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.
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.
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.
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.
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 time a year and has seen a definite increase in enrollment. Two sections are offered at a 400 level through the KU Honors Program.
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.
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...

• LibQUAL+ Survey conducted for 3rd time
• 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?

- **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
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<th>LibQUAL+ Survey Core Questions</th>
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LibQual measures three things. What users would ideally like. What is the minimum that they find acceptable. And what the 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

Changes in Rank Order in several areas over 6 years.
How much an area is “Desired” is fairly consistent over 6 years.
### LibQUAL+ Survey Core Questions

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

- *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

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

- 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

— 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

• 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:

• 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.
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.
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.
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**
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?