

2004  
2005



Wake Forest University

Z. Smith Reynolds Library

2004 - 2005 Annual Report

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## Continuing Commitment to Our Mission

The primary mission of the Z. Smith Reynolds Library 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 faculty 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 onsite 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—Report from the Library Director

2004-2005 was a year of transition for the Z. Smith Reynolds Library as a new director came on board to assess the campus environment and build on the considerable strengths and accomplishments of the library. Satisfaction levels reported by library users in past surveys have been very high. I believe this is attributed to the exceptional quality of library staff. To a person, they are dedicated, service-oriented, capable and hard-working.

The pages that follow document accomplishments in library services for 2004-2005. Staff members have continued to initiate creative new services for the benefit of library users. Changing work habits is difficult for anyone, but ZSR staff members demonstrate remarkable flexibility when the end result is better service to patrons. For example, when the collaborative virtual reference service was not working to the benefit of Wake Forest users, reference librarians decided to change to a user-focused Instant Messenger service. When restrictions on borrowing and lending materials on interlibrary loan got in the way of providing good

service, these restrictions were removed and ILL volume increased dramatically. When students asked that library hours be extended to 1:00 a.m., individual staff members adjusted their personal work schedules to work later. When faculty members expressed a need for an increased level of research materials, collection development staff found collaborative opportunities with regional and national consortia to provide new materials.

However, even the most dedicated and service-oriented staff cannot overcome years of flat budgets and depreciating infrastructure. Thus, challenges to progress in meeting the information needs of the campus are also detailed on the following pages. Such challenges include the imperative to incorporate library needs in the university's advancement plan, the obligation to compensate librarians and other library staff fairly and equitably, the duty to provide information resources that allow faculty to be successful in all aspects of the teacher-scholar ideal, and the necessity to invest in the infrastructure of the library building to provide a modern and comfortable environment to those

ing to provide a modern and comfortable environment for those who work and study there. Perhaps the most urgent challenge in the coming year will be the need to address storage needs for the library collection.

As the university engages in strategic planning in the coming year to clarify its mission and lay out its agenda for the decades ahead, so too will the library seek to look into the future to anticipate the information needs of the gaming generation and the heightened expectations of new faculty. We look forward to the challenge.

Lynn Sutton

Director, Z. Smith Reynolds Library



## Strategic Direction 1

### Provide abundant information resources and services

#### Successes

- Conducted collection needs analysis with academic departments
- Aggressively moved to convert journal subscriptions and reference materials from print to electronic format
- Completed finding aids project to provide online catalog and web-based access to manuscript collections
- Initiated collaborative planning grant project with Winston-Salem State University and Forsyth County Public Library to create historic digital image collection called Digital Forsyth
- Extended library hours to meet student demand
- Converted to Instant Messenger (IM) system for virtual reference to increase student participation
- Implemented ILLIAD system for improved interlibrary loan service, increasing items borrowed by 66% and items lent by 182%

#### Challenges

- Secure adequate funding to provide information resources that meet needs of faculty and students
- Participate in national efforts to effect change in scholarly communication models
- Work with faculty to accept electronic format for journals
- Systematize policies and procedures for the creation of digital collections from existing print resources
- Evaluate institutional repository systems to manage materials whose original format is digital
- Move additional volumes to offsite storage to ease overcrowded conditions
- Weed government documents collection to reflect U.S. government's move to digital format

"I consider Early English Books Online the most significant acquisition that the library has made in my time here, and I can't thank you enough for purchasing it. I am thrilled and hugely appreciative because, as you know, EEBO is the gold standard of online archival research in early modern English literature, history, and religious studies. The best libraries have EEBO. Your efforts in purchasing it once again demonstrate your commitment to making ours a first-rate research and teaching library."

~ Comment from English Department faculty member



## Strategic Direction 2

### Increase information literacy throughout the curriculum

#### Successes

- Increased number of sections and students participating in LIB 100, Accessing Information in the 21<sup>st</sup> Century
- Increased total number of participants in instruction sessions
- Created and filled fulltime position of Information Literacy Librarian

#### Challenges

- Secure enough LIB 100 instructors to meet student demand
- Adapt or incorporate LIB 100 into revised core curriculum

"This was the second time I have sent my class to ZSR librarians for instruction. And both times, I have been so pleased to have this resource for the students. Each time, I also have learned something new."

~Comment from faculty member

## Strategic Direction 3

### Lead in facilitating faculty and student technology development

#### Successes

- Offered 58 faculty technology training classes and 10 faculty ThinkPad orientation sessions
- Trained 1,065 first year students, 71 graduate students and 22 transfer students in ThinkPad orientation
- Conducted 47 technology training classes for students in addition to ThinkPad orientation
- Established first "collaboration station" in multimedia lab for group computing projects

#### Challenges

- Create new ThinkPad orientation model to meet changing needs of students
- Adapt facilities for group computing use by students
- Anticipate and meet evolving needs of faculty and students to address emerging technologies

"I especially enjoyed the humor and easy-going pedagogy, which made the technical learning so much easier, and the patience and expertise in guiding us through the databases."

~ Comment from Humanities Department faculty member



## Strategic Direction 4

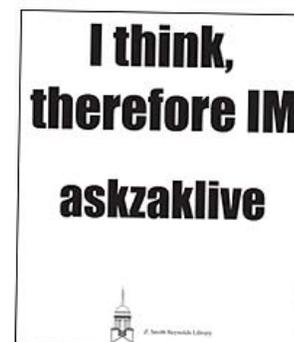
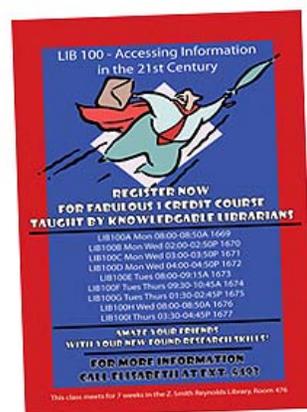
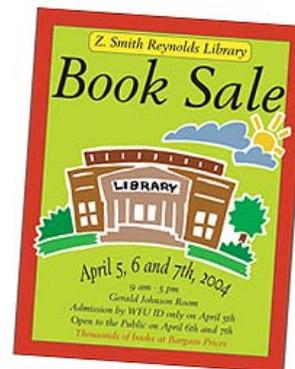
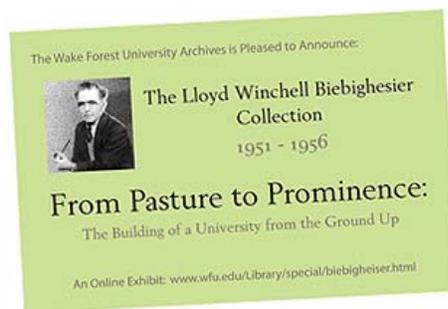
### Increase marketing and outreach efforts

#### Successes

- Participated as lead institution in Digital Forsyth collaborative grant project to create digital repository of photographic images
- Co-hosted reception for faculty authors and editors
- Initiated faculty book talk series
- Conducted successful marketing program for new Instant Messaging-based virtual reference service

#### Challenges

- Incorporate library development plan within University's overall advancement effort
- Create comprehensive library marketing plan
- Further develop the faculty book talk series



## Strategic Direction 5

### Optimize human resources

#### Successes

- Initiated comprehensive classification and compensation study for all categories of library staff
- Created Collection Management Team from existing positions and began recruitment for a new Head
- Reorganized and renamed Technology Team to Information Technology Team to better reflect its purpose
- Assessed and revised vacant staff positions to create new ones aligned with changing library resources and services:
  - Created Webmaster/Digital Projects Coordinator within Information Technology Team
  - Created Information Literacy Librarian within Information Services Team
  - Created Preservation Librarian within Special Collections Team

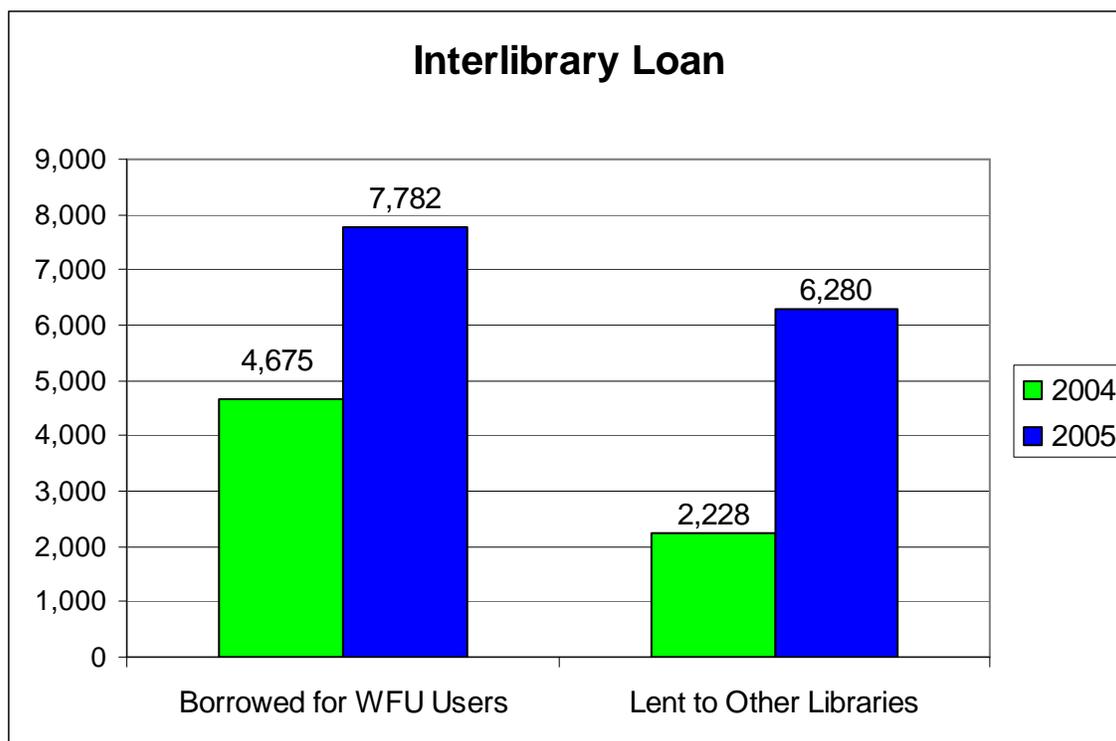
#### Challenges

- Complete classification and compensation study
- Secure funding to achieve fair and equitable levels of compensation for all staff
- Reallocate and retrain staff to manage the progression to electronic resources



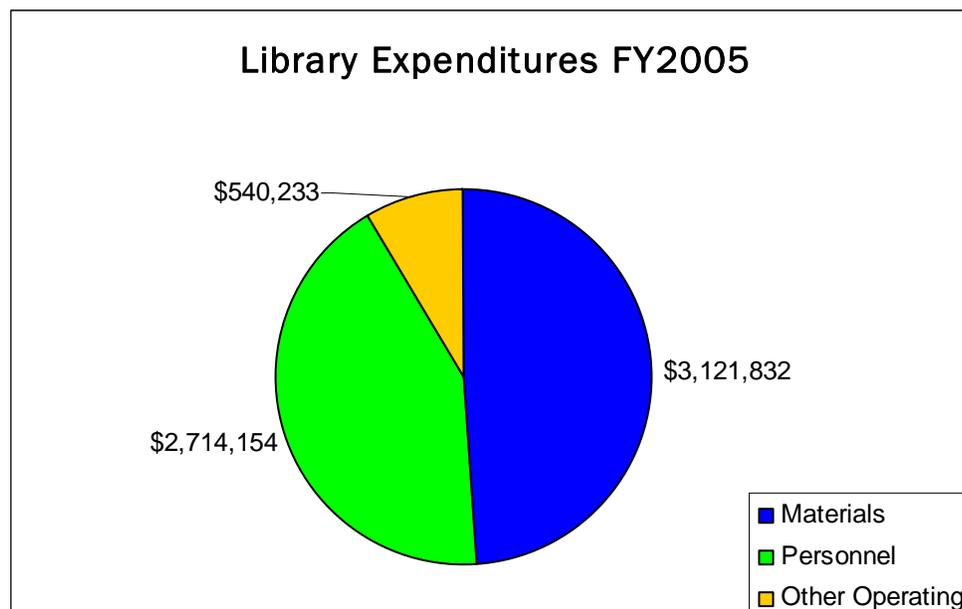
## Service Highlights

		FY2004	FY2005	% Change
<b>Instruction</b>				
	Presentation to Groups	546	531	-3%
	Number of Participants	5,369	5,547	3%
<b>Reference</b>				
	In Person	3,920	4,374	12%
	Virtual	209	491	135%
	Total Reference	4,129	4,865	18%
<b>Interlibrary Loan</b>				
	Borrowed for WFU Users	4,675	7,782	66%
	Lent to Other Libraries	2,228	6,280	182%
<b>Circulation</b>				
		108,627	104,219	-4%
<b>Average Daily Attendance</b>				
		1,221	1,149	-6%
<b>Unique hits to library web site</b>				
		322,552	375,469	16%

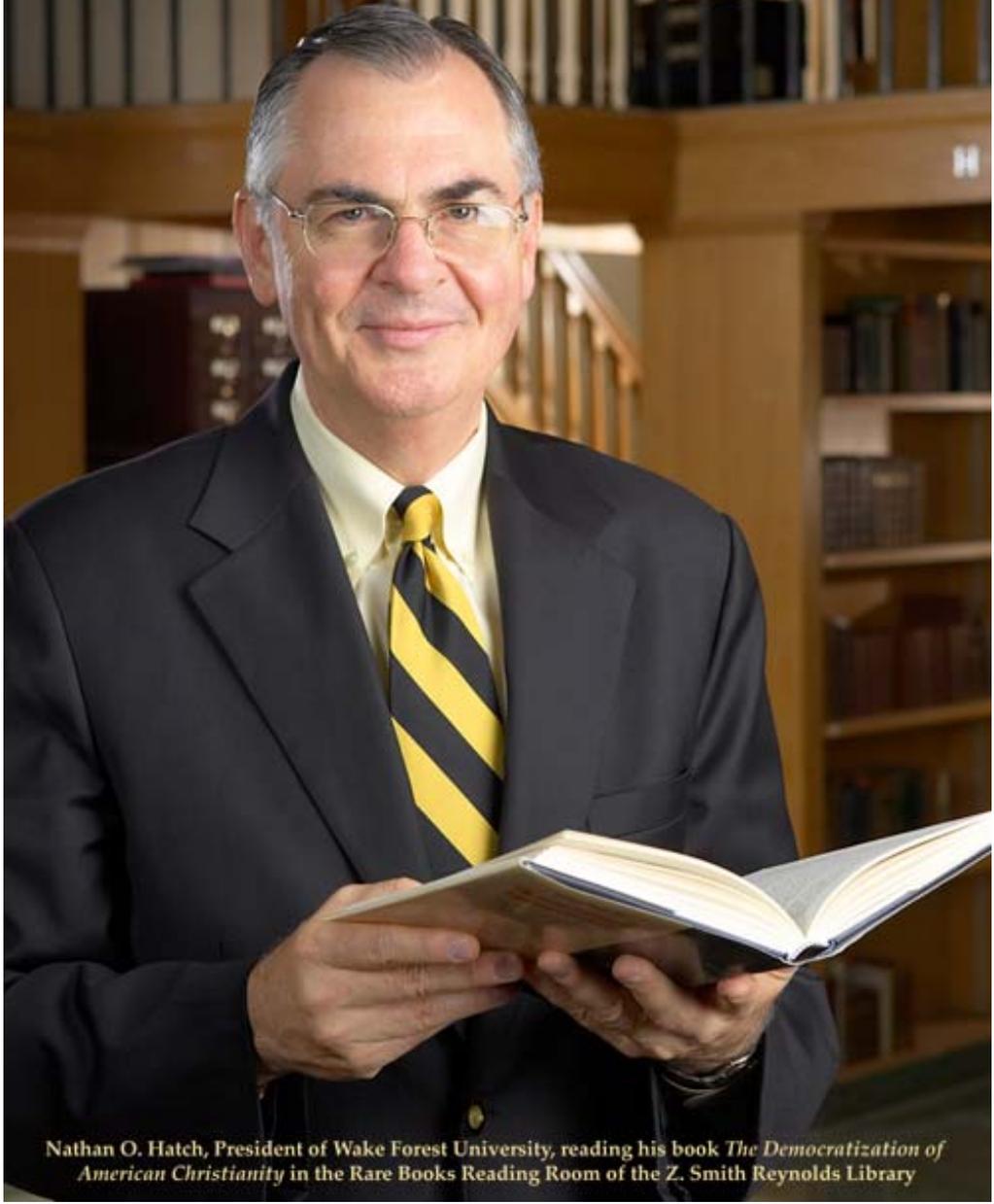


## Resource Highlights

		FY 2004	FY 2005	% Change
<b>Collections</b>				
	Print Volumes Held	1,411,778	1,429,710	1%
	Monographs Purchased	14,719	12,190	-17%
	Expenditures for Monographs	\$586,579	\$577,814	-1%
	Total Serials Received	6,940	5,984	-14%
	Expenditures for Serials	\$2,191,171	\$2,501,454	14%
	Films/Videos/DVD's Held	10,607	11,892	12%
	Microfilm Units	1,125,966	1,139,848	1%
	Total Materials Expenditures	\$2,874,517	\$3,121,832	9%
<b>Personnel</b>				
	Total Salaries and Wages	\$2,152,275	\$2,164,875	1%
	Benefits	\$ 497,144	\$ 549,279	10%
	Total Personnel	\$2,649,419	\$2,714,154	2%
<b>Other Operating</b>		\$ 571,065	\$ 540,233	-5%
<b>Total</b>	Total Library Expenditures	\$6,095,000	\$6,376,219	5%



# READ



Nathan O. Hatch, President of Wake Forest University, reading his book *The Democratization of American Christianity* in the Rare Books Reading Room of the Z. Smith Reynolds Library

