

University of Washington  
Faculty Council on University Libraries  
Wednesday, June 1, 2011  
2:30-4:00 PM  
Petersen Room, Allen Library

**Meeting Synopsis:**

1. Approval of minutes
  2. Update from the Dean of University Libraries
  3. Faculty Fund for Library Excellence
  4. Library Outreach Services Support for Fee-Based and Distance Programs
  5. Adjournment
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**Call to Order**

Council Chair Joyce Cooper called the meeting to order at 2:30 P.M.

**1. Review and approval of minutes from April 6, 2011 meeting**

The minutes of the April 6, 2011 meeting were approved as written.

**2. Update from the Dean of University Libraries**

Dean Wilson said the university budget was not yet final. The legislature concluded the previous week and the budget approved was grim for the university, with a cut of 32.5%, including the mid-year recession from last year. Also, the university has to reduce its personnel costs by 3%. At the conclusion of the June 9 Regents meeting, the provost will send out budgets to units. The Libraries have a preliminary indication of what the budget will be, which was what allowed not moving forward with the serials cancellation project. The final budget will be June 30. There is some very good news in the state capital budget, with \$16.575 million for phase one of the renovation of Odegaard Undergraduate Library. This construction work will not start until the HUB is completed in 2012, so in the meantime work will continue on planning for the renovation.

Wilson said she anticipates that the cut to the Libraries will be smaller than most, with some investment going in. This doesn't mean there won't be budget cuts, but Provost Lidstrom has listened to faculty and students speak in support of the Libraries, and part of the investment will be maintaining hours of opening in addition to materials budgets, and maintaining student jobs.

In addition to the budget update, Wilson mentioned a number of other items:

- Interviews have been completed with candidates for the director of the Health Sciences library. Cynthia Fugate was chair of the committee, and hopes to announce the successful candidate in the coming weeks.

- The University Awards ceremony takes place June 9, and Nancy Huling will be receiving the Distinguished Librarian Award.
- The Council for Advancement and Support of Education has given *Shadows of a Fleeting World*, the book and exhibit at the Henry Art Gallery, the National Collaborative Programming Award.
- Initial results have been tabulated for the tri-annual In-Library Use Survey, focused on what people are doing in the library. This year was the largest return of surveys. Wilson distributed a sheet with some initial data and analysis of users of Suzzallo Espresso and the Research Commons. Additional analysis will include research on how space can influence activity, and on changing computer use patterns of patrons. **[Initial results attached, Appendix A.]**

In response to a question about incoming president Michael Young, Wilson noted that during his term as president at the University of Utah, there was a major expansion of the library. She said she understood that he was very interested in the construction and was very active in fundraising for it, and noted that there was a good opportunity to engage him in the renovation of Odegaard.

Finally, the council briefly discussed classroom spaces and buildings on campus, including technologies within the library available for classroom support. Learning and Scholarly Technologies and Classroom Support services were two organizations mentioned that would have further information. Wilson suggested that this important support mechanism for teaching and learning is an area that needs some coordination.

### **3. Faculty Fund for Library Excellence**

Cyndi Asmus, Director for Advancement for the Libraries, gave an update on the fund balance. Cooper presented a draft email to all faculty to raise awareness of the fund and solicit donations. The council gave feedback on the draft, which was to be edited and sent out to the council for further review. **[The final text of the email is attached as Appendix B.]**

### **4. Library Outreach Services Support for Fee-Based and Distance Programs (The Libraries Outreach Services Team: Lauren Ray, Verletta Kern)**

Librarians Lauren Ray and Verletta Kern, the Libraries Educational Outreach (EO) services team, joined the council to talk about Libraries support for fee-based and distance learning programs. Ray explained that she started four years ago as the EO support librarian, funded through a tax on EO programs. Now, her position is split between EO and the Research Commons, and Kern has been added to the team. They're focused on supporting other librarians with EO programs in their subject area.

Ray and Kern gave a presentation detailing their team and structure, projects, challenges, and next steps. Among the projects detailed were tutorials, a YouTube channel, videos giving students an introduction to the libraries, increasing communications between the libraries and fee-based students, working with Moodle and Catalyst to create a widget that can be embedded in course pages, a libraries needs assessment including meetings with subject liaisons, and funding proposals. **[Presentation attached, see Appendix C.]**

In the ensuing discussion, the following points were discussed or clarified:

- When students enter UW EO, this information is provided as a part of marketing videos sent to all students. This orientation also aims to connect students with their subject librarian.
- Both state funded and EO students have access to the same things. The students don't see a difference, particularly on campus. The work of the Libraries EO support team is most relevant for online-only or evening/weekend students.
- Martha Tucker, math librarian, said that subject librarians can't get in to most class websites and are not sure what instructors are telling students. She has mostly focused on acquiring resources.
- E-books are a complicated issue: nice for distance learning students to access, and challenging due to licensing restrictions that are different from electronic journals and can be restrictive. To share an e-book, a faculty member would probably have to have an institutional license. Issues such as marketing models, making copies available to multiple audiences, interlibrary loan, and resource sharing are still being sorted out, some via lawsuits.
- Streaming videos are another issue. There are considerations with public performance rights, copyright, how a course is advertised, and workload.
- Library demand appears to be the same for online and face-to-face classes.
- The projects being worked on right now by the EO team are benefiting all programs and creating structures for the future.

One concrete suggestion to come out of the discussion was to add instructors to the class mailing list of incoming EO students, so that they are aware of the library resources being shared.

## **5. Adjournment**

The meeting was adjourned at 3:55 PM.

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*Minutes by Craig Bosman, Council Support Analyst. [cbosman@uw.edu](mailto:cbosman@uw.edu)*

**Present:**                   **Faculty:** Cooper (Chair), Kot, Lattemann, Mack, Mitchell, Seaburg  
**President's Designee:** Wilson  
**Ex-Officio:** Barker, Redalje, Kirkendall

**Guests:** Cynthia Fugate, Cyndi Asmus, Lauren Ray, Verletta Kern, Martha Tucker

**Absent:** **Faculty:** Retman, Laird, Hicks  
**Ex-Officio:** Lee, Leach

**2011 In-Library Use Survey - Happy Early Returns!**

**In-Library Use Survey done on a three year cycle since 2002**

One sheet survey distributed as people enter library during sampling period asking what they did in the library during the visit, how long was their visit, what services are important, and to rate services. Completed surveys returned as they exited the library.

**Surveys distributed over a 4 week period ending last week.**

2011 had largest number of surveys returned (about 4800) of any survey year  
Response rate (surveys distributed/returned) of 57% is similar to previous years

**1400 Suzzallo-Allen surveys received with data entered for more than 900 (65% of total)**

**Suzzallo Espresso Users**

Suzzallo Espresso visitors increased from 31% of survey respondents in 2008 to 43% in 2011. They were as likely or more likely to use library services and collections than those that didn't visit Suzzallo Espresso (the power of caffeine!). They were also more sociable!

	<b>Suzzallo Espresso (43%)</b>	<b>Other (57%)</b>
Asked for assistance	7%	6%
Looked for library material	18%	15%
Borrowed/returned material	16%	15%
Printed	<b>29%</b>	<b>19%</b>
Studied/worked individually	<b>72%</b>	<b>63%</b>
Studied/worked in groups	<b>21%</b>	<b>13%</b>
Used library computer	37%	33%
Used own computing device	<b>42%</b>	<b>30%</b>
Met friends/someone else	<b>24%</b>	<b>11%</b>

**Research Commons**

18% of visitors used the Research Commons (double the number that used the same space in 2008). There were striking differences in what Research Commons visitors did compared to those who didn't use the RC during their visit.

	<b>Visited (18%)</b>	<b>Other (82%)</b>
Asked for assistance	<b>13%</b>	<b>5%</b>
Looked for library material	19%	15%
Borrowed/returned material	17%	15%
Printed	<b>42%</b>	<b>19%</b>
Scanned	<b>6%</b>	<b>2%</b>
Studied/worked individually	<b>75%</b>	<b>65%</b>
Studied/worked in groups	<b>30%</b>	<b>13%</b>
Used library computer	<b>53%</b>	<b>31%</b>
Used own computing device	<b>46%</b>	<b>32%</b>
Met friends/someone else	18%	16%

Research Commons users also had longer library visits:

	<b>Visited (18%)</b>	<b>Other (82%)</b>
Less than 30 minutes	<b>11%</b>	<b>21%</b>
30 minutes to one hour	27%	30%
One to three hours	38%	38%
More than three hours	<b>24%</b>	<b>10%</b>

**PLEASE DONATE to the Faculty Fund for Library Excellence**, by [payroll deduction](#), [credit card](#), or check (additional information is below).

The UW Faculty Council on University Libraries established the Faculty Fund for Library Excellence (FFLE) with unanimous approval of the Faculty Senate. The Fund offers current and emeritus faculty opportunities to help the libraries retain and acquire books, journals and other materials that UW researchers need, and their research will benefit the people of Washington State and the world.

Thank you for your generosity – and for all that you do for the UW.

Best Regards,

**The Faculty Council on University Libraries (FCUL)**

Joyce Cooper, Mechanical Engineering and Chair of the FCUL

Mark Kot, Applied Mathematics

Margaret Laird, Art History

Dianne Lattemann, Psychiatry

Edward Mack, Asian Languages and Literature

Pamela Mitchell, Nursing

Sonnet Retman, American Ethnic Studies

Bill Seaburg, UW Bothell Interdisciplinary Arts and Sciences

**and our ex officio members:**

Betsy Wilson, Dean of University Libraries

Ellen Barker, PSO Representative

Richard Kirkendall, UWRA Representative

Cortney Leach, GPSS Representative

Yooky Lee, ASUW Representative

Susanne Redalje, ALUW Representative

**Direct web links and additional donation information:**

\*\*\*By payroll deduction: [https://secure.gifts.washington.edu/secure/uwnetid/payroll\\_deduction/](https://secure.gifts.washington.edu/secure/uwnetid/payroll_deduction/)

Have your UW Employee ID# ready and enter

*Faculty Fund for Library Excellence*

under “Funds I Wish To Support.”

\*\*\*By credit card: [https://www.washington.edu/giving/make-a-gift?source\\_typ=3&source=LIBFAC](https://www.washington.edu/giving/make-a-gift?source_typ=3&source=LIBFAC)

\*\*\*By check: Send a check made out to the UW Foundation with FFLE in the memo line to University Libraries Advancement, Box # 352900

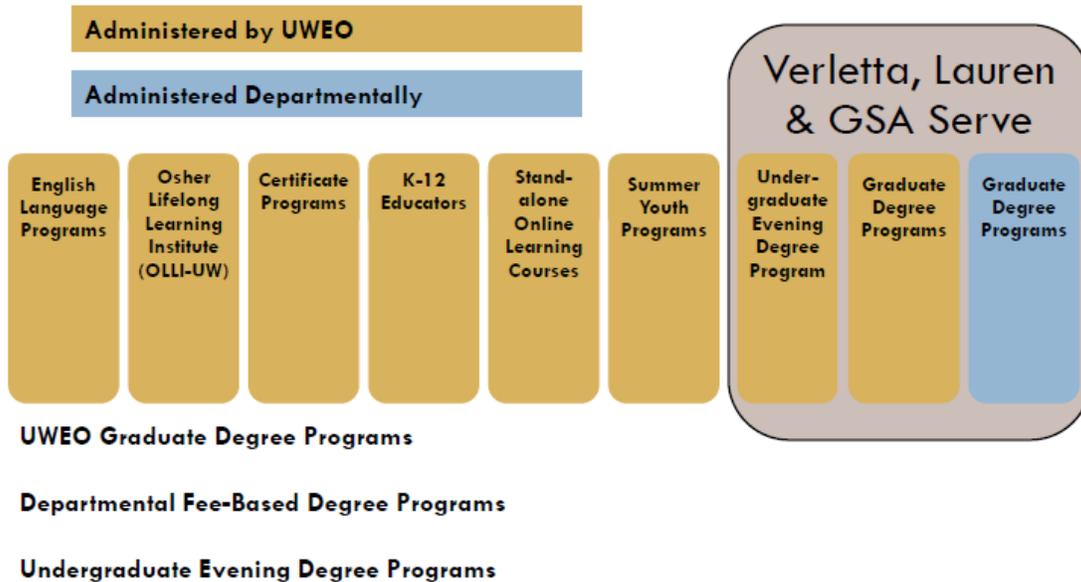
# UW LIBRARIES EDUCATIONAL OUTREACH SERVICES TEAM

Verletta Kern, Lauren Ray and Susan Gilman  
6.1.2011

## Libraries Educational Outreach Team

- UW Seattle Librarians (1.0 FTE) and GSA (.5 FTE) provide infrastructure for **fee-based degree programs:**
  - ▣ Support subject librarians in promoting and developing Libraries services for fee-based degree programs
  - ▣ Improve Libraries infrastructure for outreach via technology

# UW Fee-Based Programs



## Fee-Based Degree Programs are Offered:

- **Evenings on Seattle Campus** (ex: Masters in Communication in Digital Media, Human Centered Design & Engineering)
- **Daytime on Seattle Campus** (ex: Museology, BS in Speech and Hearing Sciences)
- **Kirkland Campus** (ex: Executive MBA, Technology Management MBA)
- **Online** (ex: Masters in Applied Math, Strategic Planning for Critical Infrastructures, Online Masters in Library & Information Science)

## Fee-Based Degree Programs

- Business, Engineering, Health Sciences and Evening BA are largest fee-based programs.
- Geared towards students balancing work/life commitments.
- Taught in flexible format (although majority are F2F)
- Growing in number (11 new programs added between 08-11)

## Our Projects

### How do I find engineering data?

This tutorial will walk you through two of the main engineering databases available through the UW libraries and explain when you would choose to use one over the other. The two databases, Compendex and Inspec, allow you to search for scholarly journal articles, conference proceedings, technical reports, technical standards and more. | Time - 3:11 | [Transcript](#)

[more tutorials >](#)

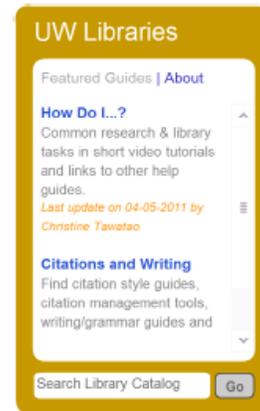
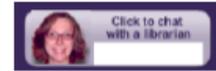


Comments (0)

<http://guides.lib.washington.edu/howdoi>

## Our Projects

- Increased Communication between Libraries and Fee-Based Students
  - Marketing emails
  - Maintaining communication between UWEO and Liaisons
  - May UWEO/UWPCE Academic Program Managers
  - Inserting Libraries guides and chat into course web pages



## Our Projects

- Undergraduate Evening Degree Program
  - Libraries Orientation each quarter
  - Development of 2-Credit Research Skills Course
  - Providing evening office hours
- Libraries Needs Assessment
- Funding Proposal: E-Books and Tutorial Software

## Challenges

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- Increase in fee-based degree programs
- Variety of courseware: moodle, Catalyst, Blackboard
- Streaming video

## Next Steps

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- More assessment
- Continued work with liaisons on fee-based degree programs
- Development of Libraries Staff Video Production Lab
- Adobe Connect