

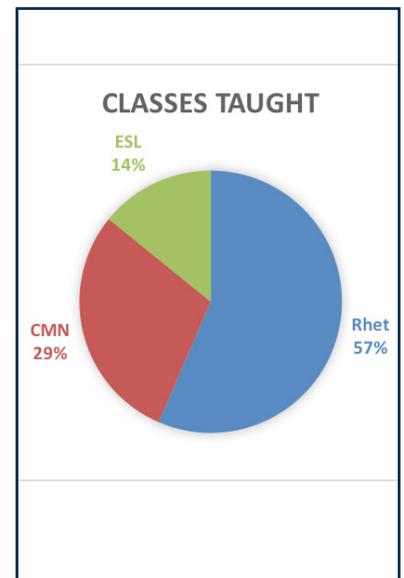
Undergraduate Library FY18 Annual Report



Instruction



In support of Strategic Goal 2, the UGL taught **course-integrated library sessions** to almost 5000 students in Rhetoric, Communication, and ESL classes as part of its core library research methods instruction program targeted at first-year students. In Spring 2018 the UGL was asked to prepare new instructional materials for the first completely asynchronous Rhet 105 classes which were taught in Summer 2018. This involved completely rethinking our instruction for students in an online course that never met together as a class. There were many challenges in doing this and considerable work took place in order to recreate the instruction for such an environment. We have received positive feedback from the Rhetoric department on the results of this work. It is expected that online instruction will continue to grow in the future.



These sessions were supplemented by one-on-one **Research and Writing (RAW) consultations** in collaboration with the Writers Workshop. The RAW program was expanded in FY18 to include cross-training of Library GAs and Writers Workshop staff, and improved signage and consultation space furniture were added through donor funds. The UGL continued to create and update online instructional guides (LibGuides) to support classes, receiving more than 113,000 views of course pages for RHET, CMN, and ESL classes.

They traditionally are some of the most heavily used guides within the Library. **Media production instruction** accomplishments included staff creation of a new semester-long class for the College of Media to support their video production certificate program: MACS 323 – Studies in Film Production. Media Commons staff also led tours and supported media instructional needs for a variety of other departments, as well as classes in the Ethnography of the University Initiative.

Course related orientation focused on new student support includes outreach to Liberal Arts and Sciences transfer programs, General Studies 101, and a new partner, the ACES 101 first-year undergraduate course. Course integrated orientation in 2017-2018 reached nearly 500 students.

Two critical challenges with our growth in classes taught and the expansion of technology instruction are developing sufficient instructional space for in person classes and having enough staff availability to meet instructor demand. GAs are heavily relied on to fulfill most of the library instruction needs, and will be called on to supplement Media Commons instructional output as courses are added in the coming years. The UGL began planning for use of room 289 as a flexible classroom space to meet research and media production instructional needs beginning in Fall 2018.

Technology



In Support of Strategic Goals 2, 3, and 4, The Media Commons continues to enhance collections and facilities for student media production. Our video production studio is in high demand, and in the past year we added numerous performance upgrades, including support for 4K video capture, adding a teleprompter, and beginning support for live-streaming capabilities. The audio booth was booked 375 times, and recording capabilities were improved to allow for better musical instrument recording and an increased number of simultaneous devices to be captured. The popularity of these spaces has led to the creation of self-use audio and video production spaces, slated to launch in Fall 2018, to address quick-use and small-scale student recording needs.

Media production spaces were utilized for a variety of collaborations in the past year, such one with the Student Life and Culture Archive which resulted in the creation of documentation and capture of oral histories, and preparation of mobile kits and training on the audio booth for future oral history capture. At the campus level, Media Commons staff contributed to strategic media infrastructure discussions as part of the Technology Services IT Power Plant Working Group, iSEE Collaboratory Steering Committee, and College of Media Video Production Steering Committee.

Loanable technology continue to be popular with students, faculty, and instructors across campus, with 101 departments and students from 355 individual classes taking advantage of the service. One-week item use continues to rise, and we have begun to both standardize model purchases across technology categories, and diversify technology to include items like gaming consoles. To meet growing demands in complexity and use, student hiring and training was bifurcated in the past year to create loanable technology students with increased training for supporting the service. Plans were also made to create a separate service point for loanable technology to increase service quality and provide opportunities introduce technology consultations into the checkout process. Additionally, the library piloted new software for technology loans in Spring 2018, which allows students to create their own bookings and increases awareness of the service overall. The software was fully implemented in May of 2018.

A major challenge for technology support in the Media Commons is the lack of an ongoing budget to support loanable technology needs, including everything from replacement of damaged equipment to purchasing cables to connect technology within studio spaces. The current budget must be requested on a yearly basis, which makes planning for the longevity of this highly successful program problematic. The UGL is investigating creation of a cost-recovery based high-end technology program to address this funding gap in FY19.

Negotiations with the University of Illinois Office of Technology Management (OTM) throughout 2017 have resulted in a software licensing proposal for making Minrva mobile app customizations available through a software as a service subscription to CARLI I-Share Libraries. During the 2017-2018 year the team engaged in an outreach campaign to I-Share libraries. A major accomplishment of the year was in simplifying the Minrva codebase to support subscription I-Share schools, including support for color themes by school. Two EBSCO innovation grants were awarded to the Minrva team in the Undergraduate Library during the 2017-2018 year for a total of \$30,000 dollars in external funding that supported Minrva development within the FOLIO codebase.



500 Studio Appointments

>60,000 Charges & Renewals

>350 Individual Classes

>100 Departments Served

Outreach and Programming



In support of Strategic Goal 2, partner programs with student and campus groups connected undergraduates to a variety of campus services, ranging from career information to the Illini Gadget Garage and Tech Points. An area of focus in FY18 was continued support of student health information and stress management needs. The UGL hosted flu shots from McKinley, information sessions provided by the Stress Management Peers, tabling for National Mental Health Awareness Week, and semester-ending DeStress Fest events featuring therapy dogs and a variety of campus partners providing stress management tips. Supplementing collaborative events for well-being were recreational initiatives, such as our new “Procraftination” series of maker activities, vintage gaming event, and International Science Fiction Film Festival in collaboration with IAS. Within the library, the staff Outreach Team worked on revised signage and templates incorporating the new campus branding standards, and partnered with students in the School of Art and Design for a painting exhibition in Spring 2018 in the UGL Student Art Gallery.

With roughly 88% of young adults between the ages of 18-29 using social media (Pew Research Center), the UGL recognized the continued importance of growing its social media presence across multiple platforms. The Social Media Team increased followers on Twitter, Instagram, and Facebook through our annual free hot chocolate program, “Hot Cocoa for Likes.” Popular initiatives included the return of the successful “Find Uggles” marketing campaign on Instagram in Spring 2018 to raise awareness of UGL services and highlight campus landmarks, followed by an accompanying walking tour on Explore C-U. Other initiatives of note included the #UGLthrive series on Instragram which highlighted students using unique UGL services, a final year of QB (Question Board) on Facebook followed by a retirement party after 49 years of service, and engaging features on Twitter and our blog, with one Twitter post in particular going viral after a retweet by Smile Politely. The social media team also collaborated with the Student Life and Culture Archives in honor of the Sesquicentennial. This included recreating SL&C holdings such as “Tricycle Trot” footage from 1963 and our recreation of a 1911 photograph of Kappa Alpha Theta sorority members posing next to cats. The social media team also contributed to library-wide outreach campaigns through re-posting information about major events and programs, with other units reposting our events and programming in kind.



In support of our expanding board game collection, we piloted hosting board game events and ongoing role-playing events to engage students with library collections. UGL staff and GAs formed a Pathfinder group with students, and expanded the service to support after-school programs at the Uni High Library.

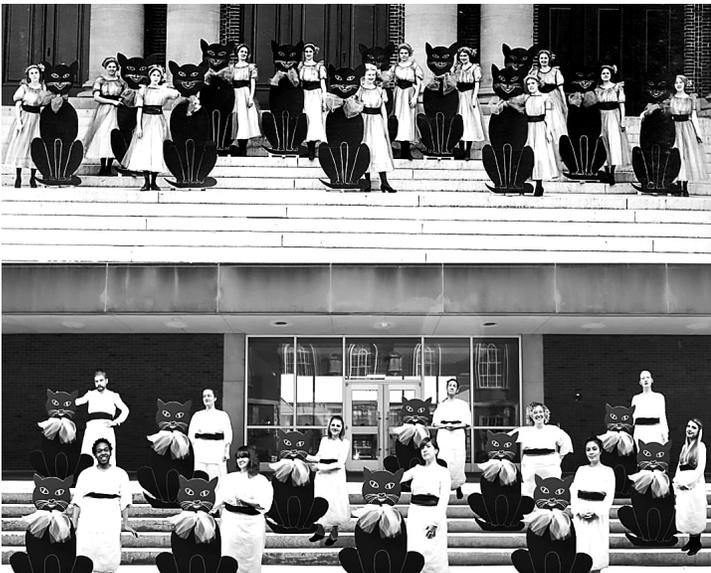
Student Engagement and Donor Impact



Outdoor cafe tables and emerging technology such as the GoPro Fusion 360 camera highlight the impact donor contributions made on improving the student experience.



Events such as the first Tabletop Gaming Day and finals week's De-Stress Fest bookended the school year with engaging programming to address student health and wellness and recreational needs.



Social Media campaigns connected undergrads to campus past and present. Pictured are photo re-creations made with the Student Life and Culture Archive, and a hidden cat contest which encouraged students to explore outdoor campus spaces.



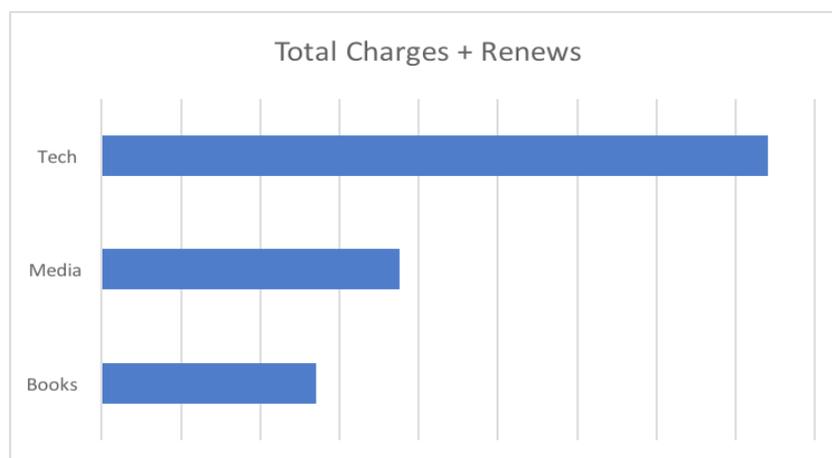
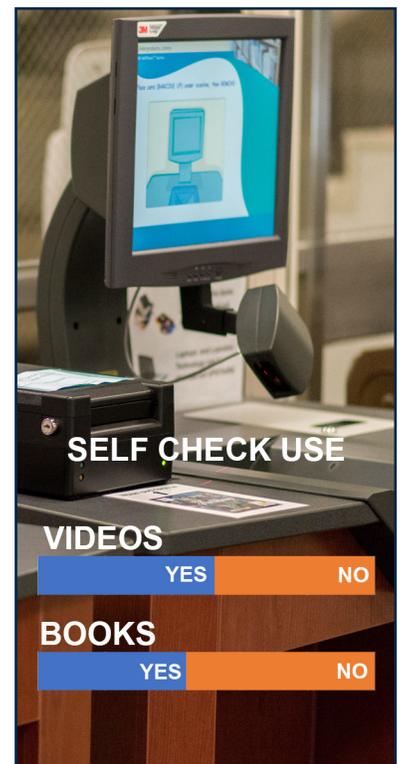
Collections



In support of Strategic Goal 4, the focus of the UGL collection on popular culture was significantly accelerated in the past year. In consultation with a variety of subject specialists, including those from the Literatures and Languages, Communications, Art and Architecture, and Music and Performing Arts, the collection development policy was scoped to emphasize unique materials and eliminate purchasing in many areas of materials already covered through other libraries' print or ebook holdings. Moving forward, our collection will continue building on our strengths in media (e.g. DVDs, streaming media, and video games), and develop more depth in the print materials such as genre fiction and graphic novels. Weeding on duplicate materials began in the Summer of 2018, with a target of approximately 12,000 volumes.

The past year saw the expansion of our board game collection, with two notable accomplishments being the new student programming mentioned above, and participation in an IPRH research cluster focused on gaming. The IPRH collaboration included hosting class tours and support of research and design work for a class in Education, leading panel discussions at the IPRH spring symposium, and continuing to build the collection through selecting materials relevant to campus teaching and research needs.

One of the primary challenges for the UGL collections moving forward are transferring the large amount of print materials no longer within our scope to other unit libraries. The stacks and Oak Steet storage facility are primary target destinations; however, both of these units have extreme space constraints at the moment.



Staffing



Staff Development

In support of Strategic Goals 3 and 4, staff training and reconfiguring service points were a significant focus in the past year. A major change in the unit in FY18 was the retirement of Lori Mestre as Head of the Undergraduate Library. With a new head taking over in January 2018, plans were made to shift faculty responsibilities and orient hiring of backfill towards areas of emergent strategic need, focusing on increasing instructional capacity and technology expertise. Pursuit of unit and Library strategic goals resulted in creating staff teams around Outreach (Goal 2C) and Statistics/Assessment (supporting the *Evidence-Based* strategic principle). Both teams contributed heavily towards the process of assessing and marketing library services to understand student needs and connect undergraduates to relevant library services. For all staff, a heavy focus was placed on staff training to support new services and technology, including the addition of a number of Springshare modules for room booking, loanable technology, and RAW consultations. The staff is interested and eager to learn about new ways to assist and connect with undergraduate students, but as with FY17 the continued restriction of access to upgrades, audits, and raises has an ongoing effect on morale.



GA Mentorship

UGL librarians and staff mentored 3.75 FTE in State funding of graduate assistants from the iSchool during FY18. GAs had responsibilities across all major public service areas detailed under this year's accomplishments, including teaching instruction sessions, providing in person and online reference services through both the Research and Writing (RAW) consultation service and the main library Hub reference service, and supervising the library on weekends and some late evenings. Project accomplishments for the year included building and diversifying the UGL collections; leading Social Media and other marketing efforts; developing student engagement programs and events; creating and updating documentation for and enhancing the web presence of the Media Commons; assisting with training of undergraduate student assistants; developing and updating instructional content such as LibGuides; and contributing to undergraduate orientation activities. The non-course LibGuides pages were used more than 171,000 times during the 2017-18 academic year.

Progress on FY18 Goals



Service Goals

Extensive analysis of data on student library use led to a proposal to restructure hours for FY19 to emphasize enhanced services during late night hours through eliminating deep night shifts. The experiment of separately trained student assistants for traditional circulation and loanable technology was mostly successful. Some tweaks were made to scheduling and assignment of duties, and the training system will be carried over into new service desk layout implemented in Summer 2018. Internal organization and assessment of Media Commons services was pursued through the addition of Springshare software to schedule and track consultations and studio usage. Finally, the Course reserve processing the unit took on was adapted into ongoing staff workflows and proceeded smoothly.

Collection Goals

The goals for collaborating on the scope of shared collections with the Literatures and Languages library were met, and extended to other libraries in the humanities and social sciences as part of the UGL plan to refine and focus its collection on unique items.

Instruction Goals

The Research and Writing consultation service was solidified as the primary in-person service offered in the UGL. FY18 will provide baseline statistics for the new model which we can use to compare the success of the program moving forward. Discussions in the Summer led to a plan with the Research and Information Services unit to cross-train new GAs for FY19 on instruction, and provide some shared instruction training for GAs focused on issues that are relevant to both units.

Unmet or Changed Goals

The Media Commons began scoping potential open workshops to offer, but also pivoted strategically towards investigating course-integrated instruction as a preferred method for providing media production instructional services. A system for developing tutorial videos was discussed, and will be folded into FY19 plans for a shared project gallery between the Media Commons, Idea Lab, and Scholarly Commons. The library initiated discussions with tutoring centers on campus for potential partnerships in Spring 2018, and continues to look for partners to offer services in the UGL space.

FY19 Goals



Plan for upcoming move to the main library, with a focus in the coming year on assessing student needs for undergraduate-focused library spaces. (Strategic Goal 3)

Expand technology collaborations with other Library Commons and campus units, particularly in support of University efforts to support the new Seibel Center for Design, and teaching and research needs related to virtual reality and emerging technology development. (Strategic Goals 3, and 4)

Develop more course-integrated media production instruction through the new media instruction AP currently being hired into the Media Commons, including both course involvement and collaboration with individual students and student groups. (Strategic Goal 2)

Finish Phase II of media production space development, which includes completing the audio and video self-use studios, constructing and testing virtual and augmented reality design and exploration spaces, and planning additional student creation spaces for engaging with emerging technology. (Strategic Goals 3 and 4)

Pilot new teaching templates for use in the flexible classroom space in UGL 289, with course development for both library instruction and media production classes. (Strategic Goals 2 and 3)

Expand programming efforts through increasing campus partnerships, reaching out to tutoring services, student living/learning communities, programs in LAS and affiliated units, and co-curricular units including McKinley and the Counseling Center. (Strategic Goal 2)

Implement pilot of high-end technology program to increase the variety and complexity of student project support, and provide a long term cost recovery solution for media creation services. (Strategic Goals 3 and 4)

II. Statistical Profile

1. Facilities

User Seating	TOTAL: 1432 available seats
a. At 214 tables <ul style="list-style-type: none"> • rectangular • round café • square 	824 seats (1-9 at a table)
b. At carrels	105
c. Informal (big chairs/couches) <ul style="list-style-type: none"> • casual big seats (165) • swivel seats (12) • 6 couches (27 seats) • 8 tablet arm chairs • 4 rocking chairs • 2 benches (4 seats) 	220
d. 85 public computers e. classroom computers	85 67 (includes 26 in 289 and 41 in 291)
f. At 4 peninsula tables	24
g. At 4 media viewing stations	4
h. At 6 collaboration tables in open areas	22
i. At 7 collaboration tables in 7 group rooms	43
j. At 6 standard tables in 6 group rooms	38
k. Extra chairs (stacked in storage)	103(not included in total number above)

Number of Hours Open to the public per week:

Semester	Hours
Interims	42.5
Fall 2018	144

Spring 2019	144
Summer I and 2 2019	46.5

2. Personnel

Direct Services	Undergraduate Library FTE
Professional Staff, FTE 3 Associate professors, 3 Academic Professionals	6.0
Staff, FTE 1 library assistant, 5 library specialists; 4 senior library specialists, 2 library operations associates	11.75
Graduate Assistants, FTE	3.75
Students, FTE	5.9
Personnel	
Susan Avery (Faculty)	1.0
Jim Hahn (Faculty)	1.0
David Ward (Faculty)	1.0
Kirsten Feist (Academic Professional)	1.0
Eric Kurt (Academic Professional)	1.0
Jake Metz (Academic Professional)	1.0
Paula Adams (Senior Library Specialist)	1.0
Bernita Brownlee (Senior Library Specialist)	1.0
Lonnie Clark (Library Specialist)	1.0
Michael Cleveland (Library Specialist)	1.0

Donna Davis-Pearson (Library Assistant)	1.0
Gregg Homerding (Library Operations Associate)	1.0
Jessica LeCrone (Library Operations Associate)	1.0
Mitch Loyd (Library Specialist)	1.0
Stefanie Postula (Senior Library Specialist)	1.0
Mark Rogers (Library Specialist)	1.0
Janelle Sander (Senior Library Specialist)	.75 10 month
Pam Ward (Library Specialist)	1.0

Student Wage Budget

- \$ 132,229 coverage for regular shifts (equals FTE 5.9), including finals late night coverage (a decrease from last year)

3. User Services

a. **Gate Count FY 2018 Gate Count Annual Extrapolation = 1,005,928**

b. **Circulation Statistics (without reserves)**

	Charges	Renewals	Discharges
July	2871	1891	2967
August	3774	2217	3261
September	7821	3380	7049
October	8712	3661	8465
November	7153	3449	7155
December	6023	3658	6843
January	5054	3044	4663
February	7144	3593	6788
March	7042	3763	6897
April	8933	3856	9179
May	4870	3137	6495
June	2939	2388	2850
Total	72336	38037	72612

c. **Call Slip Statistics:** Filled 9224 requests

d. **Loanable Technology**

	1 week circs	2 hour circs	total
Fall 2017	4486	12315	16801
Spring 2018	4534	12231	16765
Total for two semesters	9020	24546	33566
	Unique Classes	Academic Departments	Percent of Departments
FY18 Class Support	355	101	56

e. **Reference Statistics/UGL**

In addition to the statistics for reference at the Undergraduate Library, we also provide HUB reference assistance at the Main Library Information Desk.

	In Person		Phone	
	Directional	Reference	Directional	Reference
FY 2018	1562	2178	55	275

For the past year, the READ scale (1240 questions did not record READ level) for the UGL questions were as follows:

1=1976 (39%) 2=1533 (30%) 3=292 (6%) 4=51 (1%)

f. **Instruction Statistics/UGL Total classes 325 and participants 5106**

<i>Semester</i>	<i>Classes</i>	<i>Students</i>
Fall 2017	181	2642
Spring 2018	144	2464

Libguide Use: undergrad@library.illinois.edu account

<i>Semester</i>	<i>FY'18</i>
Usage	294,475
Total guides	179

g. **Orientation Statistics:**

<i>Semester</i>	<i>Classes</i>	<i>Number of sessions/students</i>
Fall 2017	ACES101 course-integrated orientation	3 sessions/150 students each
Fall 2017	GS101 course-integrated orientation	1 session/40 students

Outreach Services at other locations:

1. August 2017: Quad Day 2017
2. Summer 2018: Campus Wide New Student Orientation and Registration

h. Mobile Application Statistics:

“Minrva” mobile discovery of library resources	Total user installs FY2018
Android	293
iOS	463

i. Media Commons Statistics

	Tours	Video studio	Audio Studio	Presentations	Live events	Consultations	Photo Shoots
FY '18	10 (126 people)	145 (280 people)	371 (557 people)	40 (704 people)	6 (300 people)	71 (221 people)	5 (14 people)

Additional tours to groups (note: presentations were included above in d.)

- tours to two school groups during the past year; one elementary group and one high school group

j. **Collection Management Statistics for the Undergraduate Library from Voyager**

Voyager Location	Total New Titles	Total Items
Undgrad	4185	5637
Undgrad Loanable Tech (3D material)	165	165
Monograph		3019
Serial		179
Computer File (games)		73
Audio books (nonmusical sound)		125
Undgrad Video		2037

k. **Cataloging Projects:**

- Cataloging 674 Graphic Novel digicovers
- Labels 69
- Oak St. Transfers 211
- Stacks Transfers 46
- Withdrawals 200
- Binding Sent 171
- Preservation Repair 296