

2003
2004

Wake Forest University Z. Smith Reynolds Library 2003-2004 Annual Report

What's inside

- Mission Statement
- Executive Summary
- Critical Success Factors
- Statistical Highlights

Continuing Commitment to our Mission

The primary mission of the Z. Smith Reynolds Library of Wake Forest University is to support the current and future instructional and research needs of the faculty and students of the College, the Calloway School, the Graduate School of Arts and Sciences, and the Divinity School, as well as the information needs of the administration and staff of the University. The library meets these needs by acquiring, organizing, preserving, and providing timely access to information and information resources in a variety of media,

either on site or accessed from remote locations; the staff also meets these needs by providing instruction in information retrieval methodology. Instructional programs give students the skills necessary to function in, and contribute to, an increasingly networked world. The library contributes to the development of lifelong learners and supports the University's mission of providing a nationally recognized values-based liberal arts education. The library's mission also includes service to the broader



Wake Forest community and support of the University's status as a good neighbor in the Winston-Salem community

Executive Summary

"Bittersweet" may be the word that best captures the 2003-2004 fiscal year for the library. The usual hopeful anticipation at the start of the year was replaced by shock and terrible grief when our devoted director, Rhoda K. Channing, received a cancer diagnosis and passed away a month later. In re-reading the letters, memos, messages and articles I discovered assurances of strength,

recovery, transition and transformation. Though the healing continues, we did move forward. Sweet success came in the form of expanded library instruction and technology training, Rhoda's cyber cafe, development opportunities and leadership roles for staff, and virtual reference services. The old and the new converged in the digitization of manuscripts. Retirees were honored and new

staff members were welcomed. Incredible innovations enabled seamless integration of information for the end user! Placed within the framework of our critical success factors, the celebrations and challenges of the Z. Smith Reynolds Library reflect Rhoda's legacy, what she helped us accomplish, what she inspired and what she expects of us – to carry on, as unique individuals, marshalling

our talents, efforts and energies to continue our mission of enriching the intellectual lives of others.

*Deborah Nolan Lambert
Acting Director and
Assistant Director for Administrative Services*

The library is one of WFU's jewels.

-Comment from LibQUAL+ © survey

Critical Success Factor #1

Acquire, organize, preserve and provide excellent information resources in a variety of formats, including enhanced intellectual and physical access to them.

Successes

- Implemented ENCompass for Resource Access (allows for integrated end user searching across multiple data types and databases).
- Implemented ENCompass for Digital Collections (allows the library to manage multiple digital collections using different data type definitions such as Dublin Core, EAD and TEI).
- Implemented LinkFinderPlus (provides the ability to link from citation directly to the full-text of the article).
- Completed the total collection inventory ahead schedule.
- Developed criteria for measuring the library stacks capacity.
- Developed criteria for weeding of the library's collections.
- Analyzed and proposed solutions for off-site shelving needs.

Challenges

- Maintaining excellent collections in light of static budgets and increasing costs.
- Balancing print and electronic collections.
- Coordinating the management of access to the library's electronic resources.
- Developing formal mechanism for managing ongoing digitization process.
- Improving quality and electronic availability of finding aids for manuscript materials.
- Addressing long-term off-site shelving needs.
- De-selecting library materials based upon finalized criteria.
- Rearranging the current periodicals by Library of Congress classification.
- Testing new standing order vendors with Collection Development.
- Acquiring and cataloging material for the new East Asian Languages and Culture Studies program.



"This is my second year on the faculty; I came from an Ivy League graduate school and did not expect WFU's library to match the resources I had been accustomed to, but I have been very very very pleased with the ZSR collections and resources. On-site microfilm collections make this a first-rate research library for my field. . . . The resources committed to the library make it top-rate; I hope they don't decrease."

*-Comment from
LibQUAL+ © survey*

Critical Success Factor #2

Provide highly regarded, responsive, timely, user-focused library services.

"I think the staff there is great! They're very helpful and knowledgeable and have always helped me out."

-Comment from LibQUAL+ © survey

Successes

- Participated in first year of ASERL's virtual reference project
- Implemented Ezproxy, making off-campus access to restricted electronic library resources much more transparent for our patrons.
- Increased the availability of media viewing stations to library patrons by installing TVs, VHS and DVD players in 2nd floor study rooms.
- Deployed new, faster computers, flat screen monitors and printers in ITC student computer lab.
- Provided full suite of reference service (onsite reference assistance, e-mail, chat, LIB100 and bibliographic instruction) despite the loss of 5 reference staff members (due to reorganization and attrition)

Challenges

- Staffing two public service areas for Special Collections on opposite sides of the building
- Locating ILL staff so they are available to patrons
- Providing uninterrupted services with the cash value add and transfer machines
- Meeting the demands of non-WFU users within framework of Library's mission

"Wake Forest's library services are excellent in comparison to other major research libraries I have recently used. ZSR excels in assistance to faculty, inter-library loan, availability of electronic databases, and helpful staff interactions."

-Comment from LibQUAL+ © survey

Critical Success Factor #3

Teach and support students, faculty and staff in locating, evaluating and using information resources.

Successes

- Taught a full slate of Information Literacy (LIB100) classes for the first time
- Developed and taught two new computer-oriented classes in addition to normal assortment of classes: EndNote (bibliographic management software) and Windows Movie Maker.
- Taught various subject specific bibliographic instruction sessions for visiting classes in Reference, Special Collections, Government Information and elsewhere
- Organized and taught the annual freshman Thinkpad training
- Hosted annual orientation for new faculty
- Marketed Library through open house, tours, Student Life Fair

Challenges

- Managing the extra workload created by LIB100
- Marketing Library resources and services to more faculty and staff
- Encouraging more faculty to bring classes in for instruction sessions
- Informing and facilitating change in faculty behavior regarding scholarly communications and intellectual property
- Keeping up with the increased demand for training on the ever-increasing number of applications available to faculty, staff and students.

"In the past half semester I have learned more things of applicable value than I have in any other class."

-Comment from LIB 100 course evaluations

Critical Success Factor #4

Lead the campus in innovative technology applications for academic and library endeavors.

"I love the new accessibility to research databases from remote locations!!!"

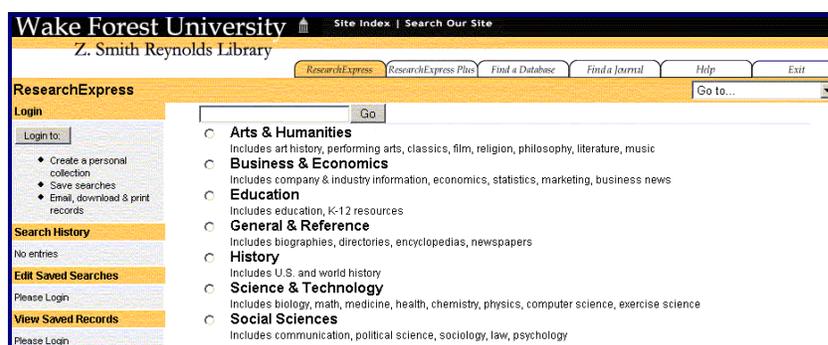
-Comment from LibQUAL+ © survey

Successes

- Implemented ENCompass, including LinkFinderPlus, for enhanced resource access.
- Beta-tested conversion of ENCompass to Linux platform.
- Created, improved and expanded digital archive collections.
- Served as pilot and early adopter of WFU online employment system, student employment system and CFO corporate credit card.

Challenges

- Moving forward on innovative new technologies and upgrading or replacing hardware/software as aggressively as in the past with little or no increase in funding
- Obtaining necessary training for staff to continue to create, maintain and provide access to digital collections.



Critical Success Factor #5

Provide responsible fiscal stewardship of and increased funding for library collections, staffing and facilities.

Successes

- Applied for and received \$20,700 LSTA grant (NC ECHO) to outsource digitization of Special Collections finding aids.
- Increased by 43% data collection of electronic resources usage.
- Analyzed serials data to make cuts in serials budget.
- Completed, opened and dedicated Rhoda K. Channing Reading Room and Rhoda's Cyber Café.
- Created and funded new Head of Reference and Information Literacy position by consolidating 2 staff vacancies.

Challenges

- Administering NC ECHO grant.
- Increasing funding to meet rising collections costs, to reflect salaries competitive with peer institutions, and to refurbish facilities and furnishings.
- Seeking additional grant opportunities.
- Continuing to make potential donors aware of Library needs and funding opportunities.
- Enhancing analysis and presentation of usage data to aid collection development decisions.
- Providing a safe, secure and clean environment for the staff and patrons.

Budget cutbacks are limiting my accessibility to key journals and texts in my field. Interlibrary loan helps make up the difference but there is nothing like having the resources my students and I need available in the library. The library staff itself is exceptional. I have never had more thoughtful, intelligent, helpful resource people in a research setting help me out so with such generosity in all the dozens of libraries and archives I have worked in around the country.."

-Comment from LibQUAL+ © survey

Critical Success Factor #6

Enhance organizational effectiveness of the library.

Successes

- Combined Access Services and Technical Services under one team leader to maximize collaboration and responsiveness to patrons.
- Transferred Preservation responsibilities to Special Collections, enhancing ability to care for special collections materials in a variety of formats.
- Moved Current Periodicals to Information Services Team, making the 4th Level a cohesive public service area.
- Centralized circulation of ILL materials at the Circulation desk.
- Expedited the monograph ordering process by training library bibliographers in Yankee Book Peddler (YBP) online selecting.
- Improved access to Baptist Collection materials by integrating into Technical Services standing order workflow.

Challenges

- Examining, enhancing and integrating Special Collections staffing and operations.
- Developing Reserve workflow to ensure compliance with copyright guidelines.
- Planning for and incorporating ILLIAD into the ILL workflow.
- Managing the impact of cost increases and declining acquisitions on Technical Services operations.
- Transitioning to a new Library Director
- Involving more library staff members in university committees and governance.

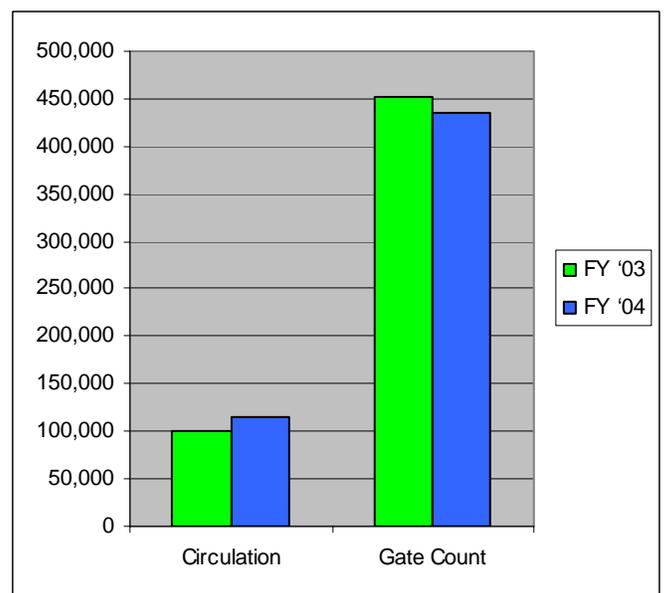
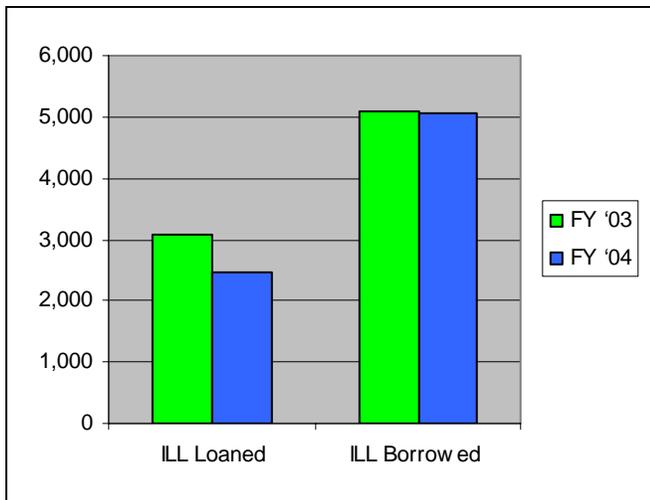
The library is efficiently run by an extremely helpful and professionally trained staff

-Comment from LibQUAL+ © survey



Service Highlights

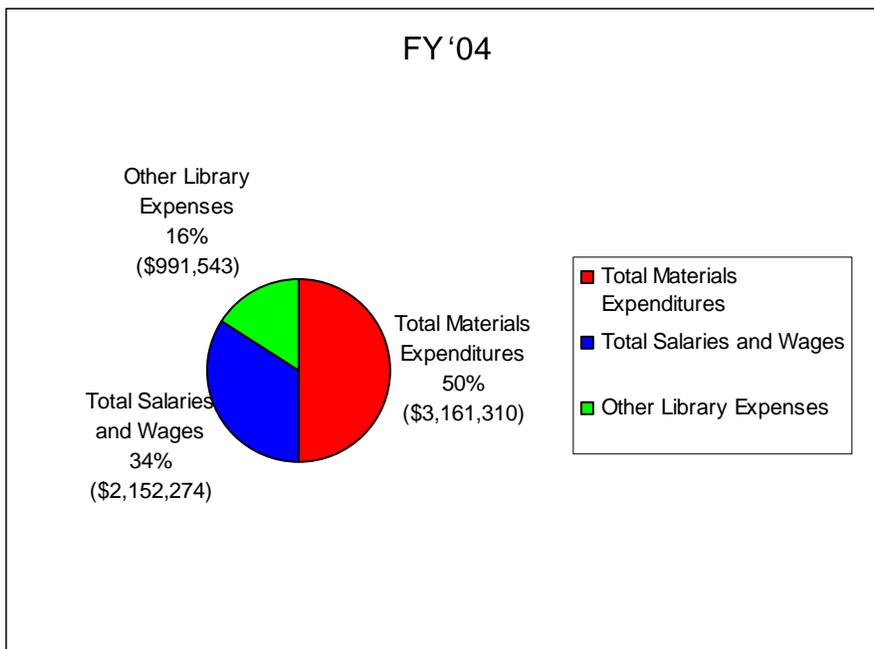
		FY '03	FY '04	Percentage Change
Instruction				
	Presentations to Groups	454	546	20%
	Number of Participants	5,296	5,369	1%
Reference Transactions				
	In Person	8,007	4,743	-41%
	Online/Chat/E-mai/Virtual	127	441	247%
Library Web Site				
	Unique Hits	N/A	322,552	N/A
Interlibrary Loan				
	Loaned to Other Libraries	3,076	2,477	-19%
	Borrowed for WFU Users	5,106	5,074	-1%
Circulation		101,185	115,079	14%
Gate Count		452,166	435,846	-4%
Seating		1,172	1,040	-11%
Hours Open		98	98	0%



Resource Highlights

		FY '03	FY '04	Percentage Change
Collections				
	Print Volumes Held	1,390,193	1,411,778	2%
	Monographs Purchased	18,917	14,719	-28%
	Expenditures for Monographs	\$841,427	\$623,025	-26%
	Total Serials Received	7,218	6,940	-4%
	Expenditures for Serials	\$2,131,739	\$2,276,277	7%
	Films/Videos/DVD's Held	9,750	10,607	8%
	Microfilm Units	1,101,476	1,125,966	2%
	Accessible Electronic Journals	15,855	13,312	-16%
	Accessible Electronic Databases	199	233	17%
	Total Materials Expenditures	\$3,082,175	\$3,161,310	3%
Personnel				
	Total Number of Staff	97	96	-1%
	Total Salaries and Wages	\$2,241,315	\$2,152,274	-4%
Expenditures	Total Library Expenditures	\$5,792,709	\$6,305,127	9%

\$5,237,607	Operating Budget
\$2,199,525	Operating Materials
\$3,038,082	All Other Operating
\$2,152,274	Salaries
\$885,808	Other Operating Expenses
\$3,161,310	Materials Expenses
\$105,735	Capital Expenses
\$6,305,127	Total Library Expenditures



In Memoriam
Rhoda K. Channing
1941–2003

Z. Smith Reynolds Library Director 1989 – 2003



"Mine is the best job on campus. At the age of 16 I chose my calling, or it chose me. I knew I would become a librarian and emulate the excellent role models in the New York Public Library branch where I was employed to shelve books after school. Librarianship is one of the few fields left for the insatiably curious and for the generalist. ...Transmitting culture, defending freedom, providing information, guiding the novice, imposing order on chaos and navigating the networks - these are some of the worthy roles of the librarian. I'm grateful to be a member of this profession!" Rhoda Channing
