

2016

University Libraries Annual Report 2015-2016

Old Dominion University Libraries

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University Libraries

Annual Report

2015-2016

Introduction

FY2016 marked completion of the first full year of the University Libraries 2014-2019 Strategic Plan. The Plan serves as a map, guiding the Libraries from current operations towards what they want and need to be and do. During the year, the Libraries made advances in all seven goal areas developed during its future planning process and codified in the new Strategic Plan. The Libraries also continued to fulfill their traditional service responsibilities. Collections supporting research and teaching continued to grow. Students continued coming to Perry Library, Diehn Composers Room and Music Library, and Hofheimer Art Library, to use the facilities and services of the Learning Commons, study, use the physical collections, collaborate with class groups, and for many other reasons. The University community continued to use the Learning Commons conference rooms and other facilities for meetings, presentations, and workshops. The Libraries continued to teach information literacy and research resources, to assist individuals, both in person and online, and to share resources with other libraries. Libraries' employees provided service to the University through membership on Faculty Senate and numerous campus-wide committees, task forces and working groups.

Effective organizational environment

This year, the Libraries focused particular emphasis on Goal 1 of its Strategic Plan, "promote an effective organizational environment." Achieving this goal, maximizing organizational effectiveness and agility, is foundational for the Libraries to address new expectations and changing needs within the University community. At the core of this effort is developing a revised organization structure that aligns with both essential current operations and services, and those the Libraries plan to pursue in the future.

The Libraries Management Team met on a weekly basis throughout FY2016 to carry out a rigorous re-examination of the Libraries reason for existing at the University, its essential current activities, and future activities that will be integral to further development and success. The fundamental challenge for the Team was thinking about the purposes and activities of the Libraries without reference to the current organizational structure. That structure has remained very traditional even though the work of the Libraries has changed dramatically with the transition from print-based to digital publishing, and emerging trends in services supporting student and faculty success. Management Team worked systematically and methodically through discussions beginning with the Libraries' foundations and progressing from there through its essential programs and, finally, the components of those programs. Early in the process, the Team identified the need for all foundations, programs, and components to be clearly defined. The process of hammering out those definitions was lengthy but provided an avenue for members of the group to identify and resolve differences in perspective.

Management Team recognized that in order for this process to succeed, all staff needed opportunities to review progress and provide input. Feedback was gathered at a staff retreat in July 2015 and a forum series' held in December 2015 and June 2016. Many comments and concerns voiced by the staff were insightful and Management Team incorporated them into revisions.

Development of the Libraries organizational foundations, programs and components was completed in June 2016. Management Team then developed a matrix designed to identify relationships between components, and held retreats at which it drafted several alternative organizational charts seeking an optimal arrangement of human resources to achieve future success. When completed and implemented, the Libraries will re-emerge as a more efficient, responsive and agile organization, better able to support University research, instruction, service, and community engagement.

Aligning operations and services with Libraries 2014-2019 strategic goals is largely dependent on foundational reorganization work described above that is ongoing. A task force was assembled to review the operations of the Perry Library Circulation Desk and the Learning Commons Help Desk to see if merging the service points would be an effective action for the Libraries and its users. After extensive review, discussion, and analysis, the Libraries approved moving forward with consolidation. This consolidation plan was then integrated into a wider Libraries Building Program document written in May 2016.

The University Libraries undertook and successfully completed a major assessment undertaking this year, the LibQUAL+ survey. LibQUAL+ is a licensed, proprietary suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library. The 22 core survey items measure user perceptions of service quality in three dimensions: Affect of Service, Information Control, and Library as Place. For each item, users indicate their minimum service level, desired service level, and perceived service performance.

In the spring and summer of 2015, A Libraries Task Force focused on planning for administering LibQUAL+ to the University community during the fall 2015 semester. The Task Force then worked with the Office of Institutional Effectiveness and Assessment to identify the populations to sample and to design marketing strategies for the survey. The sample was comprised of 6,895 individuals. Randomly awarded prizes were offered as incentives. The survey was launched in September and data were collected for the recommended three weeks. 827 valid, completed surveys were received. This is the largest data set the Libraries have ever had to evaluate service performance and understand its users. The analysis and reporting phase of the project was completed in February 2016.

Results of the LibQUAL+ survey indicated a number of areas in which the Libraries are performing well, and suggest a several areas where the Libraries should focus attention on improvement. The Libraries scored highest in areas of Affect of Service, which included items such as readiness to respond to questions, giving users individual attention, and dependability in handling service problems. Responses from both undergraduates and graduate students indicate a need for better quiet/silent study zones within Perry Library. Results also point to the need for the Libraries to improve its Web presence. Mostly importantly, LibQUAL+ provides the Libraries with a baseline benchmark that will be used as a point of comparison in the future.

The Diehn Composers Room (DCR) and Music Library was an area of concentrated organizational review in FY2016. The DCR holds special collections materials administered under the Libraries' Special Collections and University Archives Department, while the Music Library operates as part of the Access Services Department and houses circulating music scores, media, and audio equipment. The two operations are currently co-located in the Diehn Center for the Performing Arts. The somewhat confusing oversight structure, combined with the inherent variability and complexity of music materials, has resulted in challenges in operations and services for many years. This year, the Libraries committed to addressing these issues head-on through the creation of a task force that includes members from all

areas of the Libraries that play a part in DCR and Music Library operations and services. Thus far, the Task Force has made progress designing a new digital-only workflow for local music performance recordings; revised the definition of the scope of the music collection and how it supports teaching, research, and production of creative works; clarified the relationship between Special Collections and Music Library materials; and recommended revised binding practices.

Another important organizational step taken in FY2016 was the establishment of the Learning Commons Planning Group in spring 2016. This Group brought together a wide group of stakeholders and partners to help the Learning Commons program evolve in ways that contribute to student success and foster a sense of community at the University. The Learning Commons at Perry Library was launched in 2012 and has been a tremendous success for the University. The challenge for the Libraries now is to build on that success by developing new services, resources, technology, and expertise focused on the needs and wants of the entire University community.

The Libraries are committed to becoming a transparent organization, where decision-making processes are open and accessible to Libraries employees and the University community. Progress was made this year through efforts aimed at expanding communication between and among Libraries employees at all levels. Numerous staff forums and retreats provided opportunities for open discussion of the Strategic Plan, contributions to reorganization efforts, and input on tasks and initiatives to be undertaken during the year. Each member of the Libraries Management Team also developed and implemented efforts to encourage more open communication among staff in their areas of responsibility. The University Librarian began holding open office hours when any employee of the Libraries can speak with him confidentially. Many employees from all sections and levels of the organization have taken the initiative to drop in, which has contributed to communication between Libraries administration and staff.

A more knowledgeable and highly trained staff is one better equipped to contribute to the success of faculty, students, and the University as a whole. Expanded professional development support also contributes to accomplishment of University Strategic Plan Goal 3, enriching the quality of University life, and better enables staff to meet ODU's Service Standards, a current institutional priority. This year, the Libraries gathered input from employees and incorporated it into a new travel policy that better supports professional development and staff training needs. In addition, the Libraries are streamlining the request evaluation and budgeting process by setting pre-approved funding support levels for a short list of the major national conferences in librarianship. The Libraries also launched a new program under which, with supervisor approval, employees may devote up to three hours per week to self-directed training. Training can come from a variety of sources including online learning objects, webinars, and published materials. The Libraries are excited about this program, which is cost-effective, flexible, and responsive to immediate training needs employees and supervisors recognize.

Scholarly resources

Collections and the systems that help users discover them, along with the expertise of its people, are a core strength of ODU Libraries. Goal 2 of the Libraries Strategic Plan commits the Libraries to courses of action that "ensure access to the full scholarly record for the university community."

In 2015, rapid advances in "next generation" integrated library systems led the Libraries to conduct a seven-month evaluation of vendors and products. Based on the findings, the Libraries decided to replace its current system (Innovative Interfaces Incorporated's Sierra) and discovery tool with Ex Libris' state-of-the-art systems, Alma and Primo. Seamless integration between Alma, the system Libraries staff will to process resources, and Primo, the search and discovery product for users, will significantly improve the ability of the Libraries to provide easy and accurate linking to full-text online content, and discovery of the Libraries' print and electronic resources. Primo's ease of use and reliability in linking will

significantly improve the search and discovery experience and success of students, faculty, and staff, allowing users more time to think about their work and less time searching for information and resources. The Libraries convened a task force to work on a highly accelerated timeline ending with the successful implementation of Alma on July 1 and Primo on July 6, 2016. Implementation of Alma and Primo provides the Libraries with significant opportunities to examine workflows, particularly those related to managing electronic resources. Preliminary estimates developed by the Libraries suggest more efficient Alma-based workflows should save the Libraries \$40,000 per year in staff time devoted to electronic resource management, \$4,000 per year in systems support, and an additional \$6,000 per year in labor from other units. Alma and Primo will provide the basis the Libraries need to operate more efficiently, and provide better support for instructional and research initiatives at the University for years to come.

The Libraries successfully addressed a 7.5% materials budget shortfall this year. Bibliographers within the Libraries worked together and with faculty in all the Colleges on a comprehensive review of serials, standing orders, research databases and other materials. With careful consideration given to research and teaching needs, and give-and-take among all stakeholders, the Libraries were able to identify cancellations meeting the amount required to balance the budget.

The Libraries have a rapidly developing, multifaceted Scholarly Communications program. Central to the program is the ODU Digital Commons online institutional repository, which debuted in FY2016. It serves as an important open-access platform for disseminating and increasing the visibility and impact of knowledge created at the University. As such, this program provides support for University Strategic Plan Goal 1, to build a national and international reputation in areas of academic and research strength. Led by the Digital Initiatives Librarian, the Digital Commons currently houses approximately 800 ODU faculty publications, approximately 500 student works, including 89 electronic theses and dissertations, and approximately 125 ODU institutional publications. It is also serving as the platform for two scholarly, peer-reviewed journals: *Academic Perspectives in Higher Education*, and the *Virginia Journal of Science* (the official publication of the Virginia Academy of Science). As part of a worldwide open-access movement, ODU Libraries contribute to an ongoing effort to shift scholarly communication and academic publishing from a proprietary to a free access model.

In other areas of its Scholarly Communications program, The Libraries held four programs during Open Access Week, including an introduction to open access, two programs on open educational resources and one dedicated to BioMed Central, an open access publisher of scientific research. Librarians attended the ACRL workshop on Scholarly Communications and learned about legal aspects and other issues in scholarly communications including Open Educational Resources (OERs), open access, faculty engagement, and more. The Libraries are exploring OERs with a small campus group and participating in the Virginia Scholarly Communications Interest Group's membership in the Open Textbook Network.

The Libraries continued their push to cultivate strong focused collections this year by developing or revising collection development policies, processing new arts related archival materials and acquiring focused monograph collections such as the Phillip Davey Maritime Law Collection. The Libraries' also expanded the Tidewater History Monograph Collection, including the acquisition and cataloging of rare books and other publications about the Tidewater area. As part of the Libraries' effort to develop local collections, the Arts Community in Hampton Roads was identified as a major area of collecting focus, and new materials were acquired from the Virginia Stage Company, the Cultural Alliance of Greater Hampton Roads, the Virginia Opera, and the Virginia Symphony.

The Libraries continued to enrich their special collections and university archives by processing collections, creating online search tools, and providing reference services to researchers. Among this

year's achievements were: completing the Waldo Family Lecture Series Collection, which pulls together various materials from each of the lectures in the Waldo Family Lecture Series on International Relations; digitizing "Our Own," a collection of newspapers from 1977-1998 published by the Unitarian-Universalist Gay Caucus of Norfolk; continuing to digitize the ODU Photo Collection; organizing a pilot project to digitize historical news footage produced by WTAR-TV; and arranging for the ODU *Mace and Crown* and *High Hat* publications to be microfilmed by the Library of Virginia.

Supporting student success

Libraries Strategic Plan Goal 3, "Contribute to student success," aligns with Goal 3 of the University Strategic Plan, "support student success from the first point of contact through graduation and beyond." Integral to accomplishing these goals are the Libraries' instruction programs, which include information literacy classes and services offered in collaboration with campus partners in the General Education program; English composition classes that are also part of the General Education programs, and the discipline-based sessions, which are targeted towards upper-level undergraduate and graduate students. This year, Information literacy modules were updated with Articulate Storyboard software and integrated into Blackboard. Since January 1,056 users have been enrolled in the modules. Students engaged in the modules rather than face-to-face instruction, including 575 from IT150 and 210 from LIBS 110. Evaluation data is being gathered from students in information literacy classes and is being used to improve the modules during summer 2016. Library instruction classes totaled 257, with participation of 4652 undergraduates and 477 graduate students.

Faculty collaboration activities included workshops on the Association of College and Research Libraries' new Framework for Information Literacy. As part of these workshops, learning outcomes and class assignments were developed. Librarians also worked with the information literacy faculty (IT150, CS120, STEM 251) in summer 2015, and provided assistance in curriculum mapping to the new modules and development of student assignments. Finally, Librarians also worked with faculty members in English composition to develop a rhetorical analysis assignment for English 211.

Faculty evaluated 62% of all instruction sessions this year. Ninety-five percent of these faculty strongly agreed that the library instruction content was relevant to their teaching needs and 89% strongly agreed that the library instruction furthered their courses learning outcomes. As part of the development of an organized plan to create and update teaching tools, including instructional videos and faculty-ready information literacy assignments, the Libraries conducted faculty surveys and student focus groups. The information gathered will be used continue improving and creating teaching tools.

The Learning Commons @ Perry Library is a hub for student support and engagement; a strong partnership between the Libraries and Information Technology Services, among others; and a venue for showcasing student knowledge production and creative output. This year, it served as the site for the Undergraduate Research Symposium on February 13, 2016. An initiative of the Office of Academic Affairs and the Honors College, Learning Commons staff worked with the Director of Undergraduate Research and the Dean of the Honors College to set up the spaces, coordinate delivery of materials, create print and digital signage, and provide support throughout the event. This year's event had over 115 attendees, 42 student presentations, 21 research posters, and 22 art exhibits. Student creative work was showcased at the fourth annual Poetry Slam held in the Learning Commons @ Perry Library on Thursday, April 14. Timed to coincide with National Library Week and National Poetry Month, 14 student participants presented their original poetry to a live audience and panel of judges.

Academic support provided by our partners continues to be heavily used by students. The Math and Science Resource Center had 1262 students make 4222 visits for tutoring in math courses and

Psychology 317. The Peer Educator Program supported over 70 different courses and had 708 students make 1850 visits for their services. The Writing Center had 1350 students make 2823 appointments.

The Learning Commons partnered with the Student Government Association (SGA) on a pilot program to serve as a distribution point for free scantrons and blue books needed by students taking exams. Distributing materials from the Learning Commons, which is open twenty-four hours per day, seven days per week immediately before and during final exams, improves student access to these free testing materials.

The Learning Commons collaborated with University tutoring partners and SGA to revamp spring semester Exam Jam to focus more support on academic needs. Rather than a single evening event, tutoring support was spread out over two weeks. The Peer Educator Program targeted 15 courses and had 248 students attend. The Math and Science Resource Center offered support for seven courses. The Writing Center has indicated an interest in being more involved next year.

In partnership with Information Technology Services (ITS), the Libraries are piloting upgraded wireless access points in a section of the Learning Commons. This pilot will be used to identify options for improving data gathering and offering services. This functionality is being integrated into the new dining building and will be built into the new Webb Center, but the Libraries are the first and only academic building that will have this functionality, and be in a position to begin using it to improve services.

A new partnership has developed with Housing and Residence Life. Coordinated with Dan Zimmerman, Assistant Director for Academic Initiatives, the Libraries did two presentations in the residence halls in February and March - "Library Research and Information Literacy" and "Learning Commons Services and Resources". The goals are to make freshman students aware of what services and resources are available to them immediately and to teach them basic research skills that they can use in lower-level courses.

In the area of student technology support, Libraries' staff worked with ITS and the University Card Center to simplify and improve student printing and expand the equipment lending inventory. Student network printing costs are now automatically debited from their Monarch Plus account. Students already use Monarch Plus to make purchases on-campus and at many local businesses. ITS also upgraded to a new version of the Pharos print manager, and is in the process of increasing the number of print stations in the Learning Commons from three to six. Equipment lending at the Learning Commons was expanded, based on requests from students, to include more headphones, MacBook chargers, and the response has been extremely positive. The headphones support multimedia learning opportunities.

In July 2015, document delivery service (electronic delivery of articles and book chapters held in the University Libraries tangible collections) was expanded to include local undergraduate students. The Document Delivery program was launched in the early 1990s to meet the needs of distance learners, but has since broadened its base of eligible users. Expanding document delivery to include local undergraduates promotes access to materials found in the discovery phase of their research, and allows staff workflows to be simplified and made more efficient.

The Libraries' social media program expanded to include Facebook posts and Tweets from more areas of the Libraries including Special Collections and University Archives, and the art and music libraries. Social media posts included informational, educational, and promotional. The top ten Facebook posts had a total reach of 15,459 and an engagement (action taken on a post) of 3,816. These posts included a Special Collections post about the Norfolk Division of William and Mary becoming independent, and pictures taken at the annual Poetry Slam and Undergraduate Research Symposium. There are now 1,260

likes to the Libraries' Facebook page. The Libraries' Twitter page has 307 followers. This year, the Libraries' tweets earned 37.5 thousand impressions (number of times users saw a tweet) and the four most popular tweets had 612 engagements.

Research support

Strategic Plan Goal 4, "provide services to support the full cycle of research and scholarly exchange," demonstrates the Libraries' commitment to enhancing support for faculty and student research. In FY2016, efforts focused on moving from a traditional model of librarian reference service toward a liaison model. The liaison model takes library programs out of the traditional library setting, embedding them at a point of need, to have a direct impact on the research and the teaching of the University. This transition is a critical organizational shift that will expand opportunities for librarians to collaborate with faculty on information literacy instruction, part of the general education core, and support student and faculty learning and research. A task force appointed in spring 2016 is developing such an approach that can meet the University's emerging needs while taking into account the Libraries' resource limitations. While that work progresses, Librarians continue to offer high-level, personalized assistance to University researchers. They regularly meet with faculty to assist with research projects, gather data for tenure and promotion portfolios, serve on College search committees, contribute to course design based on OERs, support the University's Quality Enhancement Program and collaborate with information literacy faculty on new teaching approaches.

Most notably, a task force within the Libraries is laying out a path for the transition from a traditional model of academic library reference service to a liaison model that places Libraries programs at a point of need, to have a direct impact on the research and the teaching of the University. The Libraries new initiative in research data support took an important step forward with the redefinition of a librarian position in Reference and Research Services specifically to support this role. This librarian now has the title of Librarian for the Sciences and Research Data Support. The Libraries also co-hosted a statewide data management bootcamp in March, which provided training for faculty and library staff in data management. Fifteen faculty, staff, and graduate students attended the sessions from ODU.

Libraries spaces

In addition to its collections, services, and expertise, the Libraries foster community at the University by providing vibrant, dynamic places for students, faculty, and staff to congregate and interact. This is the focus of Libraries' Strategic Plan Goal 5. As the Libraries shift focus from primarily collecting print resources to providing access to online information, exciting design opportunities emerge offering users with flexible combinations of modern, technology-enabled, individual and group study space, easy access to research-related services and staff expertise, and convenient amenities. Modern academic libraries are busy, vibrant hubs of university life.

In FY2016, working with the University Space Officer, the Libraries did a complete audit and analysis of current space allocations in the current Libraries. A series of forums with staff and faculty were then conducted to show the results of the study and to receive feedback. At approximately the same time, the Libraries were conducting a highly regarded customer survey, LibQUAL+, which solicited University-wide feedback from students, faculty, and staff. Based on the feedback, along with extensive research of other academic libraries' building plans, the Libraries determined the needs for space for the learners who use the library. These needs are expanded space for the Learning Commons, additional group study spaces, additional quiet study spaces, spaces specifically allocated for faculty and graduate student needs, improved instruction and training space, more efficient employee workspace, space for experimentation with new technologies, expanded space for Special Collections and Archives, and more space for the Music Library, Diehn Composers Room and the Hofheimer Art Library. Analysis of current

space usage and benchmarks for space requirements by function then allowed the Libraries to produce and submit to the University administration a formal Building Program document. The Building Program is expected to provide the basis for an expanded Libraries Space Master Plan. The immediate plan is to re-purpose current space to optimize use, while developing a long-range plan to increase the Libraries' overall space.

The Libraries arranged for Captain Shelton, of ODU Police, to present a session on Active Shooter Training. As a follow-up to the session, the Administrative Services Librarian worked with Captain Shelton on a walk-through of all Libraries' spaces to look at concerns and identify options. A number of additional security cameras are scheduled to be installed early in FY2017.

Access to inviting and functional virtual spaces are important to the University community. The Libraries' advancement in this area has been slower than in the area of physical spaces. However, results of the LibQUAL+ study conducted this year provided information the Libraries will rely on to improve the design, usability and functionality of its online presence.

Developing community relationships

Community engagement is a strategic goal of the University and supported through goal 6 of the Libraries Strategic Plan, which directs the Libraries to "build mutually beneficial relationships with the University and the community." The Libraries initiated a comprehensive communication program to engage the University and the local community by refocusing social media efforts to include posts from our Digital Collections that would appeal to alumni and community members, and special presentations supported by the Friends of the Libraries. The Libraries created four exhibits promoting the 85th Anniversary Campaign, hosted traveling exhibits devoted to World War I Posters, the Jewish Hospital in Berlin, and the Birth of an Answer Film Project.

The Libraries also participated significantly in the University's 85th Anniversary Committee, to include contributing most of the digital photographs and other content used in the campaign. The Libraries' raised \$6,709 as part of the campaign. The funds will be split evenly among three giving priorities, the Learning Commons, Special Collections, and University Archives.

In November 2015, the Libraries sponsored the annual Student Concert at the Ludwig Diehn Composers Room. Students from ODU's Music Department performed works by Richmond, Virginia, composer Allan Blank. The concert, organized by Mike Hall, featured works from the Allan Blank Papers Collection in memory and tribute to the composer, who died in November 2013.

This year, the University Libraries and Friends of the Libraries collaborated with the Alumni Relations Office to survey all ODU alumni about their awareness of and desired future interactions with the Libraries. Encouraged by the over 1,000 responses received, the Libraries' organized an Open House event, at which local alumni were invited to tour the Libraries, interact with the Libraries' staff and Friends members, and learn about services and resources the available to them. The event was a success, with over 40 alumni attending.

The Libraries' Special Collections and University Archives Department is a focal point for developing important relationships within the University and with the wider regional community. Building on the recently created University Archivist position, the Department acquired numerous new collections including additions to the Presidents' Papers, the Athletics Department Collections, and the Women's Caucus Collections. The Department fostered relationships with regional groups by acquiring, processing, and promoting collections documenting the cultural life and history of the local community. This year, acquisitions included collections from the Virginia Stage Company and the Cultural Alliance of

Hampton Roads. The Libraries also continued to serve as the founding member of the Desegregation of Virginia Education (DOVE) Project, hosting the digital collections that include over eighty oral histories, photographs, and textual materials.

In addition to providing reference service to members of the University, the Department assisted many non-ODU researchers, including faculty and students from other institutions, community organizations, and individuals making inquiries from all over the world. Notably, Special Collections and University Archives provided materials for University publications such as Monarch Magazine, Alumni News and InsideODU, and content used in the production of an ESPN basketball mini-series and a documentary about Virginia Symphony conductor JoAnn Falletta. The University Archivist completed a timeline of history of diversity at ODU and presented his findings to the President's Task Force on Inclusive Excellence.

This year, staff at the Hofheimer Art Library joined forces with the staff at Chrysler Museum Library to host the Art Libraries Society of North America's Mid-Atlantic Chapter summer meeting. The Hofheimer Art Library was also the recipient of a valuable collection of porcelain presented by Mrs. Linda Kaufman, who arranged for the construction of cabinets to display these artifacts.

Libraries staff hold positions in numerous local, regional and national professional organizations and consortia, and attend and present at academic conferences. Librarians currently serve in leadership roles on committees and working groups for professional organizations including the American Library Association's Library and Information Technology Association, the Virtual Library of Virginia, and Virginia Library Association. Many Libraries staff are also engaged in their communities. Various, staff serve on the Virginia Beach City School Board, the Virginia Beach Historic Preservation Commission, the Virginia Beach Park & Recreation Commission, the Peninsula Society for the Prevention of Cruelty to Animals, the Junior League of Hampton Roads, the Lambert's Point Civic League (Norfolk), the Northside Civic League (Norfolk), Young Widows or Widowers, Inc., the Norfolk Emergency Shelter Team, the Military Aviation Museum of Virginia Beach, Virginia Swimming International, Portsmouth Feeds the Homeless, and Newport News Occasions, Inc.

Diversified and sustainable funding

In a challenging funding environment, the success of the Libraries will hinge on its ability to grow alternative funding streams. This is the focus of Libraries Strategic Plan Goal 7, which aligns with University Strategic Goal 5, promotion of an entrepreneurial culture. This year, the University Librarian worked closely with the Friends of the Libraries (FOL) leadership to reassess the Friends program and to re-focus the Friends' efforts on raising funds. This resulted in an increase in participation and programming efforts around the FOL's fundraiser – Dr. Larry Sabato's Crystal Ball, with early indicators of it being an effective fund raising event. Further, this event supports the Libraries' role in the University's Strategic Goal 4, to become the focal point for community education on issues of regional importance. In addition to the annual support by the Friends for the staff appreciation reception, the FOL purchased new furniture for the staff lounge in Perry Library.

The Libraries were the recipients of a planned gift upon the passing of Allan Blank in the support of the Diehn Composers Room and music special collections. The Libraries continue to work with the Music Department on joint requests to the Hampton Roads Community Foundation for funding from the dedicated gift from F. Ludwig Diehn in support of the Diehn Composers Room and music special collections. The University Librarian has initiated conversations across campus, including with the Development Office, regarding a major cultivation opportunity that is expected to take shape in FY2017.

The University Libraries redefined the University Librarian's Executive Assistant position to be the Libraries' Communications Coordinator. Though still serving part-time as the Executive Assistant, the majority of duties for the position involve communication, marketing, and fundraising support. This position will facilitate future fundraising efforts.

Conclusion

FY2016 marked a crucial year for ODU Libraries, as it began operationalizing the ambitious set of goals set forth in its 2014-2019 Strategic Plan. Important achievements included implementation of a new, state-of-the-art Integrated Library System, development of the Libraries Building Program Document, accelerated growth in Special Collections and University Archives, expansion of instruction programs, and completion of the benchmark LibQUAL+ user survey. It was a challenging but exciting year for the Libraries and its partners, one laying the groundwork for the Libraries to continue to keep pace with the rapid changes taking place in higher education, research, and technology, and to continue to grow as essential partners and collaborative leaders at the University.