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Annual Report

2016 – 2017

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Executive Summary

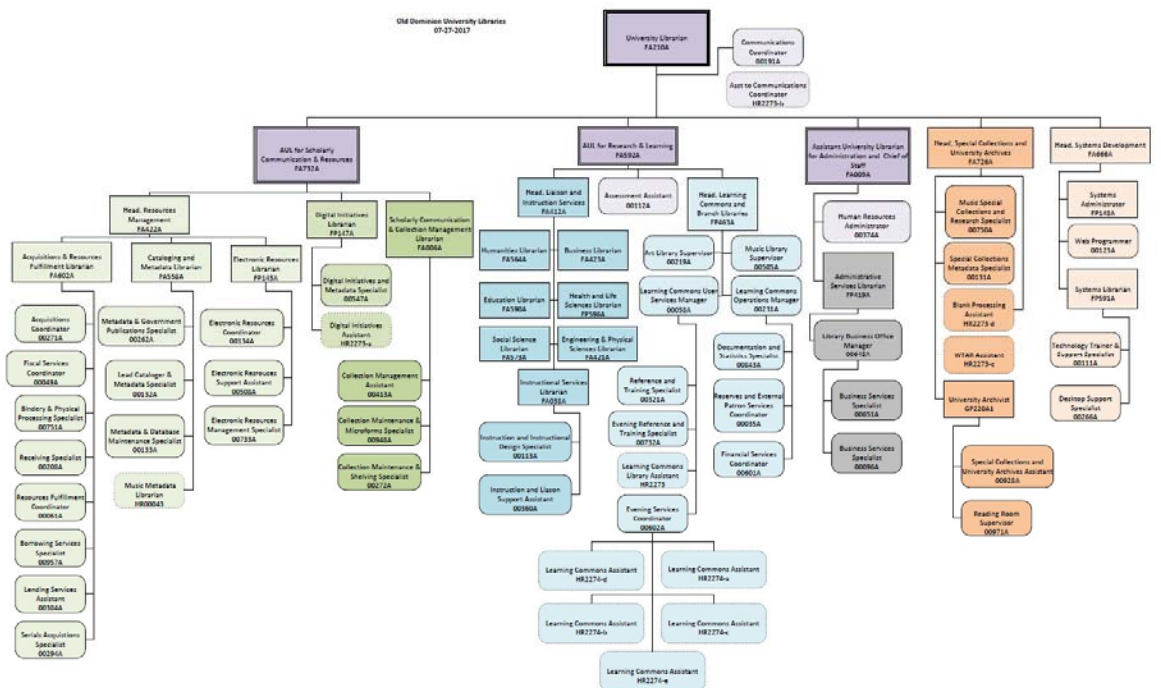
This report presents the Old Dominion University Libraries' key accomplishments in 2016 - 2017.

At the forefront was the reconceptualization of what a 21st century academic library would provide for our patrons and our stakeholders, resulting in a reorganization of the Libraries' organizational structure. One of the most critical components of this new type of organization is to use data to inform decisions. Library assessment is a strategic priority, and data are collected and used for achieving the Libraries' and the University's strategic goals in such areas as improving the Libraries' physical and virtual spaces; enhancing the University's academic and research excellence; supporting student success; engaging with the greater community; and promoting an entrepreneurial culture.



Reorganization

The Old Dominion University Libraries are currently near completion of a two-year reorganization process designed to encourage efficiency, staff cooperation, and knowledge-sharing, resulting in improved service to patrons. A revised organization chart was completed in January, 2017 and the Libraries are in the process of working with University Human Resources to fully implement the new organizational structure in January, 2018.



Virtual and Physical Spaces

In an effort to address concerns about the use of Libraries' physical space, boost efficiency, and provide more convenient services, the Libraries are in the process of consolidating the Perry Library Circulation Desk with the Learning Commons @ Perry Library Help Desk. The new consolidated desk will be a one-stop service point for patrons, and construction will be completed in the summer of 2017. The space currently occupied by the circulation desk will be repurposed based on patron needs.

The Libraries responded to the growing use, and physical space needs, of Special Collections and University Archives (SCUA), by shifting materials on the third floor of Perry Library, allowing 1,250 square feet of floor space to be reallocated to SCUA. SCUA is expanding rapidly in many exciting directions and this newly secure space is much needed. (Appendix A)

To begin addressing digital spaces' needs that were identified in the LibQual survey, an innovative usability study of the Old Dominion University Libraries' website was conducted in January, 2017 to examine how to improve the Libraries' homepage. The study was presented at the 2017 Empirical Librarians Conference in Greensboro, NC. The Libraries have also begun the search for a Systems Librarian and a Web Programmer, two new positions, who will help implement the changes identified in the usability survey and through student feedback.



Enhance the University's academic and research excellence

Faculty Engagement

A core goal of the Old Dominion University Libraries is to support faculty teaching and research. One way the Libraries are working to improve is by transitioning to a liaison model in the Reference Department. The liaison model builds on our traditional strengths in reference, research, and instructional support, to proactively engage with faculty and students. This model has exciting potential to better formalize and cultivate relationships with academic colleges, departments, programs, and research centers across the University through effective communication, subject specialization, user education, and research partnerships.

As the Libraries transition to this new model, reference librarians and instructors continued to provide more than 200 instruction sessions reaching more than 3,600 students. Eighty-six percent of faculty who responded to a feedback survey strongly agreed that the library instruction furthered learning in their courses. Eighty-seven percent strongly agreed that the content of the library sessions was relevant to their teaching needs. Eighty-eight percent of the faculty responding strongly agreed that the content of the library session was directly applicable to the students' course assignments. The Libraries Instruction Team also relies heavily on our comprehensive online instructional tools; the two most popular modules were used by more than 4,000 users. Online tools for graduate students are currently being developed based on a study of graduate program directors and graduate students that indicated a need for online tools to assist graduate students in doing their research.

Reference librarians partnered with faculty and staff throughout the University on a number of projects including designing six online courses with the ODU Center for Learning and Teaching; writing two grant proposals with Nursing and Dental Hygiene faculty; working with music faculty on the Allan Blank and Student Concert events; and ODU Center for Enterprise Innovation, including the Women's Business Center and Veteran's Business Outreach Center, to provide ongoing workshops and consultation services.

Special Collections and University Archives staff worked closely with faculty, to include partnering with four faculty members to design classes around our collections to help students

gain experience using primary sources. The Libraries' special collections and university archives were used as primary resources in a number books, theses, research papers, and projects including: "Virginia Women: Their Lives and Times Vol. II," "The Land Was Ours; How Black Beaches Became White Wealth in the Coastal South," and "Full Court Press: Mississippi State University, the Press, and the Battle to Integrate College Basketball."

In addition to the one-on-one faculty interactions, the Old Dominion University Libraries introduced a new event in partnership with the ODU Office of Research that brought together Old Dominion researchers and those on campus with funding and resources as a refresher to the introduction to research seminar the Office of Research holds in the fall. Feedback from attendees showed it was a very valuable event and would like to see it replicated in the future. The Libraries continued to receive donations from faculty members that served to boost the general collection.

Collections

Old Dominion University Libraries continued to add materials to the ODU Digital Commons, an institutional repository which makes scholarly works by Old Dominion faculty and students widely available. More than 2,200 items were added to ODU Digital Commons in FY2017 for a total of nearly 4,000 items. These items were downloaded more than 74,500 times, a nearly 400% increase from FY2016. Materials have also been added to the Virginia Journal of Science and the ODU Resilience Collaborative, and a new event was added for the Virginias Collegiate Honors Council Conference.

The Libraries sought to develop strong local collections. SCUA initiated a pilot project to digitize approximately 650 archival news films that were donated by the local WTKR television station. The project will preserve, digitize and make accessible significant historical news footage from the 1940s-1980s. The new footage focuses on local, national, and international events from the perspective of the Hampton Roads community.

The Libraries would also like to thank ODU faculty for their generous donations to the collections. (Appendix B)

Support student success

Old Dominion University Libraries made significant changes this year to support student success. In response to feedback asking for extended hours on upper floors that are quieter than the first floor (which is currently open 24-5 during the regular academic year), hours in Perry Library were extended until 2 a.m. on the upper floors during fall and spring semesters from the original closing time of midnight. Additionally, in order to remove a barrier that discourages use of library materials, as well as to lower out-of-pocket expenses of the users, the Libraries stopped collecting overdue fines on general circulating material, including print books, government documents, and media.



Karen Hayde
@AYEE_KERN



Replying to @ODU @odunow

love to share my story about me and @ODULibraries. Club Perry and I spent 4 beautiful, supportive and intense years together 📖❤️



10:30 AM - 6 Feb 2017

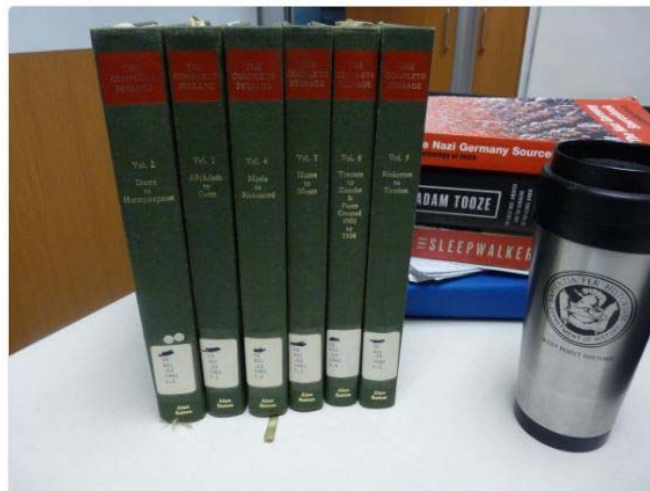
Old Dominion University Libraries actively seek to help reduce the cost of educational materials for students by raising awareness for open educational resources (OER) and promoting their use on campus. In March 2017, during Open Education Week, the Libraries developed several participatory activities for students, including a fair in Webb Center which gave students and others information about affordable course content and provided faculty information about OpenStax textbooks. Additionally, the Libraries and partners held an Open Textbook Network Workshop for faculty, with 10 faculty members attending. In April, librarians designed and conducted a textbook study on how undergraduate students deal with text book costs. In May, the librarians shared the results at the CLT Summer Institute on Open Educational Resources.



Daniel Franke
@danfranke79

Follow

Things that make Dan happy: when research university ILL's "The Complete Peerage" to his library. HUGE thanks @LibraryRBC & @ODULibraries!!!



7:36 AM - 4 Apr 2017

Engage with the greater community

The Learning Commons @ Perry Library, which celebrated its fifth anniversary this year, supported a wide variety of student research and learning events. Highlights include the Undergraduate Research Symposium which featured 30 student presentations, 26 research posters, and 21 art exhibits; the American Society of Civil Engineers (ASCE) 2017 Virginia's conference with students, faculty and staff from 14 universities represented on campus; and the Virginias Collegiate Honors Council Conference which was attended by 14 institutions from Virginia and West Virginia and included 63 presentations, 25 research posters, and an art display.

The Libraries continued to build relationships both within Old Dominion University and in the greater Hampton Roads community. Key to this effort was reimagining annual events to attract more attention from target audiences, greater collaboration with other campus departments, and expanding our social media presence to more effectively reach students.

The Old Dominion University Libraries worked to build relationships to the wider Old Dominion community, including alumni. After conducting a survey of alumni in 2016 to better understand how ODU alumni wished to interact with the Libraries, the University Archivist began working closely with the Alumni Office to provide content for a variety of outlets that focused on facts and stories about ODU history. The Alumni Office and the Libraries developed a newsletter targeted at alumni that will be distributed before Homecoming beginning in 2017.

The largest community building event undertaken this year was partnering with local folk artist Bob Zentz on the Ramblin' Conrad Folklife Institute, a series of concerts and lectures meant to promote the newly acquired Bob Zentz Ramblin' Conrads Folklife Collection. The acquisition of this collection was covered in the Virginian Pilot and many of the events proved popular among Hampton Roads residents. Libraries staff volunteered their time in numerous ODU committees, professional organizations, and civic and community ventures (Appendix C).

A robust development program is crucial to supplementing state funding in order to provide the services and resources that patrons need, and the Libraries have begun laying the foundation for such program. (Appendix D)

Promote an entrepreneurial culture

One of the key elements of the reorganization is to cultivate a culture of assessment and innovation in the Libraries. An Associate University Librarian was hired in August, 2016, in part to lead the Libraries' assessment effort. The goal is to develop a systematic approach of collecting and providing data for both the Libraries' and Old Dominion stakeholders; and to use data to inform administrative decisions.

To help further this effort, an Assessment Team was formed, with the Assistant Vice President for Assessment as one of the members. The team developed a series of studies to better understand our patrons' needs and further analyzed data collected in the past to help inform Old Dominion University Libraries' decision making.

In a continuing effort to solicit feedback from students, the Libraries, in partnership with Student Government Association and Student Engagement & Enrollment Services, is forming a Student Library Advisory Committee. Recruitment of student members has begun, and the initial meeting is planned for early in the Fall 2017 semester. Another major source of feedback from students was the results from LibQual, a large scale service quality survey, which was conducted in Fall 2015. Data analysis is ongoing in order to identify areas for improvement and a follow-up survey is planned for AY 2018-19. Library space, both physical and digital, was an important topic in student feedback.

Appendix A

The Libraries' Special Collections and University Archives (SCUA) Department received funding from a number of private donors including the Dunvegan Foundation, the Allan and Margot Blank Foundation and the Hampton Roads Community Foundation. The Allan Blank Funds were used to hire an archivist to preserve and process the Allan Blank Collection and to hold a concert celebrating Blank's work through performances by ODU students and faculty.

The Libraries' collection of ODU newspapers The High Hat and The Mace and Crown were microfilmed by the Library of Virginia as part of their Virginia historical newspaper project. The Library of Virginia identified ODU's student newspaper as significant to the history of the Commonwealth, and used grant funding to preserve and make it accessible via microfilm.

SCUA completed processing the Virginia Stage Company Archives, the Peter Mark Papers, and several university archives collections. Finding aids for these collections have been added to the Libraries' website and are now available to researchers.

The ODU Photograph Collection was completely digitized and made available online. The collection features nearly 21,000 digitized photographs from the University Archives from the 1930s to the early 2000s. The collection is searchable by keyword, and is of particular interest to ODU Alumni, ODU Licensing & Marketing, students, faculty, and members of the community.

The Our Own Community Press collection was digitized in April, with 285 accessible pdfs in the Libraries' digital collections. 5,500 individual pages were scanned in tiff format and are stored as archival files.

Series II of the Norfolk Public Schools Desegregation Papers collection was completed in February, and Series III is ongoing through summer 2017.

Appendix B

University Libraries received donations from:

- Dr. Bill Rodner (Scottish culture)
- Professor Emeritus Dr. James McNally (English Literature)
- Professor Emerita Dr. Janet Bing (English Literature)
- Professor Emerita Claire Houseman (Nursing)
- Provost Fellow and Professor of Public Administration Dr. Yusuf Wie
- Professor Stephen Becker (Community & Environmental Health)
- Professor Mona Danner (Sociology and Criminal Justice)
- Professor Ken Daley (Art)
- Professor Joseph Cosco (English Literature)
- A large number of materials were received from a variety of teaching faculty in the College of Education who were transitioning into offices at the new College of Education building. Approximately 700 books and journals were received from professors and staff in the College.

We would like to sincerely thank all donors.

Appendix C

Organizations where staff members volunteered their time include:

Old Dominion University organizations:

- Association of University Administrators;
- Big Blue Book Club Selection Committee;
- Interdisciplinary Writing Advisory Council;
- ODU Asian Caucus

Greater Hampton Roads organizations:

- WHRO and ODU Great Computer Challenge;
- Mid-Atlantic Regional Archives Virginia Caucus;
- St. Mary Star of the Sea Catholic Church in Ft. Monroe;
- Knights of Columbus;
- Newport News Occasions Council;
- First Presbyterian Church in Norfolk;
- Simonsdale Presbyterian Church;
- Portsmouth Volunteers for the Homeless;
- YWOW: Young Widows or Widowers;
- Tide Swim Team;
- Girl Scouts of the Colonial Coast;
- Lambert's Point Civic League;
- West Park View Civic League;
- Roland Park Civic League;
- Tidewater Aquatic Club;
- Norfolk Academy;
- First Chinese Baptist Church;
- Delta Sigma Theta alumni chapter Norfolk;
- Southeastern Virginia Food Bank;
- For Kids

Appendix D

The Communications Coordinator and the University Librarian developed a list of major development pilot project ideas, to include resourcing the consolidated service point, acquiring long-term access to a revolutionary search tool, digitizing the full WTAR collection, and supporting the University's implementation of an affordable course content/open educational resources program. These ideas will be proposed to Institutional Advancement and a pilot campaign will be agreed upon and launched. Once the Libraries and Institutional Advancement identify the pilot project, we will work together to identify potential donors and begin cultivating them.

The Communications Coordinator and the University Librarian, with input from the Management Team, created a master list of projects in the Libraries that could be used for donor solicitation. The list was categorized as projects costing more than \$25,000 and projects costing under \$25,000. This was to allow the Director of Annual Development to use the latter list in his effort to fold the Libraries in to his standard development pitch to donors.

The Friends of the Libraries' fundraiser, "Dr. Larry Sabato's Crystal Ball," was a success, resulting in more than 150 people attending, and more than \$3,000 net donations to the Friends' fund.

Friends' agreed to sponsor the picture history book of ODU, created by University Archivist Steven Bookman and Head of Special Collections Jessica Ritchie. This opportunity enables the Friends to assist the Libraries in having a bigger impact in and for Old Dominion University. The Libraries are working with the Alumni Office, Institutional Advancement, and the Bookstore, to promote this book, which is also envisioned to be desirable as a memento for graduation, retirements, speaking engagements, and other special occasions.

Grant funding is another important fundraising avenue. Though not sponsored research grants, the Allan and Margot Blank foundation and the F. Ludwig Diehn Fund require grant proposals, requests, and reports. For 2016-17, the Libraries requested, and were funded, \$27,000 from the Blank foundation and \$40,000 from the Diehn foundation. These funds are used to support music special collections and the Diehn Composers Room.