

University Of Washington
Faculty Council on University Libraries
2:30 p.m. – 4:00 p.m., April 17th, 2013
Suzzallo, Fifth Floor Conference Room East

Meeting Synopsis:

1. Call to Order and Approval of the Agenda
2. Approval of Minutes from February 13th, 2013
3. Dean's Update
4. Triennial Library Surveys
5. Shared Integrated Library System Migration and Library Materials Purchases
6. Adjourn

1. Call to Order and Approval of Agenda

The meeting was called to order at 2:30 p.m. by Chair Joyce Cooper.

2. Approval of minutes from January 16, 2013

Minutes from the February 13th meeting were approved as amended.

3. Dean's Update

Wilson updated the council on The Libraries annual budget meeting held in March with the Provost. It was a productive meeting which included a presentation on data trends similar to what council reviewed at its February meeting. The biggest takeaways were that the Libraries continue to be highly trusted and valued across the university; salary increases are a high priority; and everyone wants to grow programs and enrollment. There probably will not be many specifics about the final budget until June.

Wilson distributed the provost's proposed Calendar Budget Approval Process timeline. The provost will be seeking input from various stakeholders including a student advisory group, the Senate Committee on Budget and Planning, the Board of Regents and the Board of Deans and Chancellors. Compensation increases, if any, will most probably take effect in September rather than July based on what is going on in the state legislature.

Wilson distributed a draft copy of the Fiscal Year 2014 Provost Reinvestment Funds which identified \$17 million in new requests across the university which is also available on the Office of Planning and Budgeting website. There are several items on the list from the Libraries, including library materials and minimum wage increases as "compliance" costs. The provost is now getting specific feedback from stakeholders on the priority of the various requests.

Wilson also announced the upcoming Scholars' Studio which is a fun, informational event featuring a series of rapid-fire lightning talks given by graduate students conducting research related to the Pacific Northwest.

4. Triennial Library Surveys [Exhibit A]

Steve Hiller, Director of Assessment and Planning at the University of Washington Libraries, provided background on triennial library surveys conducted across UW campuses. Beginning in 1992 the libraries have conducted a survey every three years to develop an understanding of the concerns and questions that users have of the library system. Today they will focus on the initial highlights that they have found from across the university.

UW-Seattle Undergraduate Survey

In order to focus on improving survey participation and effectiveness the sample size was increased while reducing the number of questions for respondents. So far they have been successful in increasing the response rate which rose to 21% (1,044 respondents) compared to 15% in 2010. The survey has only been distributed amongst the UW Seattle campus but will go out to the UW Tacoma and Bothell campuses later this spring.

Main findings from the survey indicate that the frequency of personal visits to the library remains high. Remote visits (online visits) continue to be low with some variations between classes and programs. For example, in Humanities a student is just as likely to personally visit the library as they would online, while students in programs such as engineering and business rely primarily on personal visits. Satisfaction levels remain similar while the impact and importance of library resources/services appear to have decreased.

The frequency of undergraduate students making in-person library visits has steadily increased over the years. However, there is a sharp decline with in-person visits amongst graduate students. This leads to an interesting comparison to use of off-campus remote (online) use. Since 1998, off campus remote use has increased dramatically for graduate students while undergraduate use increased slowly but began to decline after 2010. An interesting note was made that when the libraries' budgets were cut in 2010 satisfaction actually increased amongst students.

Spring 2013 Surveys

Jackie Belanger discussed the spring 2013 surveys that will be rolled out shortly. A survey was sent out recently to UW faculty across all campuses and soon it will be distributed to UW Bothell and Tacoma students. Belanger went into detail about surveying graduate students and customizing surveys for each campus.

Faculty Survey

Belanger was able to present some initial findings from the faculty's survey which received 265 responses in the first six hours of being sent out. The survey asked the faculty to indicate which services they found most useful amongst two categories: Research & Scholarly Activity and Teaching. The top responses were:

- Research and Scholarly Activity
 - Support in managing, archiving and preserving research data
 - Provide information related to journal publisher pricing, impact and open-access policies
 - Guidance on submitting papers and other publications to digital archives
- Teaching
 - Integrate library resources into course management systems
 - Provide online instruction and/or remote consulting to support student research
 - Create class resource guides for specific courses and research assignments

5. Shared Integrated Library System Migration and Library Materials Purchases

Tim Jewell and Emily Keller provided a background on shared integrated library system migration and short term implications for the library materials purchasing process. They are concerned with keeping the campus community involved with the changes and spoke with the council today to seek feedback on the best way to communicate the changes to end users. Key messages they are trying to communicate includes the general message that change is coming, the positive changes to services already provided, and that the change reflects forward thinking of the libraries. They have a lot of tactics and are being strategic about messaging and targeting specific users. One method is to send out a campus wide email to faculty explaining the basic changes. Additionally, they will launch a public website, communicate with academic departments, and make an announcement in the UW Today. Jewell and Keller also want feedback from the council in order to develop an even more effective outreach strategy and determine what channels of communication could be used.

Cooper suggested comparing the services that were offered before the change-over to what will be available in the future. It is important to explain what the changes ultimately mean for the end user. For example, when users are browsing articles and the site states that an item is "UW access restricted", does that language change? Lattemann mentioned that in the School of Medicine there is more direct person-to-person contact. For example, going into the library would be a second approach. If she wanted an article she would naturally contact the author directly rather than pull it from the library. Discussion ensued about use of the library system, availability of resources and access to journals.

Keller stated that we should emphasize what is not being changed and explain that recognizable services will still be available. The major component of this overhaul, which should be communicated, is increased efficiency which is part of the UW's long-term strategic process. Ideas were passed around about how to communicate the changes including announcements on the homepages of UW and UW Tacoma Libraries.

Jewell mentioned that back in August they knew a freeze in the system would occur sometime this year in order to transition to the new system. They provided advanced notice to subject librarians to spend

money early because the freeze will result in reduced response to requests for purchases. By the end of May they will need to slow down or stop responding to purchase requests entirely. Jewell provided a copy of a modified purchase request form. The purchase request form has the same information at the beginning but a note was added stating they will defer responding to most purchase requests except for course reserves. They will be back to regular response time in July but for now they will have to hold requests for a few months. Discussion ensued about who will be impacted by the change. It will be important to target those people who are very reliant on course reserves. Although there will not be a huge impact, only 20 or so people are considered heavy users, there will still be a strong effort to communicate the changes to end users. What is happening right now is hard to understand in detail because the system is not in operation. It is being built right now by their vendor and there has been growing excitement because systems built at this scale are unprecedented.

A question was raised asking how this will be tested. The testing is being conducted now but it is on the back-end of the system, not on end users. User testing is being done by staff on a small scale, but most of the changes are just being made to the back-end such as purchasing, billing and discovery. Discussion ensued about the changes. Since the changes are complicated and primarily impact the back-end of the system, they want to spare users the specific details and just explain what is relevant to them. It was noted that there will be people who might have concerns about changes to the system so special attention will need to be provided early to those individuals to explain any changes.

6. Adjourn

The meeting was adjourned by Chair Cooper at 3:45 p.m.

Minutes by Grayson Court, Faculty Council Support Analyst, gcourt@uw.edu

Present: **Faculty:** Cooper (Chair), Leveque, Lattemann, Nicoletta
 President's Designee: Wilson
 Ex Officio: Barker, Redalje, Kirkendall
 Guests: Cynthia Fugate, Emily Keller, Tim Jewell, Steve Hiller, Jackie Belanger

Absent: **Faculty:** Gillis-Bridges, Hill
 Ex Officio: Mills, Gebhart

UW Libraries 2013 Triennial Survey

Prepared by Steve Hiller and Jackie
Belanger for the Faculty Council on
University Libraries

April 18, 2013

UWS Undergraduate Survey Initial Highlights

- Survey shortened from 13 to 10 questions
- Sample size doubled from 2500 to 5000
- Run in Winter instead of Spring to avoid conflict with National Survey of Student Engagement (NESSE)
- 1044 responses submitted
 - 21% response rate compared to 15% in 2010
- Sufficient number of responses to perform analysis by year in school and large academic programs
- Qualitative analysis of comments continuing

UW Libraries Triennial Survey

Number of Respondents and Response Rate 1995-2013

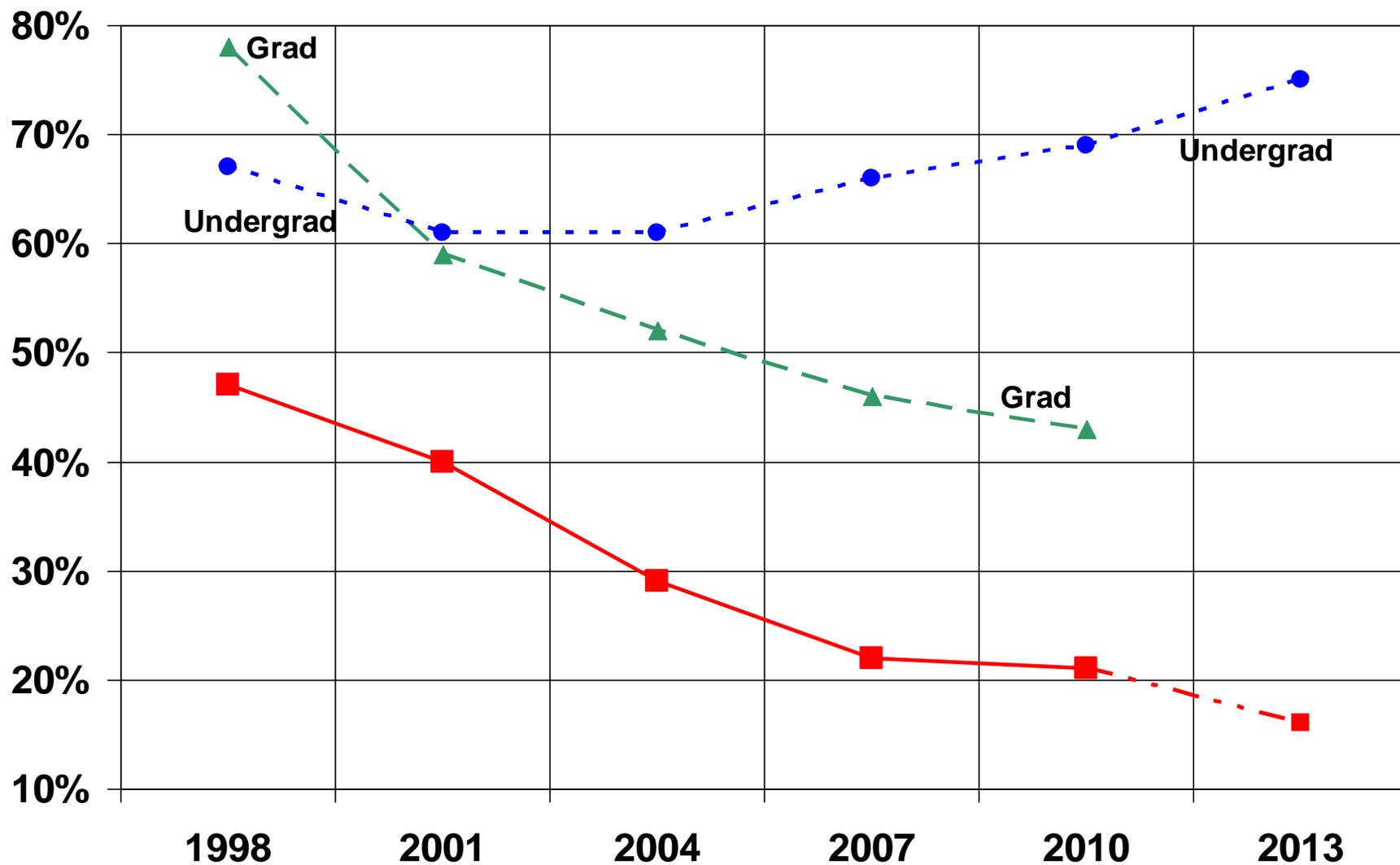
	2013	2010	2007	2004	2001	1998	1995
Faculty		1634 39%	1455 36%	1560 40%	1345 36%	1503 40%	1359 31%
Grad/Prof Students		640 32%	580 33%	627 40%	597 40%	457 46%	409 41%
Undergrads (UWS)	1044 21%	365 15%	467 20%	502 25%	497 25%	787 39%	463 23%

Some Key Preliminary Findings

- Frequency of library in-person visits remains high
- Frequency of remote (outside of library) visits continues to be low; some differences by class and program
- Library impact and the importance of library resources and services appears to be lower than in 2010; satisfaction remains similar
- Library instruction, consultation and use of online guides appears to positively effect library impact, importance and satisfaction; additional analysis underway
- Differences in responses by academic program

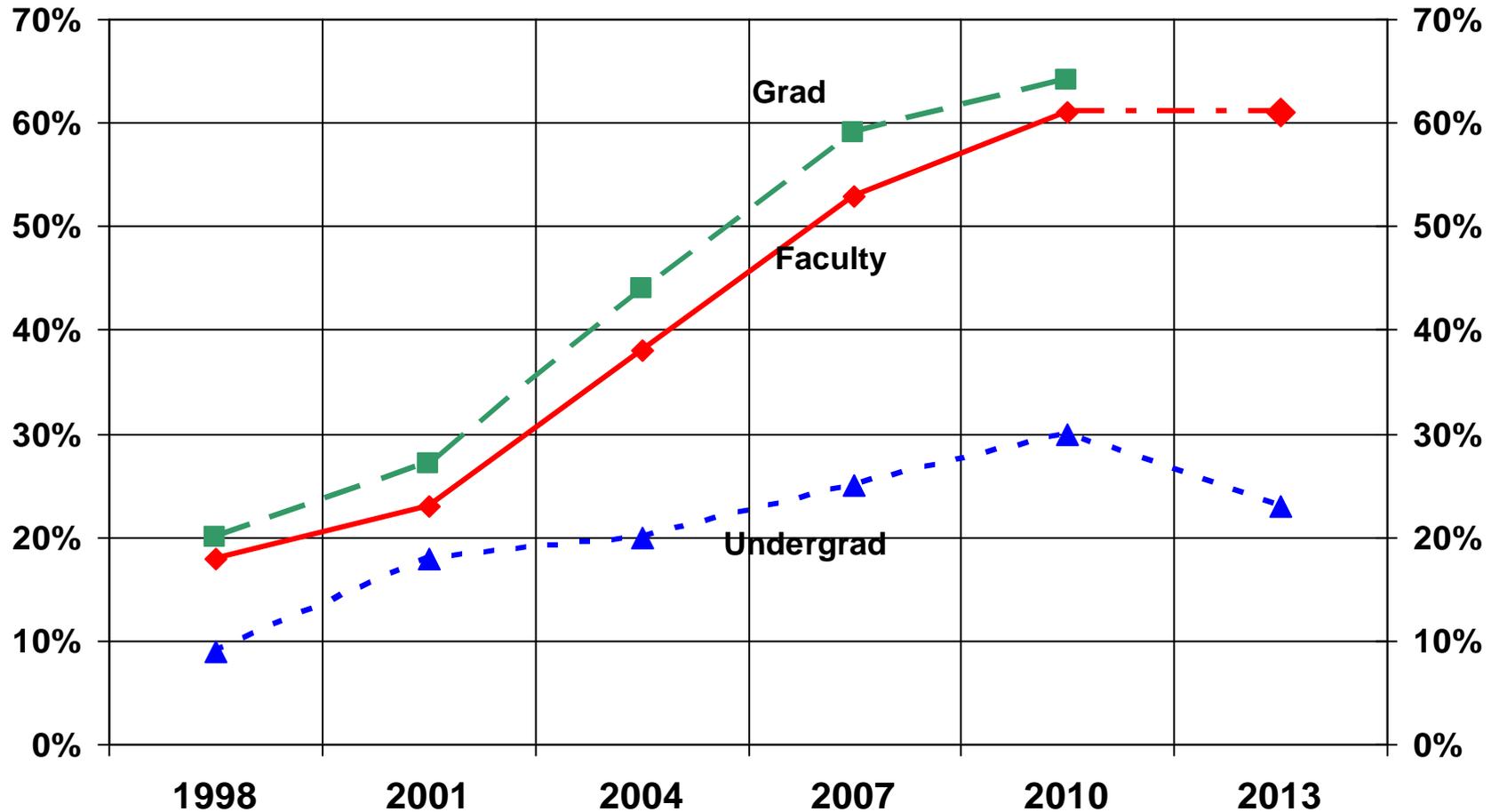
Frequency of In-Library Visits (Weekly or more often)

Triennial Survey 1998-2013

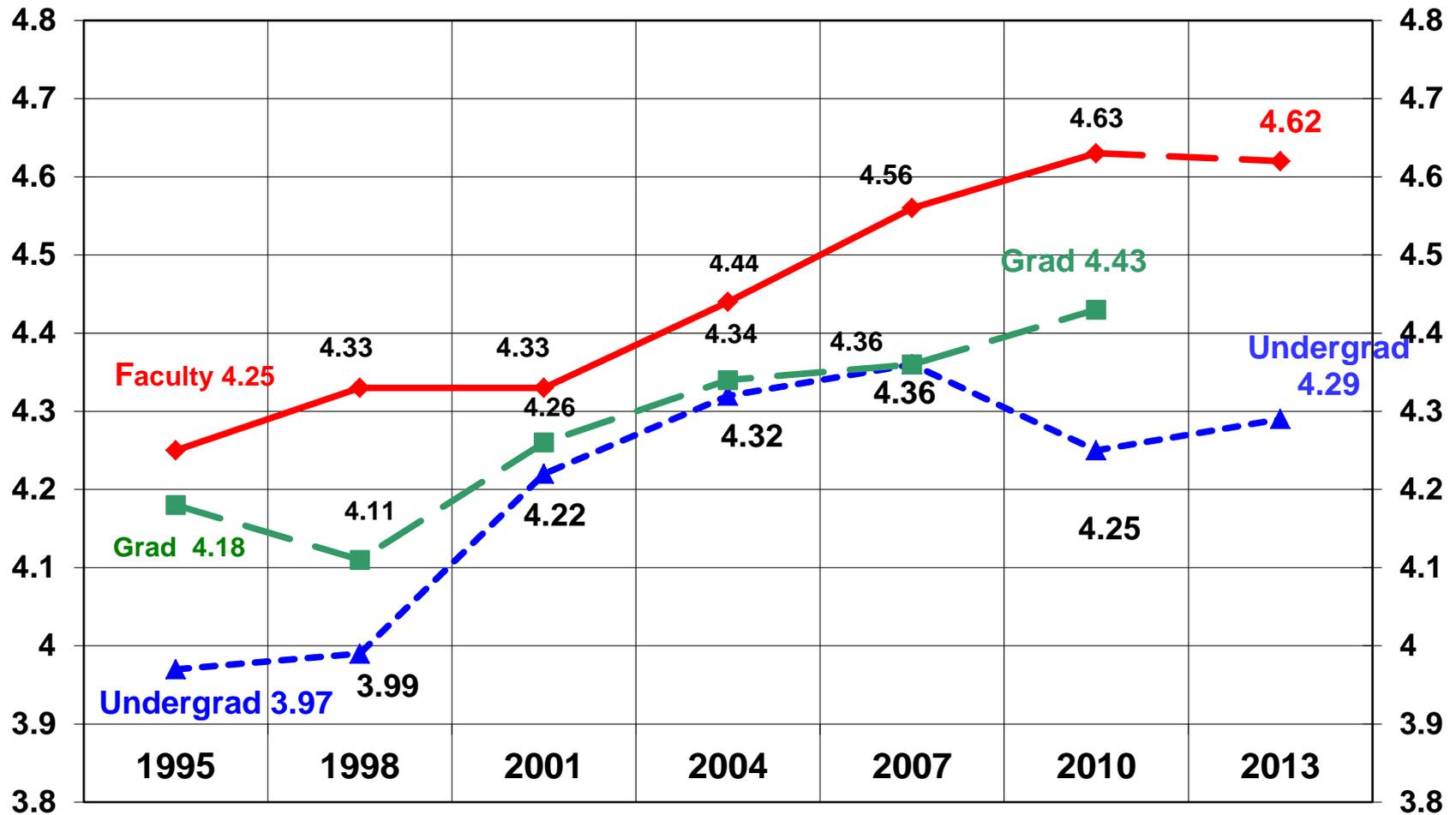


Use Patterns: Off-Campus Remote Use 1998-2013

(Percentage using library services/collections at least **2x week**)



Overall Satisfaction by Group 1995-2013



Spring 2013 Surveys

- Six surveys in Spring 2013 with initial launch date
 - UW faculty (tri-campus) April 16
 - UWS grad and professional students April 23
 - UWB undergraduate April 23
 - UWB graduate students April 23
 - UWT undergraduates April 23
 - UWT graduate students April 23

Faculty Survey

Useful Services (265 responses in first 6 hours)

Research and Scholarly Activity		Teaching	
Support in managing, archiving and preserving research data and related materials	40%	Integrate library resources into course management systems	55%
Provide information related to journal publisher pricing, impact and open-access policies	38%	Provide online instruction and/or remote consulting to support student research	42%
Guidance on submitting papers and other publications to digital archives	36%	Create class resource guides for specific courses and research assignments	36%