY)
- **Major challenges faced by the unit during that period:**
    - Survey fatigue and campus policy on governing electronic surveys has made recruiting participants for library survey projects difficult, particularly when surveying students and foreign-born nationals are involved.
  - **Significant changes to unit operations, personnel, service profile, or service program:**
    - Sarah Christensen, Visual Resources Coordinator and a new member of the Reference, Research and Scholarly Services unit, joined the Office of User Services during her initial year on the Library staff, because the head of RRSS was on sabbatical.
  - **Ways in which the unit and/or its members contributed to Library-wide programs:**

Since the Office of User Services has a span of responsibility that is by definition Library-wide, this section highlights projects and committees which office members did not lead, but to which they contributed significantly.

- Contributed hours to the Main/UGL reference hub. (BW, ZR,SS, JY)
- Worked with search committees conducting academic searches and served as the conduit between the Executive Committee and Library Human Resources. (BW)
- Served on search committees. (BW, LH,SS,JY)
- Served on the Content Access Policy and Technology Committee (CAPT) (LH, SS, BW)
- Served on the Web-Scale Discovery Implementation team of CAPT and contributed significantly to the implementation and evaluation of Primo. (LH [co-chair], SS, BW)
- Co-Chair of CAPT Discovery and Delivery Study Team. (LH)
- Served on the Web Advisory Group of CAPT. (SS [co-chair], JY, LH)
- Served as an ex officio member of the Social Events Committee. (ZR)
- Served on Library Assessment Committee and Staff Development and Training Advisory Committee). (LH)
- Served on the Dean of Libraries' Cabinet and the Budget Group. (SS)

- **Progress made on Unit Annual Goals for FY14 (as enumerated in the FY13 Unit Annual Report):**
  - Review, and update as needed, the Library's service policies. (SS) – In progress.
  - Articulate common customer service standards to guide the development of training and the assessment of services. (SS) – Led USAC in the development of the GREAT customer service guidelines (SS). Led Staff Development & Training Committee in planning for customer service training (BW).
  - Develop a “dashboard” of assessment data and tools. (JY) - Done
  - Conduct LibQUAL+® Lite in Spring 2014. (JY) - Done
  - Roll out the Student training program using Compass. (BW) – In progress.
  - Reengage a group focused on technology training issues. (BW) - not done
  - Implement the Fitness Trail now that the Fourth Floor is getting cleaned up. (ZR) – Not done. Keep as a goal as soon as Fourth Floor is ready (ZR)
  - Expand the Library's capacity for, and use of, real-time online instruction and training. Specifically, create pilot e-learning programs using Blackboard Collaborate in collaboration with volunteer library units. (LH) – In progress
  - Establish a LibGuides training, support and development program. Specifically, create a toolkit of training, support, and documentation resources with particular emphasis on integrating Library services (e.g., Ask-a-Librarian) and resources (e.g., Easy Search) into LibGuides. (LH) – Done.
  - Contribute to the orientation and successful initial months of the new Dean of Libraries. (SS, BW, LH, JY) – Done.
  - Ensure continuity of support for information literacy and instruction during the Coordinator's sabbatical (December 16, 2013-August 15, 2014). (SS, BW, JY) –N/A – sabbatical cancelled.
  
- **Unit goals for FY15:**
  - Welcome a User Experience Librarian to the Office (all) and develop a systematic UX program. (SS)
  - Welcome an E-Learning Specialist to the Office (all) and provide enhanced support for online teaching. (LH)
  - Adjust work priorities and foci to align with the evolving administrative structure and the arrival of a full-time AUL for IT. (SS)
  - Support the ongoing re-design of the Library website. (JY, LH, SS)
  - Maintain a robust program of staff development and training activities during Beth Woodard's sabbatical. (ZR with Cindy Ingold).
  - Create a toolkit for training on the GREAT customer service guidelines. (BW with the Staff Development and Training Committee)
  - Conduct the Ithaka S+R graduate student survey. (LH)
  - Review student wage allocations across the Library. (SS)
  - Complete New Service Model implementation for University Archives. (SS)
  - Continue to develop the New Service Model for the Illinois History & Lincoln Collection. (SS)
  - Goals carried over from FY13:
    - Review and update the Library's service policies. (SS)

- Roll out the Student training program using Compass. (BW)
- Reengage a group focused on technology training issues. (BW)
- Implement the Fitness Trail when the Fourth Floor is readied. (ZR)
- Expand use of Blackboard Collaborate. (LH)

For units employing **Graduate Assistants** (GAs), the Unit Narrative should also include the following:

- the number of GAs (FTE and Head Count) employed during FY14:
  - One .25 FTE Graduate Research Assistant for Assessment.
  - One .25 FTE Graduate Assistant for Information Literacy
- the funding source for the unit's GAs: state funds
- the major responsibilities assigned to the GAs in the unit, and an overview of the contributions made (or projects completed) by GAs during the fiscal year.
  - Research and adopt new research methods and software tools for assessment.
  - Disseminate assessment results to the Library and maintain the Assessment @ Illinois website.
  - Conduct surveys, focus groups or usability testing.
  - enhance the Library's virtual instruction infrastructure by developing LibGuides training materials and by providing one-to-one support and training for the Library's implementation of Blackboard Collaborate.
  - Work with the User Education Committee on projects.
  - Develop and maintain the information literacy portal website.
  - Provide planning, implementation, and follow-up assistance with events such as the Library Retreat.
  - Draft and edit information literacy policy, process, and procedure documents.

## **II Statistical Profile**

---

### **1. Facilities**

- User seating counts– Not Applicable
- Number of hours open to the public per week– Not Applicable

### **2. Personnel**

- List, by name, all faculty, Academic Professionals, civil service staff, and Graduate Assistants assigned to the unit in FY14.
  - Susan Searing, 1.0 FTE (faculty)
  - Beth Woodard, 1.0 FTE (faculty)

- Lisa Hinchliffe, 1.0 FTE (faculty)
  - Jen-chien Yu, 1.0 FTE (academic professional)
  - Zoe Revell, .5 FTE (civil service)
  - Wendi Shen, .25 FTE (graduate assistant)
  - Meredith Riddle, .25 FTE (graduate assistant)
- Specify the amount of the unit's FY14 Student Assistant wage budget and Student Assistant FTE. – Not Applicable

### 3. User Services

Most of the following data has been generated by the Office of User Services and is available at G:\StatsForAnnualReport2014.

- Gate Count (as reported during FY13 Sweeps Week). – Not Applicable
- Circulation (from Voyager circulation reports) – Not Applicable
- Reference interactions (from DeskTracker) – Not Applicable
- Presentations (from the Instructional Statistics database)
  - Number of presentations to groups - 5
  - Number of participants in group presentations - 12

### 4. Other statistics (optional)

Units may report any additional data that is collected within the unit and is illustrative of its activities in FY14. Examples might include website analytics, training sessions provided within the Library, LibGuides usage, tallies of materials processed or transferred, and so on.

#### ***Graduate Assistant Training and Orientation***

- Fall 2013 GA training and Orientation = 24 sessions
  - 47 new graduate assistants attended the general orientation with many attending most of the sessions
  - As many as 50 people, including staff and librarians attended sessions on the reference referral database and Finding Articles: Introduction to Easy Search, SFX, the Journal and Article Finder, and PRIMO
- Spring 2014 GA training and Orientation = 8 sessions
  - 4 new graduate assistants and librarians attended the general orientation sessions, with about 4 attending most sessions.

#### ***LibGuides***

- Views of LibGuides Homepage (uiuc.libguides.com)

Time Period	Views
2013-07	1505
2013-08	1649
2013-09	3333
2013-10	4653
2013-11	3055
2013-12	1791
2014-01	2169
2014-02	2615
2014-03	3213
2014-04	3168
2014-05	1737
2014-06	1381
Total	30269

- Total Views (July 1, 2013-June 30, 2014) AcrossGguides = 570,220 views
  - 1508 Guides in the System
  - 972 Guides Have Views
  - 96 Guides have more than 1000 views per guide
  
- Top 10 Guides for Views
  1. Research Articles and Refereed (Peer-Reviewed) Journals - 33974
  2. Communication 101 - 25507
  3. Communication 111/112 - 18973
  4. RefWorks - 16041
  5. Engineering Handbooks - 14819
  6. Reserves - 14672
  7. Career Corner - 12554
  8. ESL Undergraduate Student Guide Old - 12499
  9. Consulting Projects--Research Orientation - 11244
  10. Research Posters - 10388

### III Appendices

---

#### **Appendix 1 – Information Literacy and Instruction Activities - Highlights, FY14**

- Met one-one with each new librarian and AP who has teaching responsibilities. Typically lasting at least one hour, each meeting includes policy orientation as well as procedural and technical training.
- Provided one-one instructional design consults as requested by librarians designing instruction sessions, adopting new pedagogical practices, etc.
- Arranged for subscriptions and common viewings of relevant webinars (e.g., ACRL elearning webinars and the ELI Fall Online Workshop)
- Facilitated a brownbag discussion for librarians who have attended information literacy conferences to share their experience and the impact it had on their professional practice.
- Worked with Library IT to integrate the iWonder chat service into LibGuides.
- Provided information about campus opportunities for professional development to the Library (e.g., EdTech Brown Bag series, the Annual Faculty Retreat).

#### **Appendix 2 – User Education Committee Topics and Projects, FY14**

- Providing input on instructional spaces and equipment.
- Support and development of LibGuides and other instructional materials.
- E-Learning and Blackboard Collaborate.
- ORR/SFX implementations.
- Primo implementation.
- Insights from conference sessions – LOEX, Illinois Information Literacy Summit.

#### **Appendix 3 – Staff Development and Training Events, FY14**

NOTE: Attendance figures are not available for all sessions.

##### **Workshops for supervisors:**

- Performance evaluations (2)
- Crucial conversations, 15 attending
- Cooperative Communication skills, 9 attending
- Writing Job Descriptions, 6 attending
- Time and attendance, policy and rules, 15 attending
- Planning and Implementing successful meetings, 12 attending
- Managing Meetings with Jan Ison
- Time Management Workshop
- Celebrate Your Life – 12 attending
- Collaboration Model – 16 attending

**Face-to-face sessions:**

- Voyager Acquisitions & Voyager Cataloging
- Applying for Sabbatical (Sue Searing)
- Performance Evaluation Training
- Designing for All: Practical Accessibility at the Library (Cindy Ingold)

**Webinars at hosted locations in the library (34 offered, up from 25 the previous year):**

- Digging into Databases
- Dealing with Difficult Patrons
- Academic Branding: Building Your Academic Presence
- Faculty Attitudes on Technology – 2013
- An Introduction to Academic Blogging
- The Review of Literature: Finding Your Way Out of the Literature Fog
- NISO Virtual Conference: Revolution or Evolution: The Organizational Impact of Electronic Content (full day web event)
- What is The Role of the Librarian in an Open Access World?"
- CRL Webinar: Access to Government Information
- Analyzing Age and Race/Ethnicity Demographics
- Online Legal Resources You Didn't Know the Library Had and How to Use Them
- Annual ECAR Student and IT Study
- New Perspectives on Assessment: How Altmetrics Measure Scholarly Impact
- Developing an Academic Support Network: Finding Your Tribe
- Using Rubrics to Assess Student Learning
- Help! I'm an Accidental Government Information Librarian presents ... Geocoding
- NISO Virtual Conference: Web-Scale Discovery Services: Transforming Access to Library Resources (full day web event)
- Strategic Planning: The Balanced Scorecard™ Approach
- Social Science Data Management and Curation
- NISO Webinar: We Know it When We See It: Managing "Works" Metadata
- Geographies of Learning
- Learning Spaces Webinar
- Help! I'm an Accidental Government Information Librarian Keeping up with Congress
- Using Infographics in Library Instruction
- ProQuest Congressional training session
- Insights from Academic Library Directors
- The Publishing Rollercoaster: Writers Sound Off
- Getting the Right Fit: Tailoring Assessment Strategies for Your Library
- NISO Virtual Conference: Dealing with the Data Deluge: Successful Techniques for Scientific Data Management (full day web event)
- NISO/NASIG Joint Webinar: Playing the Numbers: Best Practices in Acquiring, Interpreting, and Applying Usage Statistics
- How to Respond to a Security Incident in Your Library
- Helping First-Year Students Succeed In College: The Critical Role Of The Academic Libraries

**Wellness program components:**

- Demystifying the Smoke Free Campus
- Seated chair massages (paid by individuals) on a monthly basis, 140 participants (up from 89 last year) with sessions being offered twice a month in many months
- A “passport” project that encouraged individuals to visit other libraries, with over 25 people going to ALL locations, and many more participating
  - 3 sponsored walks to Prairie Research Institute led by faculty member
  - 4 sponsored Lunch time Bird Walks led by a library staff member
- Blood drives in September 2013 and April 2014 and July 2014 with 70 participants
- Money Smart Week activities, including
  - Financial Preparedness: Planning for Life Changing Events
  - Healthy Habits that Save
- Stress management, 10 participants
- Pedometer challenge in April 2014, 101 participants with 76 achieving at least 10,000 steps one week
- Safety training, including
  - How to Respond to Security Threats, 27 participants
  - Fire extinguisher training, 36 participants
  - Verbal judo, 41 participants
  - CPR and AED Training, 24 participants in each of 2 sessions
- Home Emergency Preparedness Workshop
- Healthy Grocery Shopping
- Blood Pressure and Glucose Checks, December 2013 & May 2014, 42 participants
- Chair Yoga Breaks began in May 2014, weekly with an average of 11 participants per week
- Emergency building action plans, in conjunction with Facilities and Preservation; general session in January, building plans in the summer for each of 6 buildings, coordinated the videotaping with the Undergraduate Library
- Greatly expanded the *Growing People Blog* contributions under the editorship of Zoe Revell. Content includes interviews with new and experienced staff, announcements of award recipients, tips on computer security, health and wellness, and much more.

**Appendix 4 –Major Statistical Reports and Surveys Completed by Library Assessment**

- Ithaka Faculty Survey [<http://www.library.illinois.edu/assessment/ithakasurvey>]
- LibQUAL+® Lite [<http://www.library.illinois.edu/assessment/libqual>]
- Association of Research Libraries Annual Survey [<https://docs.google.com/spreadsheets/ccc?key=0A11d2UjgQjlydDImXzBhVDhwelBmZEIKVI9tY2t3QIE&usp=sharing>]
- Academic Library Survey (NCES) [<https://docs.google.com/spreadsheets/ccc?key=0A11d2UjgQjlydHZSM3otc191VHE0T0V0Mzh1ZU81LXc&usp=sharing>]