



KU Libraries Dean Lorraine J. Haricombe presented this state of the libraries address to KU faculty on November 3, 2009.

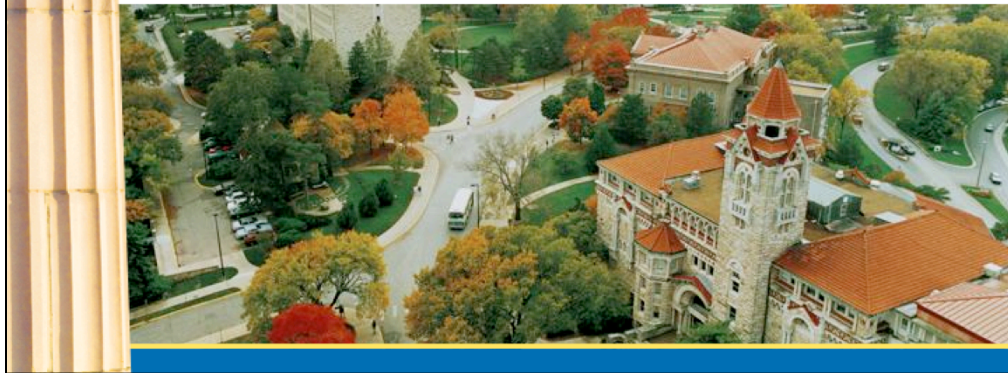


## KU LIBRARIES PROFILE

- AAU member
- ARL member
- CRL member
- Over 4 million items
- 53 Faculty
- 30 Unclassified Professional
- 82 University Support Staff
- 267 Students

# OVERVIEW

- *The Year in Review*
- *Data-Driven Decision Making*
- *Planning for the Future*





We have subject librarians in every discipline who provide direct classroom instruction on how to use technology and library resources, and who build our research library collection, which is now over 4 million volumes, including electronic books and online journals and rich digital collections that serve every field.

You can contact a librarian in person at the service desks at any one of our seven branch libraries, by phone, email, Instant Messenger, and now, even by text message from your cell phone. Our librarians are scholars in their own right, actively engaged in research and study that advances not only information science, but higher education as a whole. I am pleased to share a few highlights from the past year:





KU Libraries' Latin American, East Asian and Slavic Studies departments reached out to Lawrence's South Junior High School to teach seventh graders about the lands beyond Jayhawk territory.

Jana Krentz, KU Libraries' Ibero-American bibliographer, shared musical instruments and artifacts from Latin America, and highlighted the resources KU Libraries have for K-12 students and teachers. Other presentations from the East-Asian Studies department taught students to tie an obi knot on a kimono and learn calligraphy.



In the spirit of the 148th birthday of the state of Kansas on January 29th, library patrons were welcomed to reflect on the state's storied history by visiting the Kansas Collection of the Kenneth Spencer Research Library at the University of Kansas. Guests viewed the manuscripts, historical photographs, maps, books, newspapers and films that so vividly document the "Kansas Experience."



Last February, a library committee lead by KU Librarian Sarah Goodwin-Thiel unveiled a new major, multi-media exhibit space in Watson Library on February 12. Revolving exhibits, including the one on display now, highlight library collections and campus scholarship through the exploration of different themes.



Librarians Tami Albin and Sherry Williams worked to secure a gift of more than 160 boxes of materials documenting the history of gays, lesbians, bisexuals and transexuals in the Midwest. The gift from Bruce McKinney, an interview subject in Tami's project titled "Under the Rainbow: Oral Histories of GLBTIQ People in Kansas," will provide significant insight into the experience of the gay community in the Midwest.

*KU Libraries: An Evening with Mark Mangino - May 5, 2009*

- More than 14 events in 2008-09
- Increased attendance by five-fold
- Return on investment

*Celebration of Excellence - Sept. 25, 2009*

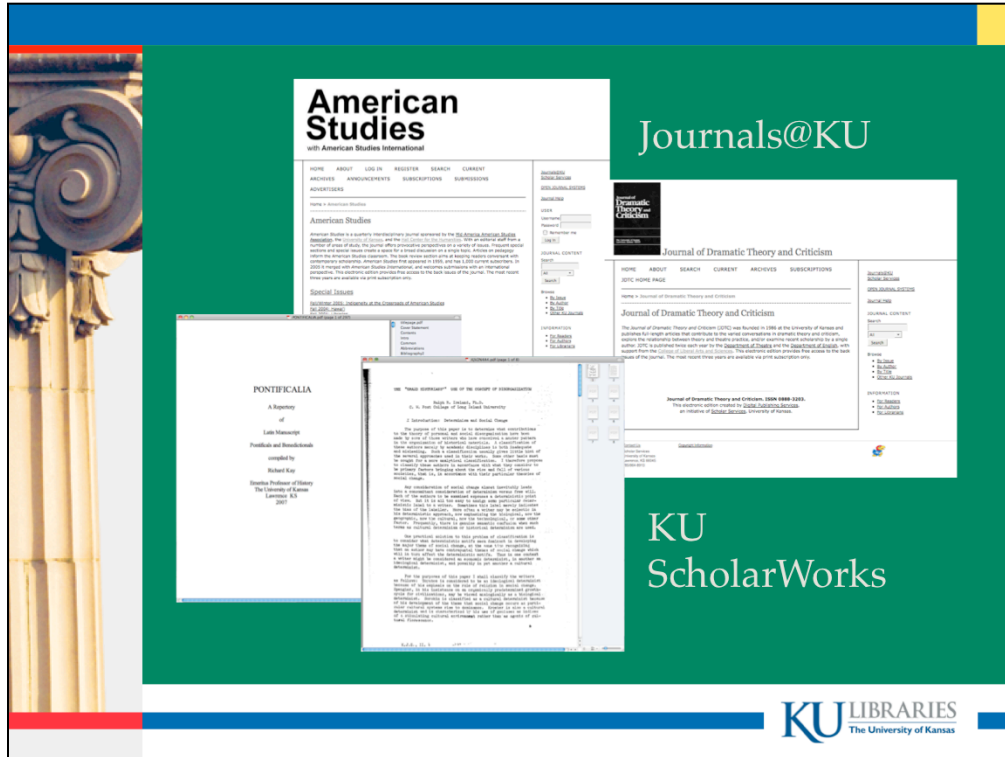
**KU LIBRARIES**  
The University of Kansas

In an effort to ensure philanthropic support in KU Libraries, we continued an aggressive outreach program aimed at current and potential donors during 2009. We held more than 14 events and saw attendance grow from an average of 25 people to nearly 200 at the spring capstone event, a fundraiser hosted by Coach and Mary Jane Mangino in May.

Additionally, we launched a new annual fund effort to reach out to former library student employees, and created the Vosper Society, an annual giving club named in honor of internationally acclaimed and former KU dean of Libraries, Robert Vosper.

Both of these initiatives were lead in part by a new 16-member Board of Advocates, a group whose members provide human and financial resources to promote and achieve the vision and mission of the libraries.





Brian Rosenblum, a librarian within KU’s Scholar Services program, worked to make several KU-based scholarly journals and monographs available online to readers and researchers throughout the world, greatly expanding the reach of KU scholarship and research. Digitized journals include Latin American Theater Review and American Studies. The project also includes monographs such as Pontificalia and born-digital works like the Journal of Social Thought.



**KU** THE UNIVERSITY OF KANSAS

## Open Access Policy

- KU is the first public university in the United States to embrace an open access policy
- Implementation development in 2009-10

**KU** LIBRARIES  
The University of Kansas

A vote by KU faculty made KU the first public university in the United States to adopt an “open access” policy that makes its faculty’s scholarly journal articles available for free online. The move aligns KU with Harvard and Stanford universities and the Massachusetts Institute of Technology, which have similar policies in place. KU Librarians, including Ada Emmett, will be instrumental in ensuring digital copies of all articles produced by the university’s professors will be housed in KU ScholarWorks, an existing digital repository for scholarly work.

**239,616**  
New bibliographic records  
added to searchable  
library catalog

**315,274**  
Low-use items transferred  
to Library Annex

**KU LIBRARIES**  
The University of Kansas

We have made significant progress in identifying and moving lesser used materials to the Libraries Annex. To date, 780,000 items have been accessioned into the Annex---including more than 315,000 in FY2008 alone---allowing the Watson and Anschutz libraries to shift collections and repurpose vacant space. The annex is approximately two-thirds full, and we are actively engaging university administration in discussions regarding expansion.



Anschutz Library building operations manager Robert Szabo and Libraries sustainability ambassador Amalia Monroe accepted a plaque for Anschutz Library from Chevron Energy Solutions. Chevron presented the award to recognize outstanding efforts in energy conservation and sustainability underway at Anschutz, which is now powered entirely by wind energy.



## *Student Engagement*

LA&S 292:  
Research Methods  
and Information  
Literacy



- Five sections, including two honors courses
- Summer sections for student athletes
- Significant increase in enrollment

**KU** LIBRARIES  
The University of Kansas

Assistant Dean for User Services Jennifer Church-Duran and KU Librarians Erin Ellis, Nikhat Ghouse, Tami Albin and Julie Petr and library staff member Jill Becker have been instrumental in growing the course LAS 292 Research Methods and Information Literacy.

Originally offered as a single-section class, the course is now offered five times a year and has seen a definite increase in enrollment. Two sections are offered at a 400 level through the KU Honors Program.

*Beth Whittaker*  
HEAD OF SPENCER RESEARCH LIBRARY

WELCOME  
RECEPTION

November 12  
5:30 – 7:30 p.m.  
North Gallery, Spencer  
Research Library

KU LIBRARIES  
The University of Kansas

KU Libraries welcomes Beth Whittaker, head of Spencer Research Library, at a public reception on Nov. 12.

Whittaker was head of special collections cataloging at The Ohio State University, a position she held since 2000. She has also been a librarian for original cataloging of special collections, manuscripts and archives at Cushing Memorial Library at Texas A&M University.

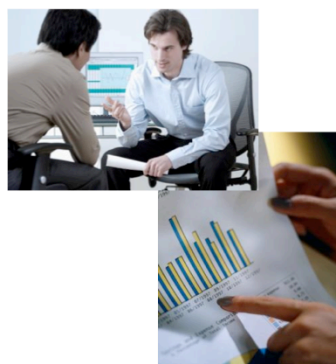


# *Data-Driven Decision Making*



This section of the presentation was presented by Jennifer Church-Duran, assistant dean for user services.





Initial Observations  
University of Kansas Libraries

November 3, 2009



## In 2009, We Asked...

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- LibQUAL+ Survey conducted for 3<sup>rd</sup> time
  - 2003, 2006, 2009
- Surveyed Faculty, Graduate Students, Staff, and Undergraduates

*And you responded...*

Measures levels of user satisfaction

Asks not just “how are we doing?” but “what do you expect us to do?”

## What does LibQUAL+ Measure?

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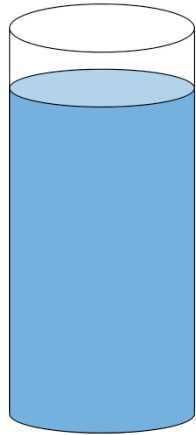
- Affect of Service– Human dimension of service quality
- Library as a Place – Library as center of intellectual activity; physical facilities
- Information Control – Ease of access; comprehensive collections; relevant and timely information; content

## LibQUAL+ Survey Core Questions

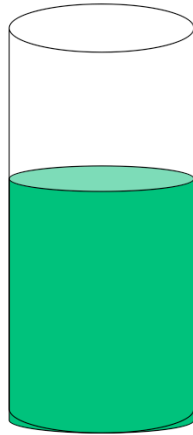
Affect of Service	AS1	Employees who instill confidence in users
	AS2	Giving users individual attention
	AS3	Employees who are consistently courteous
	AS4	Readiness to respond to users' questions
	AS5	Employees who have the knowledge to answer user questions
	AS6	Employees who deal with users in a caring fashion
	AS7	Employees who understand the needs of their users
	AS8	Willingness to help users
	AS9	Dependability in handling users' service problems
Information Control	IC1	Making electronic resources accessible from my home or office
	IC2	A library Web site enabling me to locate information on my own
	IC3	The printed library materials I need for my work
	IC4	The electronic information resources I need
	IC5	Modern equipment that lets me easily access needed information
	IC6	Easy-to-use access tools that allow me to find things on my own
	IC7	Making information easily accessible for independent use
	IC8	Print and/or electronic journal collections I require for my work
Library as Place	LP1	Library space that inspires study and learning
	LP2	Quiet space for individual activities
	LP3	A comfortable and inviting location
	LP4	A getaway for study, learning, or research
	LP5	Community space for group learning and group study

## What LibQUAL+ Asks....

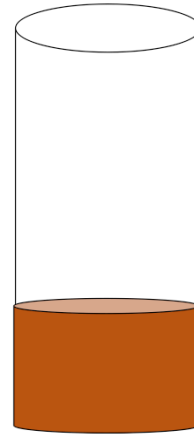
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What you would ideally like



What you feel you currently receive



Minimum you find acceptable

LibQual measures three things. What users would ideally like. What is the minimum that they find acceptable. And what they feel they have received. LibQual is reporting how we measure up against their expectations.

Superiority is the difference between the desired “what I’d like” and perceived level of performance

If positive, library is living up to patron’s ideal (we did not have any of those)

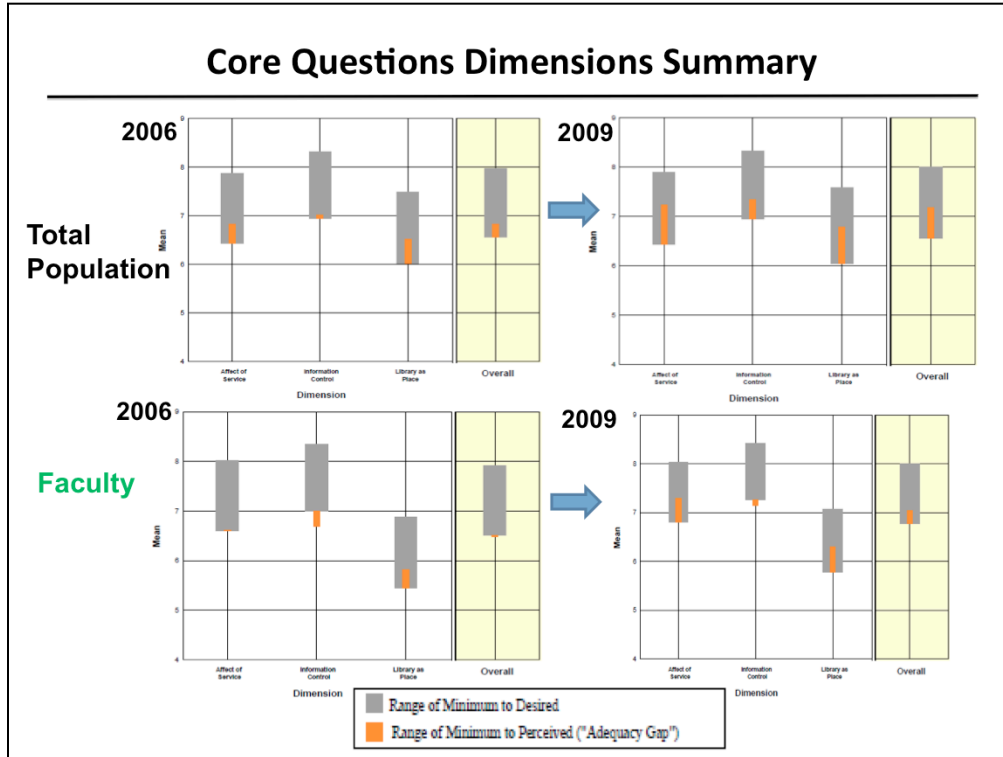
Adequacy is the difference between the acceptable and perceived level of performance

If negative, library is not meeting patron’s minimum acceptable level of performance.

Superiority gap = perceived – desired.

Adequacy gap = perceived – minimum

These terms are important if you are reading the full report. To make it easier, you can remember that larger, positive numbers are always better.



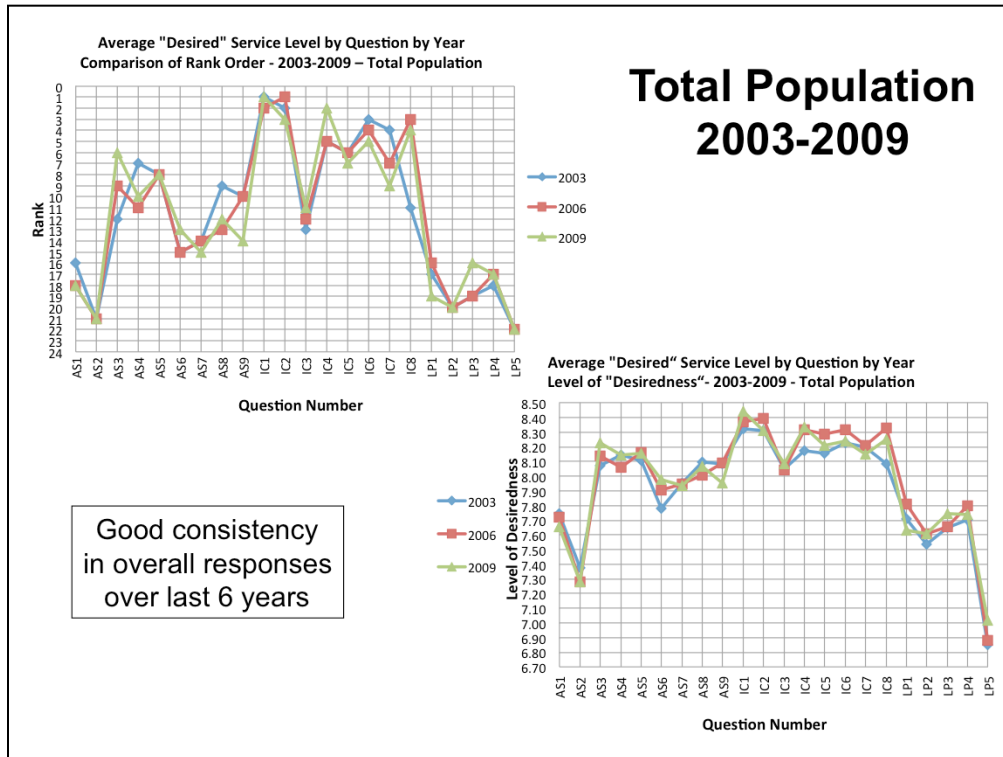
Total Population:

- Improved perceived level of service (orange bars)
- Closing gap between “perceived” and “desired” levels of service

Faculty:

- Improved perceived level of service (orange bars)
- Only one area still below minimum level of service (with smaller gap for that one)





Top graph is Rank Order of Desired Service Level for each Question – **Total Population, 2003-2009**

Note relative consistency across years

Information Control (IC) is generally ranked highest

Affect of Service (AS) is generally mid-rank

Library as Place (LP) is generally lowest rank

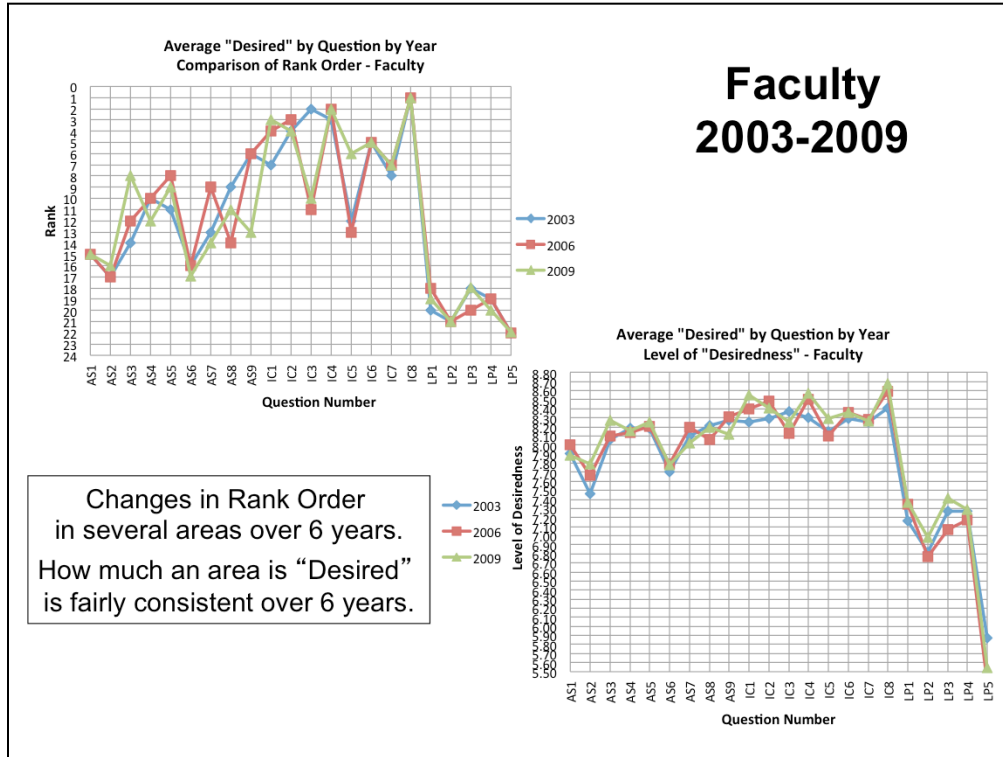
Bottom graph is Desired Level of Service for each Question, **Total Pop., 2003-2009**

Again, note relative consistency across years

Information Control (IC) is highest Desired level

Affect of Service (AS) is mid-level Desired

Library as Place (LP) is lowest level]



Same as previous slide **except this is Faculty only**

Top graph is comparison of rankings over 2003-2009

Library as Place (LP) is fairly consistent

Mores changes in rankings for IC and AS

Bottom graph – Level of Desiredness is pretty consistent across 6 years

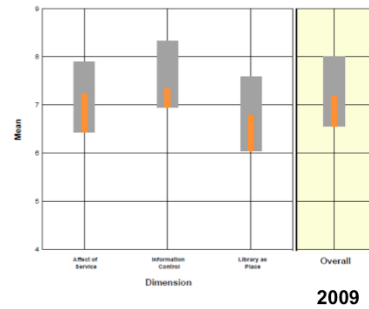
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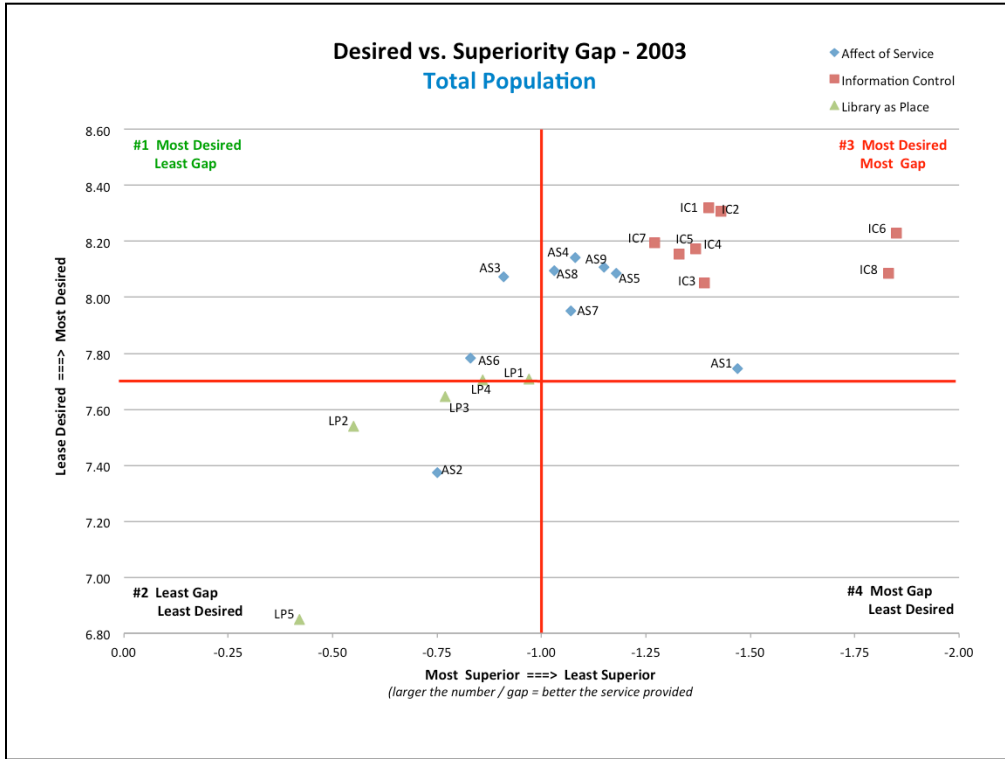
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# Service Superiority

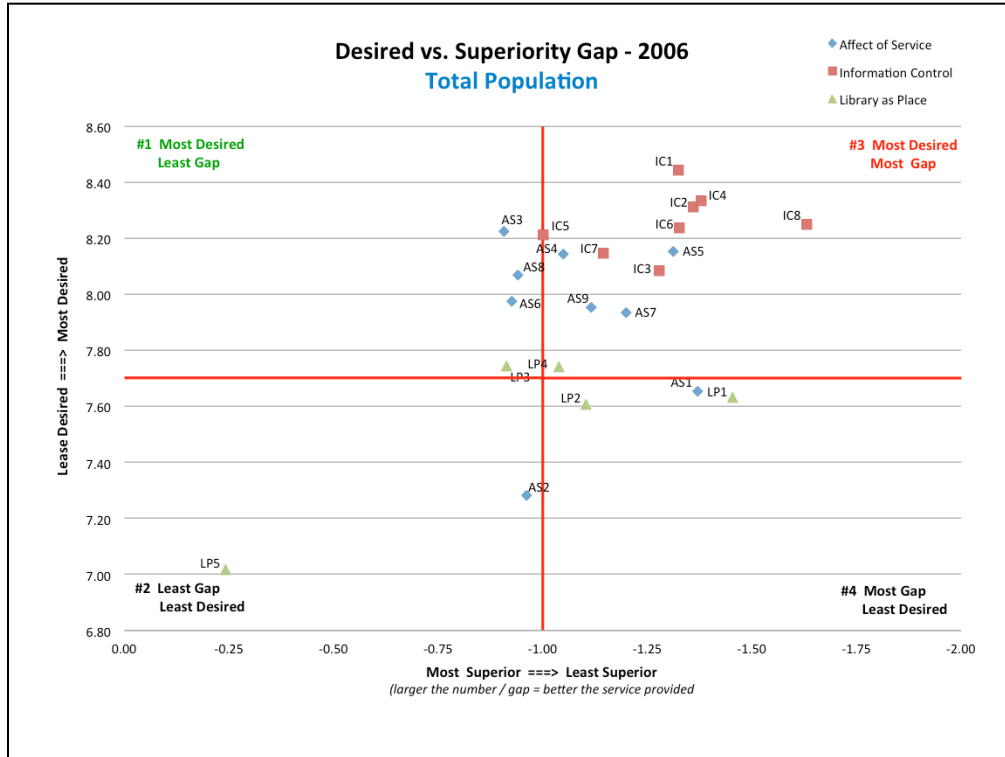
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- *Superiority Gap* = Difference between Perceived and Desired
- *Service Superiority*: are we **exceeding** desired expectations of our users?
- Not there yet, but moving much closer



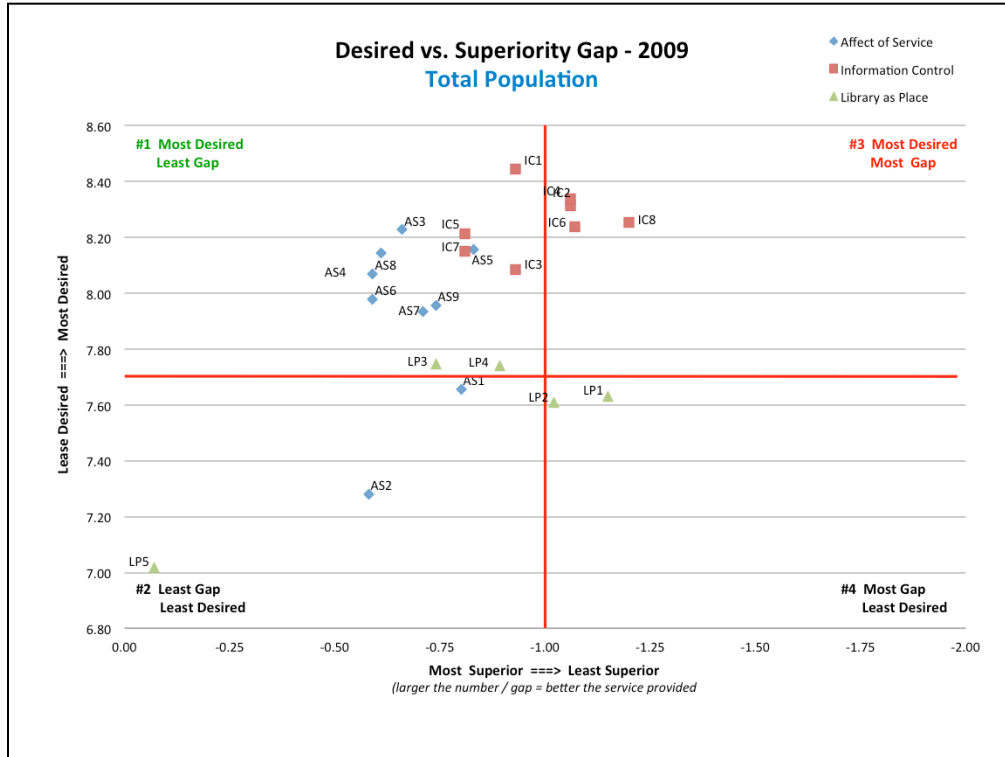


Desired vs. Superiority Gap (want to move toward upper left of graph)



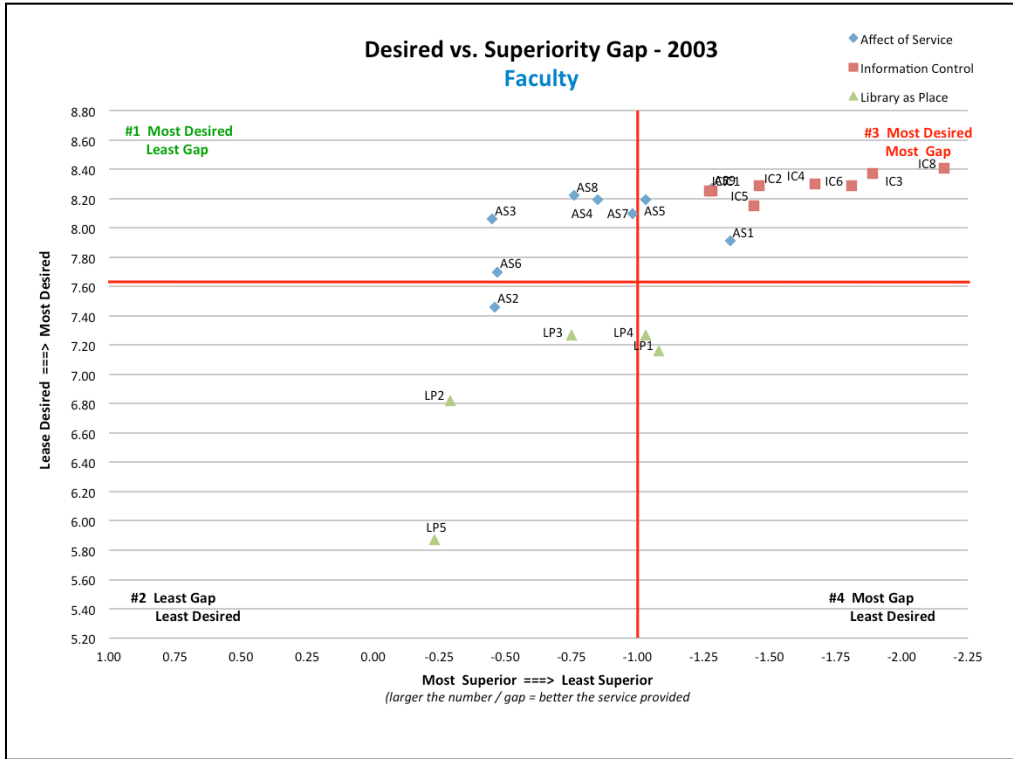
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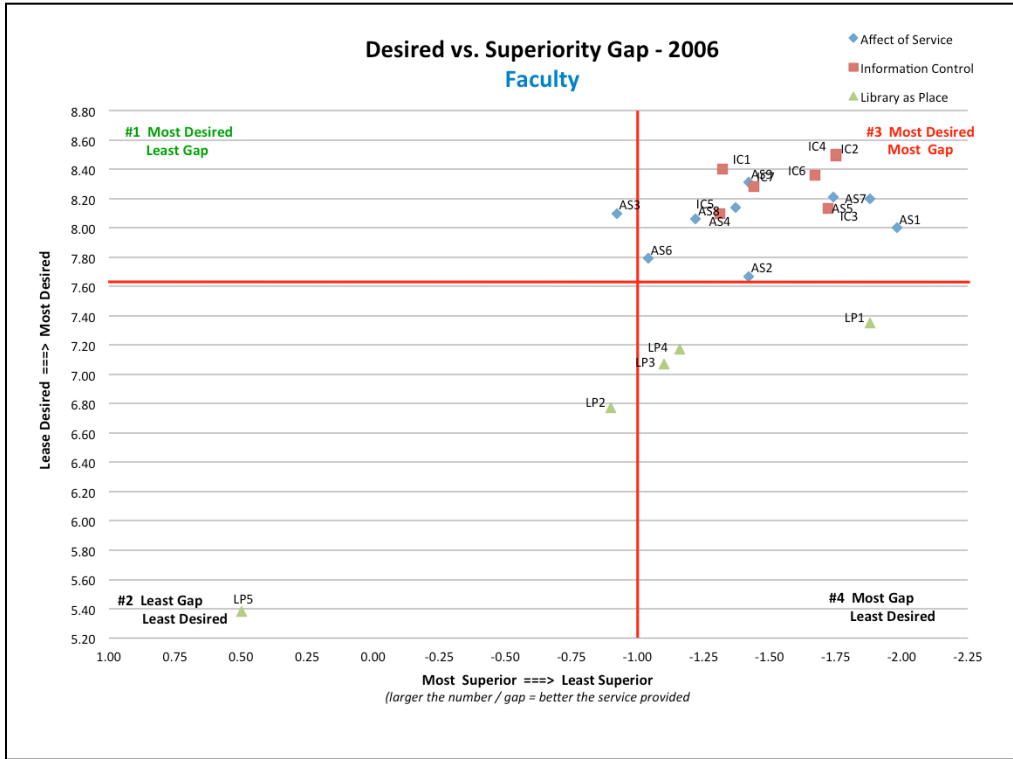


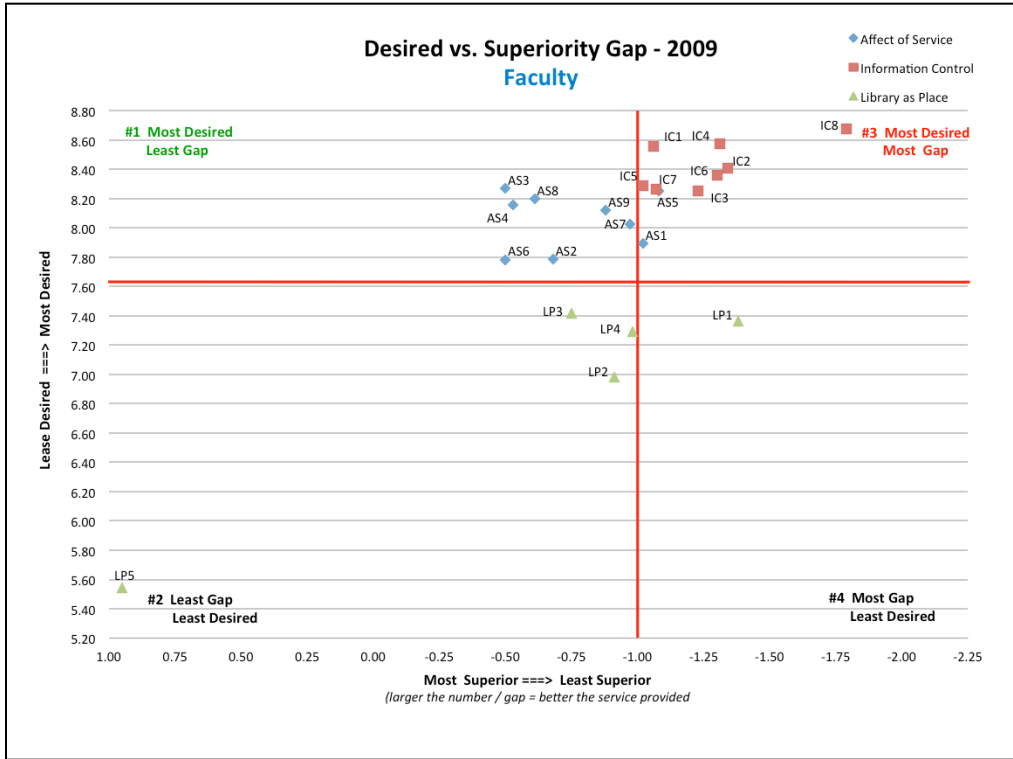


Desired vs. Superiority Gap (want to move toward upper left of graph)

Total Population – have made good progress, most needed improvements still in IC



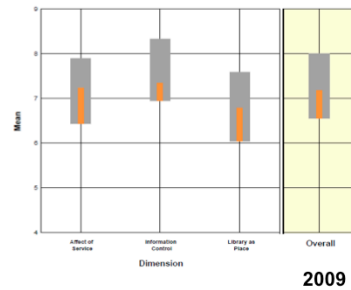


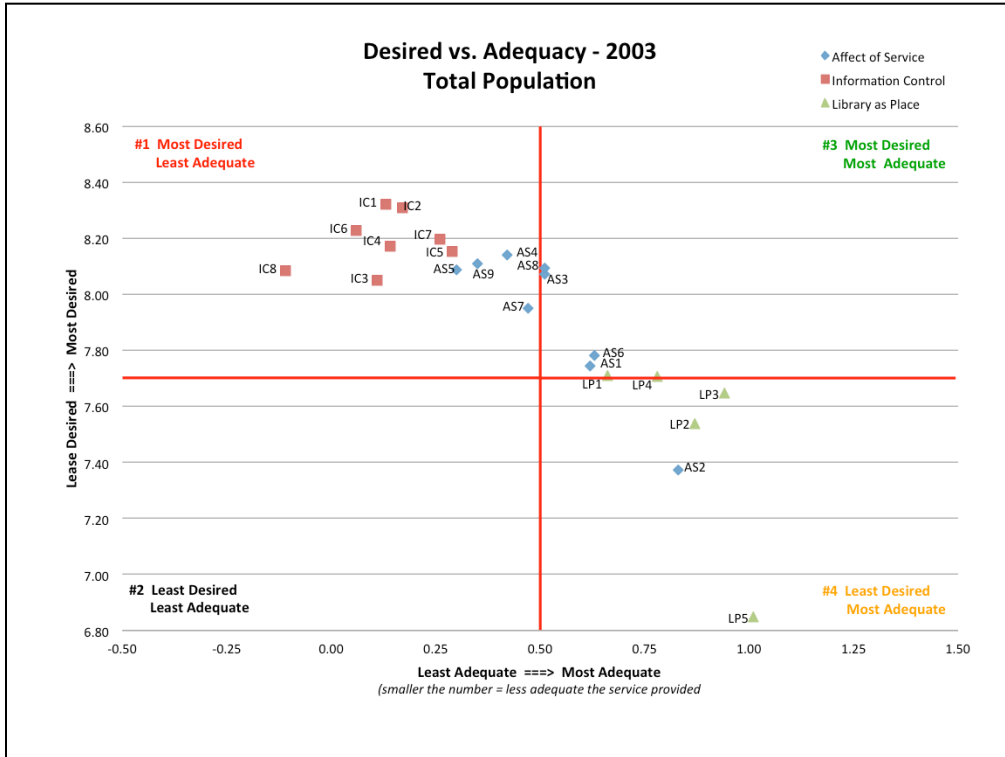


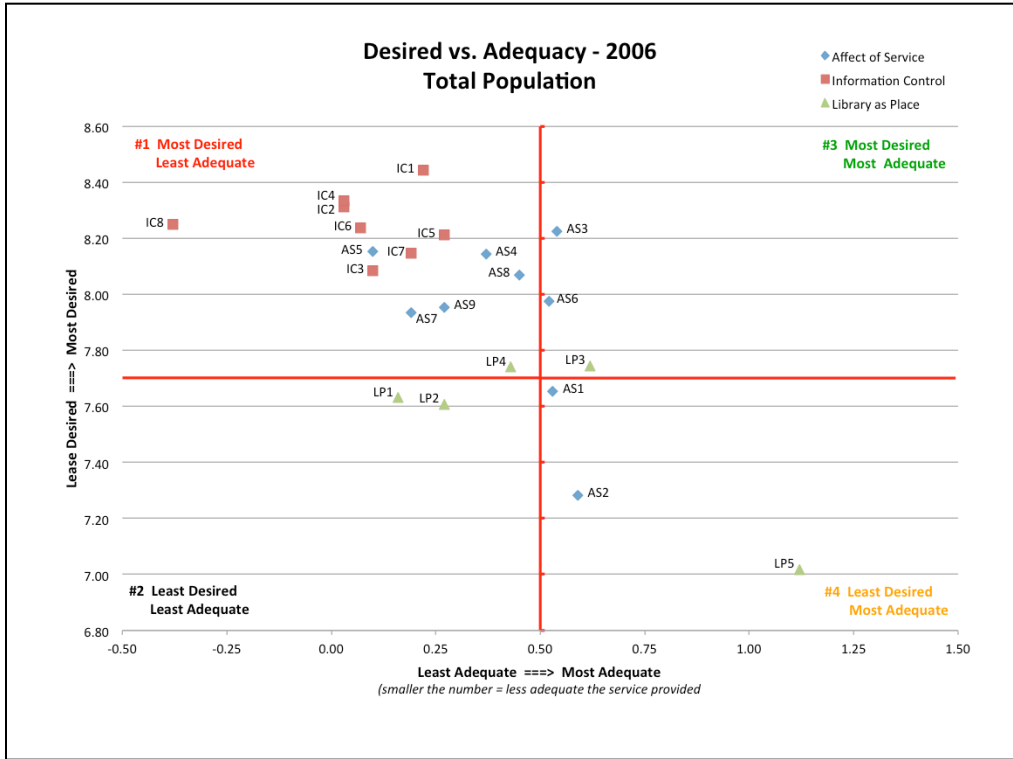
# Service Adequacy

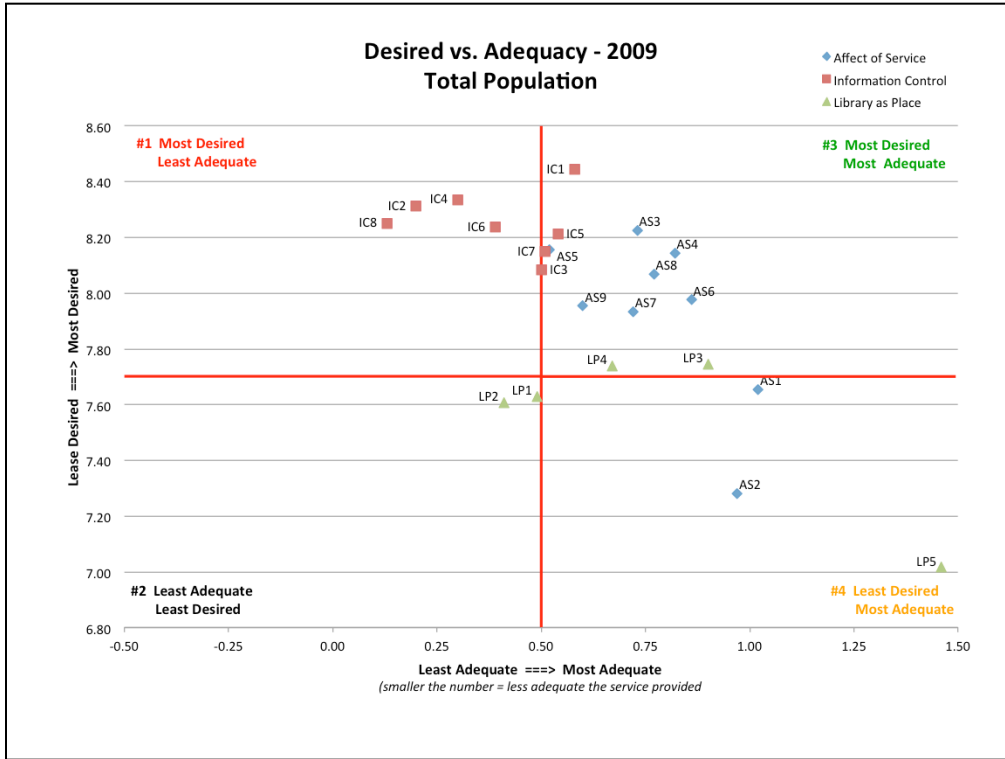
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- *Adequacy Gap* = Difference between Perceived and Minimum
- *Service Adequacy*: are we exceeding minimum expectations of our users?

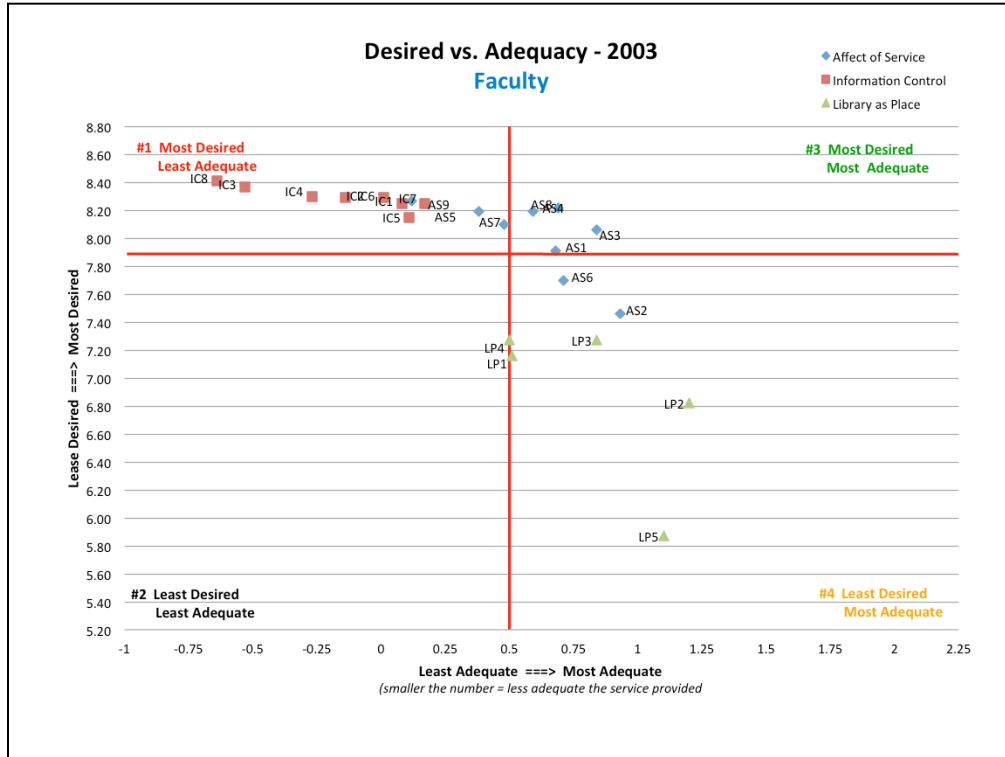




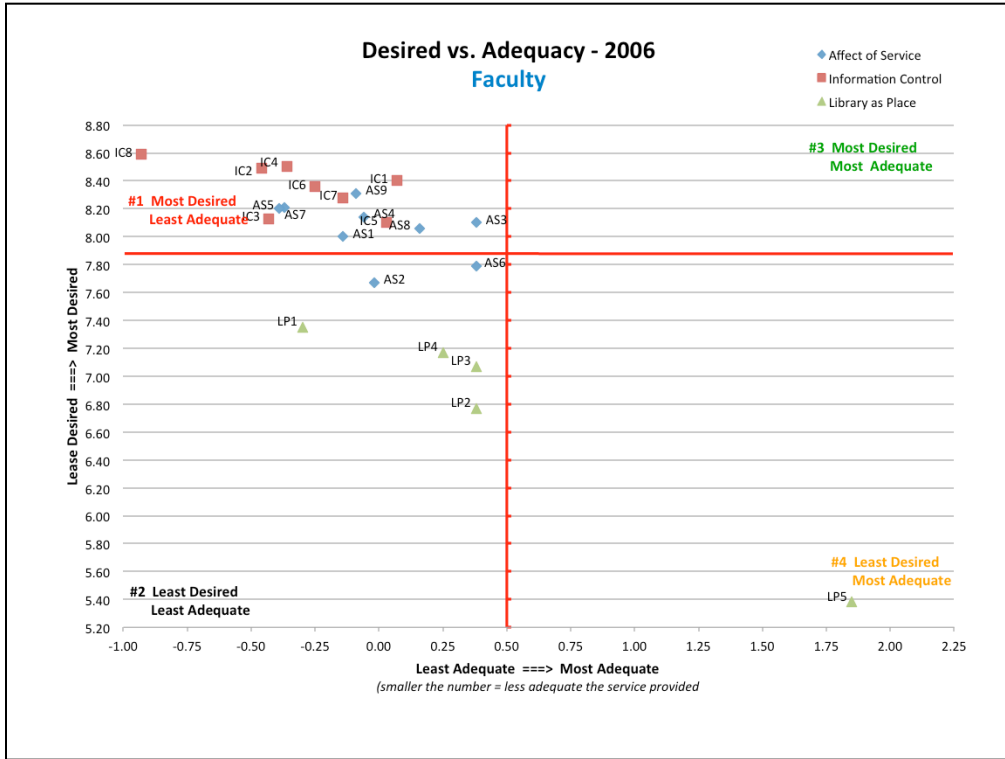




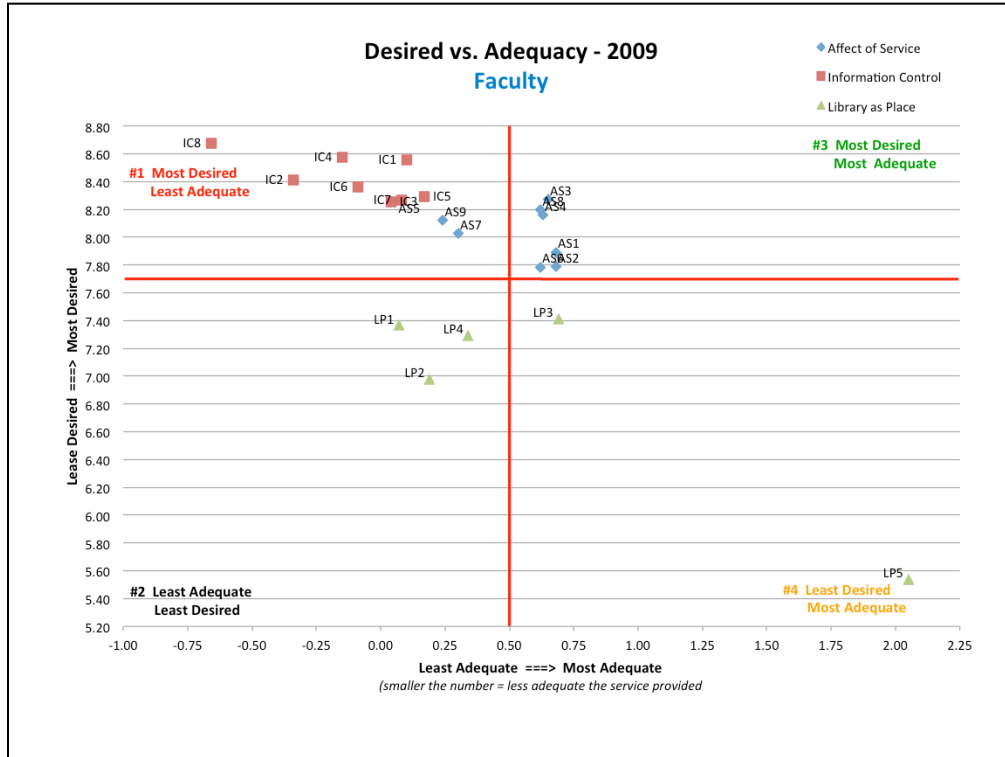




Desired vs. Superiority Gap (want to move toward upper left of graph)



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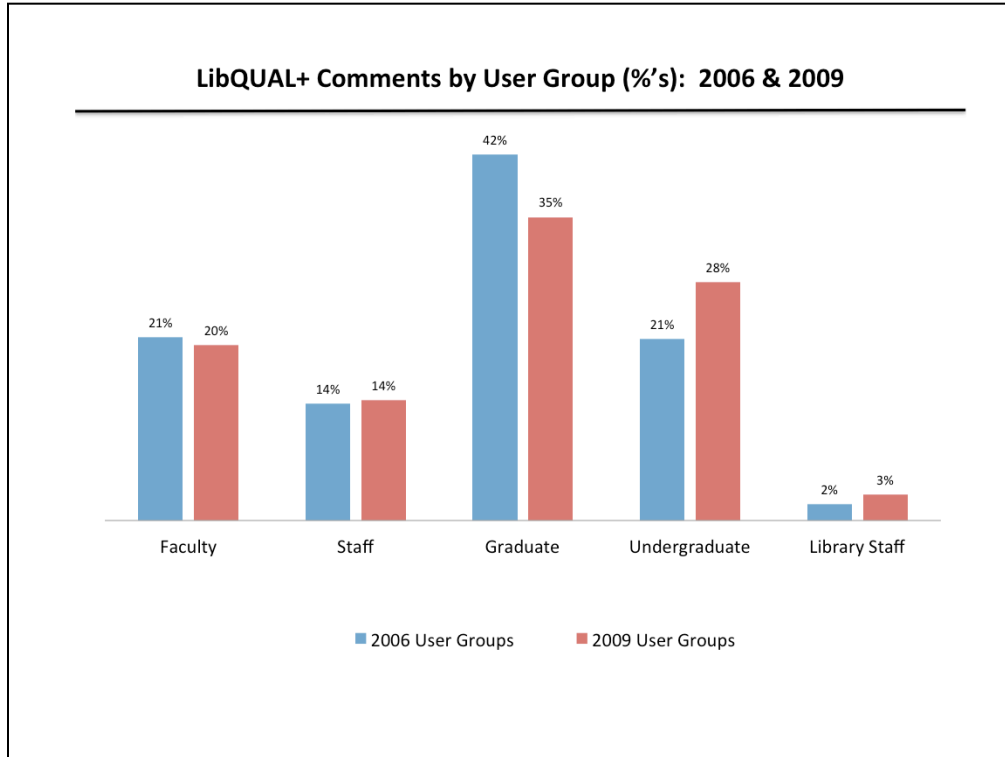
Desired vs. Superiority Gap (want to move toward upper left of graph)

Faculty– have made good progress, most needed improvements still in IC

## Qualitative data: Comments

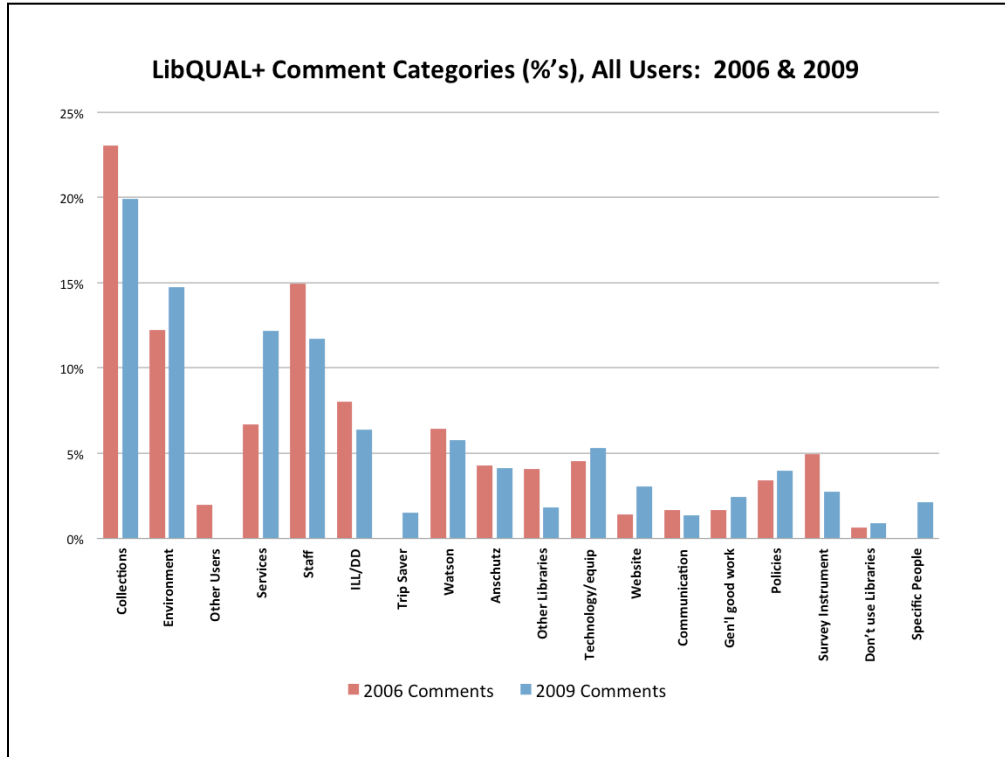
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- 2009
  - Total # of Comments = 330
  - Category Totals = 658
  - Average Categories / Comment = 1.99
- 2006
  - Total # of Comments = 585
  - Category Totals = 1258
  - Average Categories / Comment = 2.15



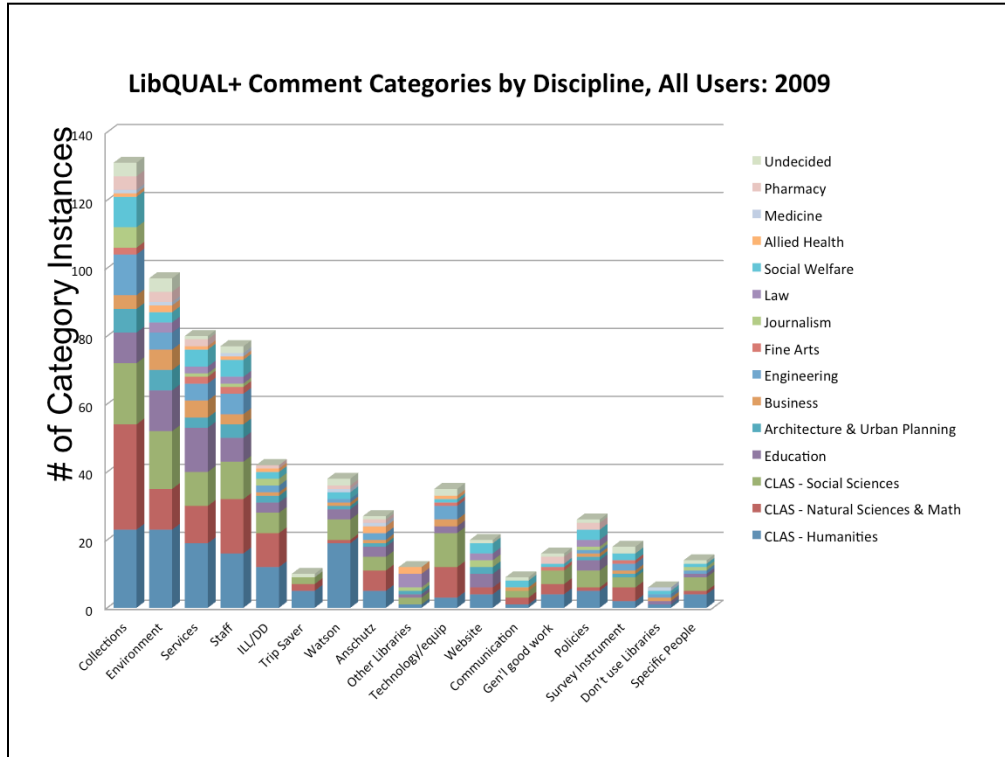
**Percentage** of Comments from each User Group for 2006 and 2009

Fairly consistent except for Graduate and Undergraduate students



Percentage of comments in each general category for 2006 and 2009

Collections, Environment, Services, and Staff have changed the most



Comments in each general Category, by Discipline for 2009

Note, more comments on Collections by Natural Sciences than by Humanities; more comments on Environment by Humanities, followed by Social Sciences

## Some Themes from Comments

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### – Service:

- Overall, library service and staff are valued
- Faculty love ILL and Tripsaver
- Concerns over student worker performance and skills

### – Facilities:

- Need better separation between group and quiet study areas
- Need 24 hour access in either Watson or Anschutz

### – Information Control:

- Library website needs improvements/enhancements
- Want even more access to electronic resources (journals, databases, data sources)
- Reduce discrepancy between catalog listings and actual on-shelf holdings or availability



## Summary – Initial Observations

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- We are within the “Zone of Tolerance” for all areas for the overall campus population
  - Areas for more in-depth investigation:
    - *Affect of Service* for Faculty
    - *Information Control* for Faculty
- Overall, users’ opinions of service improved over the last 6 years
- We are making real progress, and need to keep moving forward to meet desired levels of service overall

**Faculty:** increased awareness about what is most important to faculty and clearly identified areas needing improvement.

## Next Steps:

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- Identify questions for finer analysis of data
  - Particular Areas for more in-depth investigation:
    - *Information Control* for Faculty
    - *Affect of Service* for Faculty
- Draw on other input mechanisms:
  - Focus groups
  - Surveys
  - Feedback comments
  - Quantitative statistics
  - Interviews



# BY THE NUMBERS:

**4,000,000**

Volumes held  
by KU Libraries

**500,000**

Circulations of  
KU Libraries materials

**35,000**

Requested items obtained  
via interlibrary loan

**94,000**

Reference questions  
asked in the libraries

**1,300**

Instruction sessions provided on  
use of libraries & research methods

**20,000**

Library users took classes  
from Library Instructional Services



We are pleased to share the University of Kansas Libraries' new strategic plan with the campus community.

This plan is inspired by the vision of KU's new leader, Chancellor Gray-Little, and her focus on improving undergraduate retention and education, raising KU's scholarly and research profiles and ensuring KU has the resources to accomplish these and other critical priorities.

This vision demands an alignment of the libraries' strategic directions and goals to support the university. Accordingly, the plan includes new initiatives that address the rapid transitions underway throughout research libraries and higher education, as well as support for traditional services and resources that continue to have



# VISION

As we advance into the 21st century, KU Libraries stand firmly at the crossroads of people and ideas. Our staff, our services, our collections and our buildings will evolve to serve each new generation of students and faculty. We are committed to listening and to responding innovatively to change in our role as the foundation for discovery and learning at the University of Kansas.

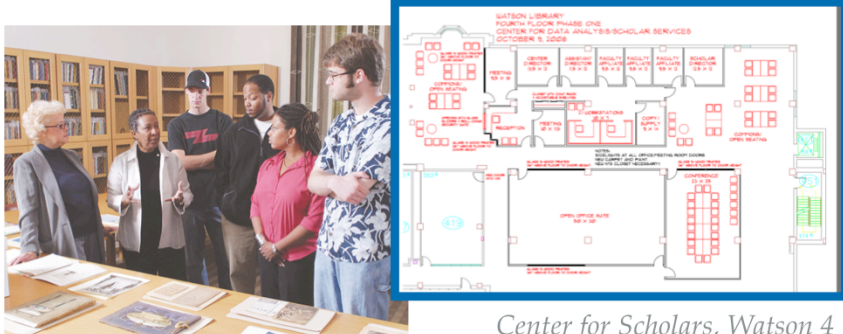


# MISSION

The University of Kansas Libraries are dynamic partners and campus leaders in advancing inquiry and learning for KU, for the state of Kansas and for an ever expanding community of world scholars. We acquire, organize, disseminate and preserve scholarship in traditional and digital forms; we develop and deliver our resources and services through innovative means to enhance research and teaching; and we help students become information literate, technologically sophisticated and globally aware.

I.

*Re-affirm the libraries' position at the intellectual center of teaching, learning and research at the University of Kansas.*



Center for Scholars, Watson 4

**KU LIBRARIES**  
The University of Kansas

**Re-affirm the libraries' position at the intellectual center of teaching, learning and research at the University of Kansas**

*KU Libraries, unlike any other entity on campus, forms the university's intellectual crossroads.*

*Within our buildings and our virtual spaces, information resources and people come together to*

*engage in scholarship and create knowledge. In collaboration with our partners in Information*

*Technology, KU Libraries are core to the information infrastructure that advances new and*

*emerging scholarly communication practices and supports the life cycle of the university's*

*scholarship and information assets.*

**Goals**

**A. Build and strengthen creative and productive partnerships and relationships.**



## II.

*Develop, acquire, curate, and preserve information resources and unique collections.*

**KU LIBRARIES**  
The University of Kansas

### **Develop, acquire, curate and preserve information resources and unique collections**

*Information resources (books, journals, manuscripts, images, data sets, audio files, etc.) are assets that are developed, managed, organized and made available in support of KU's research priorities and the education of its students.*

#### **Goals**

**A. Expand KU Libraries' research collections and ensure appropriate funding,**

access and preservation.

**B. Build unique digital collections from the rich resources of KU Libraries and**

KU scholars.





# III.

*Maximize the importance of the library  
as a physical space.*






## **Maximize the importance of the library as a physical place**

*KU Libraries play the increasingly important role of providing a physical and intellectual commons on campus. The libraries have a strategic advantage in this effort, offering neutral meeting ground to support interdisciplinary efforts, capitalizing on the student presence to make needed services and study opportunities widely available and, through its collections, advancing the teaching and research missions of the university. Through optimally designed facilities, KU Libraries can help strengthen the academic community, create cultural opportunities, foster learning and offer positive support to those who seek knowledge and expertise.*

### **Goals**



# IV.

## *Strengthen KU Libraries' fiscal standing to support the university's mission*





*Board of Advocates*



### **Strengthen KU Libraries' fiscal standing to support the university's mission**

*As costs increase and state support declines, it is increasingly important to secure the financial resources needed to meet the libraries' strategic priorities. Cultivating private donors and exploring external funding opportunities such as grants will help provide long-term, major and sustainable sources of funding.*

#### **Goals**

- A. Implement a strategic communications plan that continues to engage current and potential donors.**
- B. Partner with KUEA on major gift development.**
- C. Increase grants and alternative funding for library initiatives.**



## Enhance organizational capacity and effectiveness

*KU Libraries' faculty and staff are uniquely educated and trained to enhance student success and faculty productivity. Librarians serve as information managers and educators who help their constituencies develop key skills such as critical thinking, creative problem solving and effective use of vast and complex information resources. KU Libraries' organization must be flexible and dynamic and responsive to change and the needs of users and staff.*

### Goals

- A. Create an organization able to successfully adapt to change.**
- B. Develop an environment that supports evidence-informed decision making.**
- C. Ensure recruitment and retention of a qualified, diverse and user-oriented staff.**
- D. Improve internal communication.**



Thank you

➤ QUESTIONS?

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The University of Kansas