



WAKE FOREST UNIVERSITY

Z. Smith Reynolds Library

Annual Report 2006-2007

EXECUTIVE SUMMARY

Report from the Library Director



This was the year of strategic planning at Wake Forest University. Along with most other units on campus, the Z. Smith Reynolds Library completed a strategic plan specifically designed to fulfill and enhance the mission of the University. Library initiatives were placed into context of Wake Forest's strategic priorities:

Enhance faculty distinction

~

Build academic programs of nationally recognized excellence

~

Attract a talented and diverse student body and develop exceptional young leaders

~

Create a richer sense of community throughout the University

~

Strengthen Wake Forest's connection to communities beyond our campus

Because of the emphasis of working within the university structure, ZSR chose to frame its vision and mission from the user perspective. Looking ahead to the day when Wake Forest faculty and students will choose ZSR among the many sources of available information in both print and digital format, our vision is simply stated:

The Z. Smith Reynolds Library will be the first and favorite source for Wake Forest users in their quest for knowledge.

Likewise, ZSR's mission statement changed from a traditional inward focus of acquiring, organizing, preserving and providing access to library materials to an outward statement of commitment to our users:

The mission of the Z. Smith Reynolds Library is to help our students, faculty and staff succeed. We do this by providing unparalleled service in managing, delivering and teaching the use of scholarly content and information technology.

ZSR library staff began to live the strategic plan immediately by striving to meet faculty, student and staff needs in creative ways. If it weren't the Year of the Strategic Plan, it would have been the Year of the Wiki, as library staff used innovative wiki (and blog) technology for strategic planning, staff development, student training, library newsletter, Lib 100 teaching, and general in-house communications.

Perhaps the best example of library staff coming together with new technology to support faculty and students was ZSR's participation in the Sociology class, "Social Stratification of the Deep South." Professors Earl Smith and Angela Hattery invited librarians to accompany the class on its two week journey through the South. Susan Smith, Head of Information Technology at ZSR, and I took up the challenge and called ourselves "embedded librarians" because of the intense integration of information, technology, service and instruction into the course. Traveling from North Carolina to South Carolina

to Georgia to Alabama to Mississippi and back home through Tennessee, our roles were to provide research assistance for daily assignments, design and maintain the course wiki, blog and Flickr sites, as well as plan and implement the service learning component of the trip with a library system damaged by Hurricane Katrina on the Mississippi Gulf Coast. The trip was a resounding success, with local media coverage in Biloxi, MS and at home in Winston-Salem. We hope to find other opportunities in the Wake Forest curriculum to provide "embedded" library services in the future.

ZSR staff look forward with great anticipation to the implementation of our library strategic plan. We have many challenges with our aging building and limited funds for collections but we are committed to ensuring the success of our users and we will work with Provost Tiefenthaler and her staff to contribute to the success of the University at large.

Lynn Sutton, Ph.D.

Director, Z. Smith Reynolds Library

Provide *abundant* information resources that meet the needs of users.

STRATEGIC DIRECTION I, Library Resources

SUCSESSES

~ Used funds from the Presidential Trust for Faculty Excellence to purchase major electronic resources including *Congressional Hearings*, *Annual Reviews Archive*, *Digital Library of the Catholic Reformation*, *Digital National Security Archive*, *Theatre in Video*, *Early American Imprints*, and *Historical Newspapers*. In addition, Presidential Trust funds were used to meet specific requests from individual faculty and departments to develop the library's collection in new areas.

~ Made substantial progress in the transition from print to digital journal subscriptions by instituting electronic-only subscriptions for another 358 journals. Currently, 62% of periodical spending is in the digital format and 38% is for print.

~ Automated the Education and Music libraries to make their resources more available to users. Cataloged large retrospective collections of music and video resources. Assisted the Military Science library in weeding its collection to make room for more current material.

~ Acquired the archival papers of President Emeritus Thomas K. Hearn, Professor Emeritus of History David Smiley, and oral histories from the History Department.

~ Completed detailed collection analyses for the departments of Physics, Biology and Political Science. Data from these analyses will be used to strengthen the collections in these subject areas and will serve as models for ongoing departmental collection analysis.

~ Completed the first year of *Digital Forsyth*, a collaborative digital project with Forsyth County Public Library, Winston-Salem State University and the Coy C. Carpenter Medical Library to digitize historical photographic images of Forsyth County. ZSR staff took the lead in grant management and technology infrastructure.

~ Celebrated the official opening of the Maya Angelou Film and Theatre Media Manuscript Collection with a reception, reading, exhibit and READ poster.

~ Participated in a national OCLC pilot program to contribute our digital periodical holdings for the purposes of interlibrary loan.

~ Incorporated book cover art and enhanced bibliographic data in the online catalog.

~ Conducted Picture Party in University Archives for alumni and emeriti faculty as part of Wake Forest's 50th Anniversary celebration.

CHALLENGES

~ Overcrowding in the stacks is a critical problem. Need to secure University commitment and funding for an offsite storage facility.

~ Need to significantly increase funding for collections to support faculty scholarship and curricular needs.





Invite users with spaces that *stimulate* learning, collaboration, and research.

STRATEGIC DIRECTION II, Library as Place

“Thanks for the great class. You encapsulated everything perfectly. I really didn’t know exactly what it was I wanted to know when I walked in, but everything you said was related, pertinent, and understandable.”

SUCSESSES

- ~ Completed a successful fundraising drive to build custom oak bookshelves in the main atrium to house the Browsing Collection.
- ~ Repurposed the Multimedia Lab to create flexible, collaborative workspace for computing.
- ~ Renovated the Screening Room to double as a small classroom or meeting room in addition to media viewing.
- ~ Moved music collection to room 403 to better accommodate the oversized music scores.
- ~ Enhanced the annual “Wake the Library” 24-hour study week with additional food, graffiti board and 6th night of study.

CHALLENGES

- ~ Need to secure university commitment to update and upgrade basic building infrastructures, including heating/cooling, electrical, plumbing, interiors and exteriors.
- ~ Need to secure university commitment to invest in renovations to create modern, collaborative learning spaces including coffee shop, group study rooms, faculty and graduate student lounges, and collaborative computing spaces.
- ~ Need to secure permanent funding for Wake the Library, which has operated thus far on a semester-to-semester volunteer donation basis.

“Once again, thank you for a clear presentation on the uses of the library resources. It should be invaluable to this class, not only for my course, but for others this semester and beyond.”

Initiate *user-driven* services, enabled by technology, leading to user involvement and self-sufficiency.

STRATEGIC DIRECTION III, Library Services

“It is because of people like you, inviting us to talk about our work, that we continue long after tenure & promotion to try to remain productive scholars as well as interesting teachers.”

SUCSESSES

~ Implemented a plan to consolidate and market library services to students and faculty abroad, including a web portal, expedited document delivery, chat reference, and orientation for departing students.

~ Created a centralized photocopy center on the main floor and added pay-for-print stations on the 4th floor and in the 24-hour study room.

~ Established a ZSR Facebook profile and Flickr™ site.

~ Collaborated with the new International Baccalaureate program at Parkland High School by offering library instruction and borrowing privileges.

~ Enhanced ZSR’s innovative video gaming program by adding open game night events.

~ Instituted a successful Library Lecture Series with the following programs:

Emily Giffin
reading and book signing

Edwin Hendricks
“Why Wake Forest Moved to Winston-Salem”

John McNally
reading and book signing

Banned Books Week celebration

Alan Mandelbaum
“The Savantasse of Montparnasse”

Micah Andrews
“What’s Going On?”
Martin Luther King, Jr celebration

Anthony Parent
“The Formation of a Slave Society in Virginia”

Earl Smith and Angela Hattery
“Social Stratification in the American South”


Charles Kimball
“When Religion Becomes Evil”

Scenes from *Romeo and Juliet*

CHALLENGES

~ Aging and unreliable photocopiers and card reading equipment are a frustration to library users.





Lead the campus in the use of technology for teaching and learning.

STRATEGIC DIRECTION IV, Information Technology

“As always, you conducted the most interesting and engaging class today! I was intimidated by all the new personal spaces on the web but now I am compelled to join the masses. You showed us how to manage our personal sites in a user-friendly, quick (and I might add FREE) way...”

SUCCESSSES

~ Embedded two librarians in the Sociology course “Social Stratification in the Deep South;” planned and implemented the course service project, and designed the course Web site that included wiki, blog, and Flickr imaging technologies.

~ Engaged in wiki and blog technology with implementation of technology guidelines, pilot use of wiki technology in Lib 100 final project assignment, Reference wiki, Student Assistant training wiki, blog for staff professional development reports and Gazette newsletter.

~ Implemented audience response systems (clickers) in Lib 100, staff meetings and other instructional programs.

~ Technology-enhanced Lib 100 course has exceeded all expectations, currently offering 12 sections per semester.

~ Collaborated with History and Music faculty using technology in their course work to scan and provide metadata for Biblical Recorder and implement pilot project in audio e-reserves.

CHALLENGES

~ Change in ownership of library automation provider has impacted staff ability to maximize resource access. Instability in the library automation market has led to uncertainty over long-term and short-term system migration plans.

~ There is a lack of coordination in instructional technology and academic computing on campus that impedes optimal service.

“The class this morning was TERRIFIC. The down side (which happens most times after I’ve been to one of your classes) is that I feel like my head is going to explode, because there is so much out there to do/read/post/etc.”

Optimize staff resources to *accomplish* university goals.

STRATEGIC DIRECTION V, Human Resources

"You guys do an amazing job at clearly presenting a TON of information. I really appreciate it. We are lucky to have you!!!"

SUCSESSES

~ Under leadership of the Environmental Scan Group and Blue Sky Group, completed the library's Strategic Plan, with revised vision and mission statements.

~ Appointed Wanda Brown as Associate Director, replacing Deborah Nolan.

~ Reorganized the library by combining Technical Services with Collection Management to create a new Resource Services team; created separate Access Services team.

~ Created the position of Instructional Design Librarian.

~ Implemented the full compensation plan for non-exempt library staff and reached Year Two of five year plan for exempt staff.

~ Employee Recognition Committee gave out the first awards in their new annual recognition program:

Helping Hands Award
Prentice Armstrong

Unsung Hero(ine) Award
Mary Reeves

Dedicated Deacon of the Year Award
Renate Evans

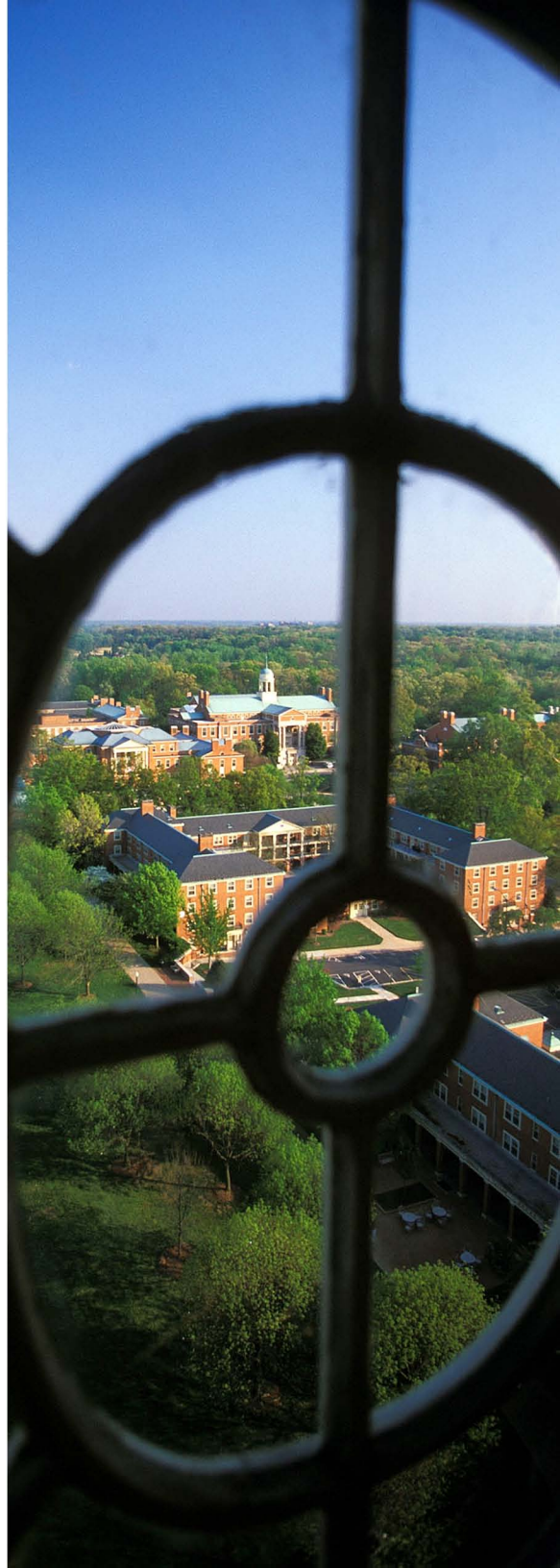
Employee of the Year
Kristen Morgan

CHALLENGES

~ Need to secure commitment from University to complete the remainder of the compensation increase plan for exempt library staff.

~ Need to increase diversity of library staff, especially in professional positions.

"Thank you for putting me in the right direction. I apologize for all the random questions that I keep sending you! The problem is that you seem to always have the right answer."

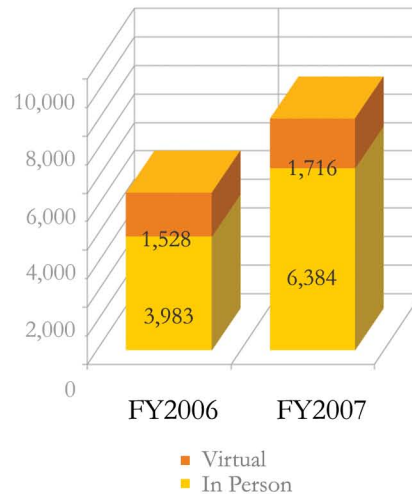




Service Highlights

| | FY2006 | FY2007 |
|-------------------------------|---------|---------|
| <i>Instruction</i> | | |
| Presentations to Groups | 582 | 629 |
| Number of Participants | 5,600 | 5,889 |
| <i>Reference Transactions</i> | | |
| In Person | 3,983 | 6,384 |
| Virtual | 1,528 | 1,716 |
| Total | 5,471 | 8,100 |
| <i>Interlibrary Loan</i> | | |
| Loaned to Other Libraries | 7,784 | 8,101 |
| Borrowed for WFU Users | 7,755 | 7,233 |
| <i>Circulation</i> | | |
| Total | 228,472 | 200,684 |
| <i>Attendance</i> | | |
| Daily Average | 1,377 | 1,281 |
| <i>Website</i> | | |
| Daily Unique Visits | 1,166 | 1,342 |

REFERENCE TRANSACTIONS



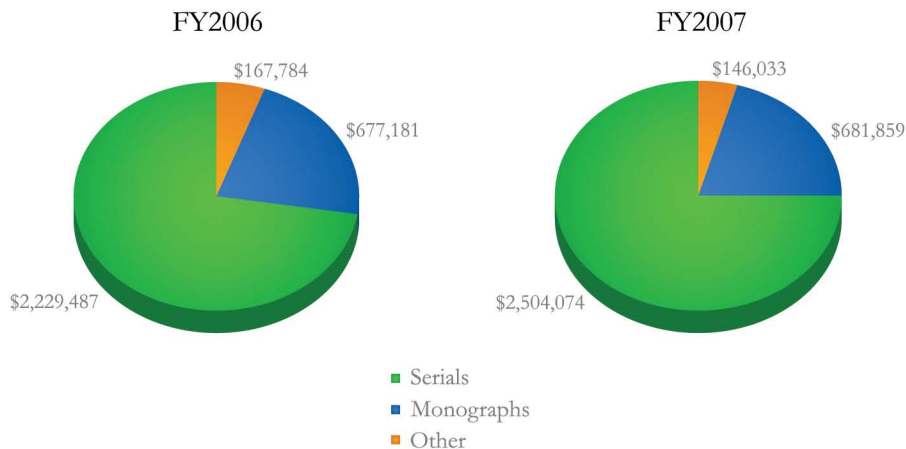
"I would absolutely recommend this course to others because it teaches you how to effectively do research which a skill that is needed to survive not only at Wake Forest but in the world."

In FY2007, Reference questions received at the Government Documents, Current Periodicals, and Microtext service desks were counted for the first time.

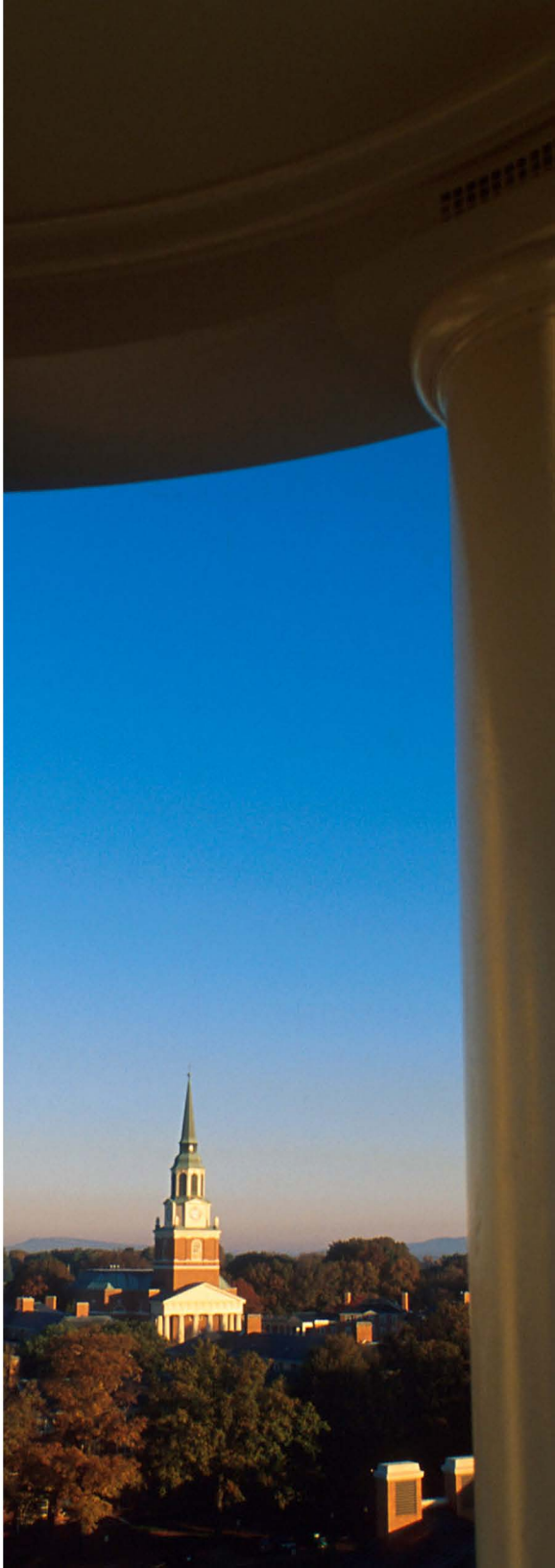
Resource Highlights

| | FY2006 | FY2007 |
|----------------------------|-------------|-------------|
| <i>Collections</i> | | |
| Print Volumes Held | 1,421,919 | 1,425,620 |
| Monographs Purchased | 12,493 | 12,301 |
| Monographs | \$677,181 | \$681,859 |
| Total Serials Received | 5,979 | 5,532 |
| Total Serials Access | 34,975 | 25,667 |
| Serials | \$2,229,487 | \$2,504,074 |
| Films/Videos/DVDs Held | 13,514 | 14,715 |
| Microfilm Units | 1,148,383 | 1,156,235 |
| Materials | \$3,074,452 | \$3,331,966 |
| Other | \$167,784 | \$146,033 |
| <i>Personnel</i> | | |
| Total Salaries and Wages | \$2,333,398 | \$2,348,800 |
| Benefits | \$619,428 | \$647,664 |
| Personnel | \$2,952,826 | \$2,996,464 |
| <i>Expenditures</i> | | |
| Total Library Expenditures | \$6,490,258 | \$6,847,635 |

MATERIALS EXPENDITURES



"I have found this resource to be incredibly helpful! It will be a very significant primary source base for all my students in upper division, research seminar, and honors classes."





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