



WAKE FOREST UNIVERSITY  
Z. SMITH REYNOLDS

*L*IBRARY

ANNUAL REPORT  
2005-2006

**CONTENTS**

Executive Summary.....	1
Strategic Directions.....	3
Statistical Highlights.....	7
Donors.....	9



# EXECUTIVE SUMMARY

Report from the Library Director

## 2005-06: THE YEAR OF HUSTLE AND FLOW

“Hustle and Flow” was a surprise Academy Award-winning film in 2006 and also aptly describes the level of activity in the Z. Smith Reynolds Library. In a stunning reversal of previous long-term trends, virtually all categories of library services increased in volume during 2005-06. Those who predicted the demise of libraries with the advent of Google have not visited the Z. Smith Reynolds Library!

It is perhaps no accident that this year of increased activity occurred in a year that saw a strong effort by the Marketing Committee. The library was a center on campus for lectures, book talks, and special events. A re-creation of Dr. Martin Luther King’s “I Have a Dream” speech by student Micah Andrews in the library atrium was a moving highlight of the year.

True marketing means finding out what users want and then finding ways to deliver it to them. ZSR stepped out of the box this year in hosting two game nights as a way to bring new first year students into the library. In April, library staff members volunteered to stay up all night to keep the library open 24 hours a day during finals week. “Wake the Library” was a huge success with students and will become a new tradition on campus.

Good progress was made in strengthening the collection to meet the research and scholarship needs of faculty. Collection analysis has begun and will be used to identify areas of the collection for future development. We were most fortunate to benefit from funds coming from the Presidential Trust for Faculty Excellence. This program will allow us to provide faculty with more of the library resources they need to successfully achieve the teacher-scholar ideal.

A major effort to conduct a comprehensive classification and compensation study for all library personnel was successfully concluded by Associate Director Deborah Nolan. Debbie has now left Wake Forest to become the new University Librarian at Towson University in Maryland. The fruits of her labor will continue to reap benefits for library staff for years to come. The Staff Development Committee revitalized the offering of internal enrichment opportunities for staff, while the Employee Recognition Committee designed a major overhaul of the recognition program, specifically attuned to staff needs and preferences.

We were privileged to participate in a number of collaborative efforts this year. ZSR is the lead institution in a three-year federal grant to digitize the photograph collections of the largest libraries in Forsyth County. We also hosted Iyanna Sims, a librarian from North Carolina A&T University in a two week exchange program established for HBCU (Historically Black Colleges and Universities) institutions and major research libraries in the Southeast. Hosting Iyanna was two weeks of sheer delight!

## EXECUTIVE SUMMARY

Report from the Library Director

The year was not without its challenges. The building continues to age and the stacks grow more crowded each year. Students find that the building does not provide modern learning spaces for collaborative work and long for more electrical outlets for their ThinkPads! We are not able to purchase all of the resources that faculty need for their work due to a lack of funds. Like ZSR, libraries across the country are finding that legacy online catalogs are no longer adequate for users who are used to the flexible search techniques of Amazon and Google. The library catalog badly needs reinvention but the industry has not quite caught up with user needs.

To address these and other developing needs, library staff members have already begun strategic planning efforts for 2006-07. Contributing to the success of the campus mission will be a primary goal for ZSR. The library has always been central to the mission of the university and judging from the successes of the past year, it has a good foundation to grow even stronger in the future.

### **Lynn Sutton, Ph.D.**

Director, Z. Smith Reynolds Library



# Strategic Direction 1

## PROVIDE ABUNDANT INFORMATION RESOURCES AND SERVICES

### Successes

- Increased support for faculty scholarship and curriculum by adding new electronic resources such as PsycArticles, Eighteenth Century Collections Online, Stanford Encyclopedia of Philosophy, Institute of Physics Journal Archive, IEEE Digital Library, Classical Music Library, and full text of the ATLA Religion Database
- Continued to move from print to electronic journal subscriptions and reference materials by instituting e-only subscriptions for over 300 journals
- Instituted competitive “Presidential Grant” program for one-time purchase of library materials funded by the Presidential Trust for Faculty Excellence
- Began a comprehensive collection needs analysis by acquiring the WorldCat collection analysis tool
- Established a process for weeding duplicate and outdated items in the collection, including 26,944 government documents items
- Facilitated online access to the Music Library collection by completing retrospective cataloging
- Successfully completed finding aids to provide digital access to special collections: Lloyd Biebigheiser, Joseph Smith Music, Dolmen Press, Civic Music Association, Brig. Gen. Evelyn Foote, Walter Harrelson, Lipe Family, Somerset Maugham, Alan Neely, Alliance of Baptists, George Paschal, Sr., Doris Walters, Woman’s Missionary Union
- Increased collection in biomedical ethics materials, funded by Ethics & Leadership grant
- Completed a total redesign of library website
- Implemented a new OpenURL resolver to increase successful direct access to full text for patrons
- Began implementation of electronic resource management system

### Challenges

- Need to secure university commitment and funding to the planned Offsite Storage facility as current stacks are at maximum capacity
- Need to secure university commitment to implement the comprehensive Five Year Plan to upgrade library building infrastructure
- Need to significantly increase funding for collections to support faculty scholarship and curriculum, especially graduate programs
- Need to investigate marketplace for long term technology solution to integrated library system due to poor vendor support of current system

“ I can't tell you how \*very\* pleased I am that the library has subscribed to the Eighteenth-Century Collections Online database (ECCO). I specialize in eighteenth-century British fiction and I was originally excited to begin my job here (in 2002) because ZSR owned The Eighteenth Century Microfilm collection (something Princeton, my graduate school library, did NOT have in full) but lately I've been making time-consuming trips to UNCG to use ECCO because its search capacities are so useful. I was feeling very anxious that the quality of my work was suffering without regular access to ECCO; this subscription will vastly enhance the quality of my research. Thank you, thank you, thank you!”

### INCREASE INFORMATION LITERACY THROUGHOUT THE CURRICULUM

#### Successes

- Offered 11 sections per semester of LIB100 “Accessing Information in the 21st Century” (29% increase)
- New instructors taught LIB 100 from library departments other than Reference (including Information Technology, Special Collections, and Technical Services) and an adjunct instructor was funded by the Dean’s Office

#### Challenges

- Need to secure enough LIB 100 instructors to meet student demand
- Need to incorporate LIB 100 into core curriculum

### LEAD IN FACILITATING FACULTY AND STUDENT TECHNOLOGY DEVELOPMENT

#### Successes

- Conducted 35 courses (66 sections) for 368 faculty; introduced 12 new topics
- Conducted 15 faculty ThinkPad orientations classes attended by 224 faculty
- Re-designed and delivered a completely new approach to student Thinkpad orientation
- Co-hosted a two-day technology workshop for faculty on a wide range of topics
- Contributed to the MobileU project through training and development of a mobile library website
- Participated in Information Systems’ Help Desk Lite pilot project to provide technology assistance in the library to students after hours
- Added new equipment in Information Technology Center to improve production capabilities including: new multimedia computers, digital camcorders, illustration tablets, and audio digitization station

#### Challenges

- Difficulty in developing and offering new technology curriculum to draw new audiences

## Strategic Direction 3

“ Just a short note to once again say thank you for the...course yesterday. I learned so much and I'm sure the students did as well.

I have to say that after the trainings you give I realize that all along I've been getting maybe 20% out of the programs I use and now I'm getting more like 80% out of the programs. I realize how much I lose by not taking advantage of all that you offer.

Thanks again...I hope I can count on you...for these same types of training next semester.”

“ Thanks for the training -- clear and to the point, as always.”

## Strategic Direction 4 INCREASE MARKETING AND OUTREACH EFFORTS

“ I was in the library yesterday . . . and noticed just how much is going on in your building! It had been a while since I had roamed around to all various parts of the library. You and your staff have done an extraordinary job with making the library a place not only where students want to go to study, but to just relax and spend some time. I LOVE the book swap in Rhoda's Cafe, love all the clever AskZakLive signs, and could spend an hour viewing the display cases in the front lobby. Everything just looks great, and I wanted to let you know!”



Students and staff at the Library Open House

“ I have to tell you that I am totally impressed with the librarians who worked all night so the library could stay open! That would be a really tough thing for me personally- and you had 30 folks volunteer for it. Librarians are awesome.”



Wake Forest athlete and Theatre major, Micah Andrews reads Martin Luther King Jr.'s "I Have a Dream" speech in the Library atrium.

### Successes

- Library included in Presidential Trust for Faculty Excellence development campaign, raising over \$250,000 in the first year
- Initiated well-received "Wake the Library" all-night study program during finals week
- Conducted two popular gaming events to market the library to new students
- Awarded first year of projected three-year LSTA grant for Digital Forsyth, a collaborative project with Coy C. Carpenter Medical Library, Winston-Salem State University and Forsyth County Public Library
- Initiated ZSReads, an electronic library newsletter for faculty
- Marketing Committee established logo and unified activities calendar, installed welcome lightbox in foyer, and conducted highly acclaimed lecture series
- Initiated "READ" poster series featuring President Hatch as the first honoree at Faculty Author's reception
- Distributed 1100 "askzaklive" coffee mugs during freshman orientation
- Hosted gala opening for the Dolmen Press funded by Ethics & Leadership grant
- Hosted North Carolina Library Association Biennial All Conference reception
- Collaborated with Forsyth County Schools International Baccalaureate program
- Conducted LibQUAL survey to assess user satisfaction

### Challenges

- Limited ability to aggressively market library programs to students and faculty due to limitation on mass marketing through the campus network
- Must balance successes in marketing (resulting in increased demand for services) against finite staff resources

## Successes

- Conducted comprehensive classification and compensation study for all library personnel; implemented first year of multi-year plan for increased compensation
- Hosted Iyanna Sims from North Carolina A&T University in leadership exchange program with Historically Black Colleges and Universities Library Alliance
- Hired Jim Galbraith as Head of Collection Management to lead the newly formed Collection Management team
- Employee Recognition Committee developed comprehensive recognition plan including immediate, monthly, and annual awards program
- Revitalized Staff Development Committee to offer series of internal enrichment opportunities for staff; increased number of staff attending external professional development opportunities
- Craig Fansler, Preservation Librarian, named Wake Forest Employee of the Year

## Challenges

- Need to secure commitment from University to complete the compensation increase plan for exempt and non-exempt library employees
- Need to increase diversity of library staff, especially in professional positions
- Need to continually and rigorously examine work load and staffing patterns to reflect constantly evolving service and technology patterns

“For a long time I have appreciated the work that so many of your staff do and it is hard to keep abreast of the little things they do that pushes our work--in the classroom and the external research that some of us do--forward. These friends and colleagues work tirelessly and I just wanted you to know that as you continue to build on what I like to refer to my colleagues around the country as the best liberal arts college library east of the Mississippi, know that you have some of the most unselfish people around.”



Iyanna Sims (back row, far right), from NC A&T University, spent a week meeting and working with library staff members.

“I just thought I'd drop you a line to let you know how pleased I have been with your library staff. Just the other week, I was trying to track down an important reference for my research. The library website said that it was in the Carpenter stacks, so I put in a request for an ILL. Within 5 minutes I got a call saying that the reference was in the Z. Smith Reynolds library and that a student would photocopy it and bring it to my office. Two minutes later, a student put an envelope on my desk with the full article inside. I was astounded!

Please let your staff know that we are extremely happy with all of their hard work. It makes our research so much more enjoyable and productive.”

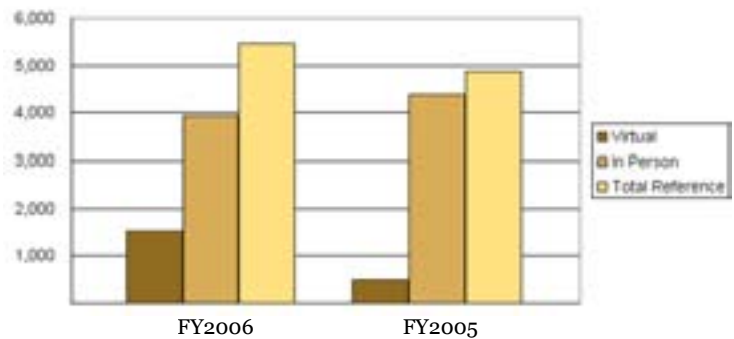


# Service Highlights

		FY2006	FY2005
Instruction	Presentation to Groups	582	531
	Number of Participants	5,600	5,547
Reference	Virtual	1,528	491
	In Person	3,943	4,374
	Total Reference	5,471	4,865
Interlibrary Loan	Borrowed for WFU Users	7,716	7,782
	Lent to Other Libraries	7,229	6,280
Total Circulation		228,472	200,914
Average Daily Attendance		1,377	1,149
Daily Unique Web Site Visits		1,166	1,028

## REFERENCE SERVICES

		FY2006	FY2005
Reference	Virtual	1,528	491
	In Person	3,943	4,374
	Total Reference	5,471	4,865

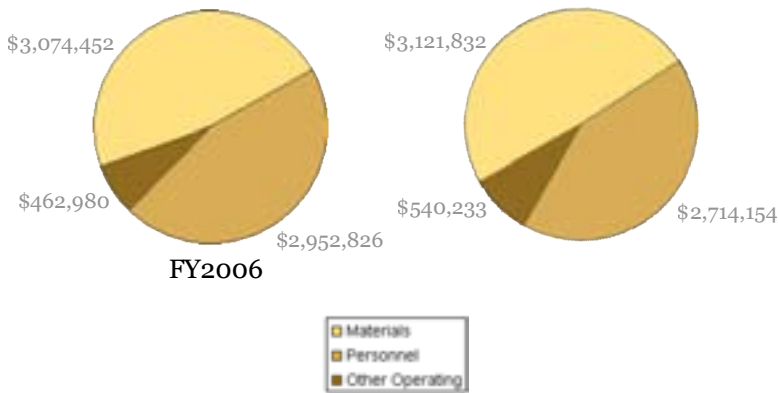


# Resource Highlights

	FY2006	FY2005
<b>Materials</b>		
Print Volumes Held	1,421,919	1,429,710
Monographs Purchased	12,493	12,190
Expenditures for Monographs	\$504,614	\$577,814
Total Serials Received	5,979	5,984
Expenditures for Serials	\$2,484,953	\$2,501,454
Films/Videos/DVDs Held	13,514	11,892
Microfilm Units	1,148,383	1,139,848
Total Materials Expenditures	\$3,074,452	\$3,121,832
<b>Personnel</b>		
Total Salaries and Wages	\$2,333,398	\$2,164,875
Benefits	\$619,428	\$549,279
Total Personnel	\$2,952,826	\$2,714,154
<b>Other Operating</b>		
	\$462,980	\$540,233
<b>Expenditures</b>		
Total Library Expenditures	\$6,490,258	\$6,376,219

## LIBRARY EXPENDITURES

	FY2006	FY2005
<b>Expenditures</b>		
Materials	\$3,074,452	\$3,121,832
Personnel	\$2,952,826	\$2,714,154
Other Operating	\$462,980	\$540,233
Total Library Expenditures	\$6,490,258	\$6,376,219



## Donors

July 1, 2005 - June 30, 2006

### Presidential Trust for Faculty Excellence\*

Mr. John Bills and Ms. Sami Ousley Bills  
Mrs. Jean Boatwright  
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\* The purpose of the Presidential Trust for Faculty Excellence is to enable Wake Forest to recruit and retain superior faculty members who exemplify the teacher-scholar ideal. Ten percent of each gift will support faculty information resources at the Z. Smith Reynolds Library.

# WAKE THE LIBRARY

Photographs from the All-Night Study Program during Exams

“Wake the Library makes exams my favorite time of year!”

