

## 2011-12 Annual Report

The Mardigian Library's primary mission is to "create a dynamic, student-centered environment that fosters learning by providing access to authoritative sources of knowledge and information and by teaching critical information literacy skills and concepts." Our most important responsibility is to provide relevant resources for use by faculty and students for teaching and learning. Like all other academic libraries, this library selects, acquires, catalogs, and circulates intellectual content; and offers reference service, course reserves, interlibrary loan, and library instruction. However, academic libraries are quickly moving away from their traditional role as a book warehouse or repository toward their new role as a campus hub for collaborative learning and integration of academic support services. The transition in our collection from being paper focused to being electronic has greatly accelerated in the last several years. We are using new technologies to enhance services for our students and faculty, and we are re-imagining our physical space to provide a more dynamic, collaborative, and comfortable learning environment. This report highlights the activities we have undertaken in the past year to fulfill our mission and support Vision 2020 goals.

### Key Initiatives



#### Collaboration with the Writing Program expands

Librarians teamed with writing instructors to pilot a new methodology for teaching information literacy. Rather than the usual approach of providing a single instructional session, librarians met with the classes multiple times during the research process to instruct and support the students. By por- tioning out the instruction and limiting it to no more than the current need, the students were better able to apply their learning to the current step of the research process. Writing instructors, librarians, and students found this a rewarding methodology. Additionally, in January 2012, a Writing Center satellite location was established on the first floor of the library. When asked for feedback about the "Just in Time" instruction, we were told things like... *"Yes, it was very helpful. Although I had some knowledge of the databases, the librarian helped us by showing us different ways of locating articles with the LibGuides."* *"Very much so. I found nearly all my sources from the library website."*

#### Community partnerships address racial and ethnic discrimination

The Voice/Vision Holocaust Archive secured several key partnerships with community organizations, including a highly attended screening of the film "Nicky's Family" at the Holocaust Memorial Center in December. The archive co-sponsored several events with the Jewish Community Centers in West Bloomfield and Ann Arbor. The archive continues to partner with other community organizations to plan and hold the annual Holocaust and Armenian Genocide Commemoration, an event that is well attended by the general public. We have also begun working with the Polish Mission of Orchard Lake, with whom we recently collaborated to sponsor an exhibition of art created by Auschwitz inmates. In January 2013, the archive and the Mardigian Library will host an Auschwitz touring exhibition, on loan from Yad Vashem. All of these events and partnerships are aimed at promoting cultural, racial, and religious understanding throughout the metropolitan community.



## Creating space for new campus partnership

The library agreed to make space available on the first floor for the campus' new Integrated Learning & Community Partnership Office. To make this space available, a large portion of the reference collection was evaluated to determine whether titles should be relocated to the circulating collection or withdrawn. Staff from three library departments worked together to withdraw 7,000 volumes from the reference collection in four months. Accomplishing this task quickly enabled the shelving staff to efficiently shift the remaining collection in one move. This project was completed on time, allowing the library to collaborate as part of this new important campus initiative.

## Google Project includes materials from UM-Dearborn

In December 2004, Google and the University of Michigan announced the joint agreement for Google to digitally scan and make searchable the 7 million volumes in the university's libraries. During the summer of 2011, the Mardigian Library made a significant contribution to this project when a number of staff members prepared 75,000 volumes from our collections, including the Henry Ford Estate, for digitization. The titles selected from our collection were unique items not already owned or digitized by other libraries participating in the project. Nearly 75% of our Juvenile Historic Collection was selected to be digitized. Now that the titles have been digitized, students and faculty can search the content online, and if the title is out of copyright, it can then be viewed online or downloaded. Content for titles still under copyright protection can be searched, and the physical book retrieved from the shelves.

## Kindle pilot program for course reserves and leisure reading

The Circulation, Systems, and Technical Services departments partnered on a pilot program to circulate Kindles to students, faculty, and staff. The Kindles fill two distinct needs: to allow faculty the option of offering their reading list content on a single device for students to checkout; and to offer students, faculty, and staff the option to try a Kindle for their own pleasure reading. This pilot received a great deal of positive feedback from faculty and students, and will be expanded in 2012-13.

## New discovery tool a big success

In October 2010, the library began using the "Summon" discovery tool to provide "single box" searching of the majority of our electronic resources. Previously, our users had to search separate sources to gain access to the full text of electronic resources. The new product provides one "Google-like" discovery search box, as well as sophisticated searching capabilities for advanced users. Searchers have many search refinement options to easily adjust their results. Usage data indicates the popularity of Summon and its ability to meet the needs of many users. Comparing the first nine months of public use (October 2010 – June 2011) with the same period in the previous academic year shows a 61% increase in visits to the website and a 70% increase in searches. March 2012 was our highest month with almost forty thousand searches using Summon, a testament to the popularity and success of this new product.



## Print quotas decrease costs

Students had come to expect unlimited free printing in the library, but this expectation was no longer sustainable. Systems staff researched and implemented PaperCut, a print quota management software. After investigating how other units on campus use print quotas, the library established a 300 page quota. As a result, printing was down by 40% for the first five months of 2012 as compared to the same time period in 2011. Over \$400 a month was saved in just toner and maintenance costs, a 21% savings for the library.



### Student survey gathers feedback on library services

Library staff conducted a survey during Winter 2012 to gather feedback on how well we are communicating about our collections and services, how students use technology to access the library, and how they learn the skills they need to do library research. Although many students hear about our services by attending a campus orientation or from a classmate or friend, the majority learn about us by navigating our website. Over 550 students reported using their own laptop in the library to access library resources. The biggest concerns voiced by students included the unreliability of wireless connectivity, lack of access to electrical outlets, and a desire for increased library hours. We were pleased that 69% of the respondents were “very” or “quite” satisfied with our services, and that 74% would recommend the library and its services to other students. We will be using the results from the survey in the coming months to help determine priorities, goals, and objectives for the next few years, and to create a master plan for the library.



### Video support for online instruction

Campus Media Services was actively involved with the creation of four online courses: Psych 4305, Psych 370, Soc 200, and Soc 446. Two of these courses were produced in our multimedia support classroom using Camtasia recording software. The others were recorded in a regular classroom in the CASL building. Our partnership with the instructors included the recording, editing, and preparation for distribution of those lectures, culminating with their upload to the UM-Ann Arbor BlueStream hosting service for integration into the CTools online course support tool. Campus Media Services also provides training and support for the use of Camtasia for instructional use.



### Voice/Vision Archive supports teaching and learning

During 2011-12, the archive had a number of UM-Dearborn students utilize materials from the archive while taking History 389 (Nazi Germany) and History 387 (Aspects of the Holocaust). The archive’s interviews also provided the majority of the primary sources utilized in a senior history thesis. In collaboration with the Jewish Community Center of Metropolitan Detroit, the archive’s curator designed a teacher study guide for the Carolyn Dorfman Dance Company. Titled “Fragile Threads,” the guide is designed to accompany the company’s “Legacy Project” performances about the Holocaust. The archive also continued its collaboration with Linda Fredin, a teacher in Everett, Washington, whose students use the interviews as the basis for their honors language arts assignments.

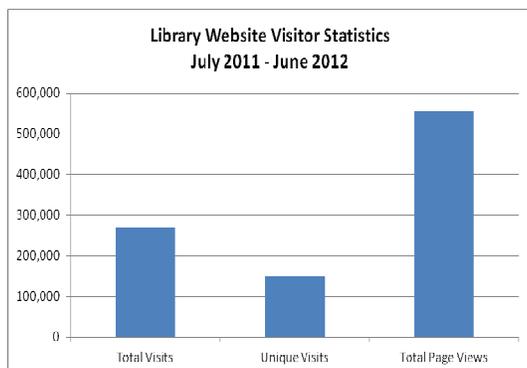


### Web redesign improves usability

The Systems Department, working closely with the library’s Web Committee, led the project to redesign elements of the library’s website to improve the functionality and usability. Over 100 pages were eliminated from the previous site. Important information was moved to the front pages of the site so that users can find information more easily and with fewer clicks. The newly designed website was launched in the fall of 2011. The website received over 270,000 visits with over 50% of them being new users. During the past year, access to the website by smart phones and iPads was up over 150% even though we have not yet designed any specific mobile applications.



## Web Statistics July 2011 – June 2012:



### Percentage of New and Returning Visitors:



**54.43% New Visitor (147,057 Visits)**  
**45.57% Returning Visitor (123,123 Visits)**

## Collections

### 1U collaboration with Ann Arbor and Flint grows

2011-12 was another robust year for the 1U collaboration. With very few exceptions, negotiations for electronic content licenses now include the entire University; however, limitations within the Mardigian Library budget determine whether we can take advantage of all licensing opportunities. With this higher level of collaboration, we have access to:



New databases added without cost to UM-Dearborn.....33  
 New databases acquired through 1U.....57  
 Total 1U databases without cost to UM-Dearborn.....268  
 Total databases contracted through 1U for UM-Dearborn....368

### E-resources task force analyzes support for curriculum



In November 2011, a task force was formed to analyze the materials budget spending for electronic resources. With the exponential growth of electronic resources, we needed to confirm their alignment and support for the academic units at UM-Dearborn. In order to find out how well the databases support the curriculum, we associated each resource to a college or school, with comprehensive databases identified as multidisciplinary or general.

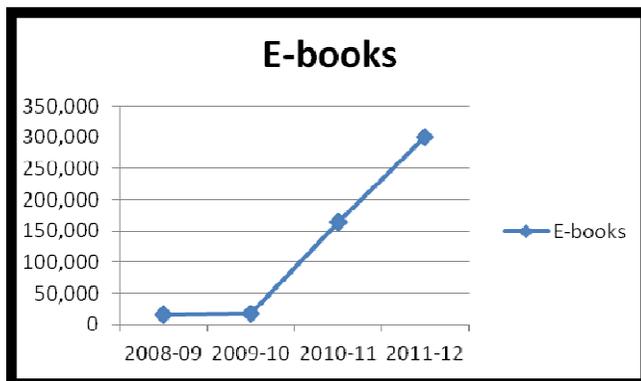
| College/School     | Number of Databases | Cost             |
|--------------------|---------------------|------------------|
| CASL               | 239                 | \$205,154        |
| CECS               | 19                  | \$95,849         |
| COB                | 31                  | \$47,109         |
| SOE                | 11                  | \$13,843         |
| Multidisciplinary  | 62                  | \$74,555         |
| General /Reference | 42                  | \$17,378         |
| <b>TOTAL</b>       | <b>404</b>          | <b>\$453,888</b> |

At first review, our findings appeared to show a weakness in support for the School of Education, but further analysis brought the realization that many of the resources available to CASL disciplines support those in the SOE as well. Students preparing to teach high school take substantial coursework in CASL. The breakdown by major discipline area within CASL follows:

| Discipline Area          | Number of Databases | Cost     |
|--------------------------|---------------------|----------|
| Behavioral Science       | 49                  | \$44,758 |
| Humanities               | 73                  | \$33,700 |
| Natural Science and Math | 29                  | \$66,476 |
| Social Science           | 88                  | \$60,220 |

### Growth in e-books continues

In 2009-10, we began adding records to our online library catalog for e-books. Since that time, our e-book count has increased enormously. This year we also added nearly 75,000 records for the Early American Imprints titles.



### Henry Ford Estate Collection transferred

As part of the university's process of transferring the ownership of the Henry Ford Estate to the Edsel and Eleanor Ford House, the campus Archives is no longer responsible for that collection of books, manuscripts, and other material. However, records for the book collection of 2,600 items continue to be included in the library catalog, providing ongoing access to students, faculty, and researchers.

### Making campus Archives collection more accessible

The campus Archives took a big step during the 2011-12 academic year by making the finding aids for the collections accessible on the web, and in the library catalog, using the web-based software Archon. The existing finding aids were transcribed to Archon by student workers over several months. The work was both enhanced and complicated by the new release for Archon. Finding aids for new collections continue to be developed and added to Archon, while new information is added to existing finding aids. Information is all searchable through Archon, increasing access to the collections more broadly.



## Shelf-ready cataloging improves efficiency

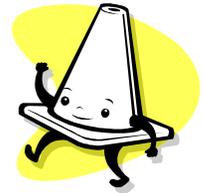


To streamline the technical processing of newly purchased print and audiovisual materials, shelf-ready options were investigated, and a pilot project was implemented. The first phase of this project was recently successfully completed, and we are currently establishing the quality control workflow. This project will free up staff time for special projects and other work.

## Library as Place

### Mini-renovation begins

The Library as Place Committee developed a mini-renovation plan for painting all four floors, adding 8-10 additional electrical outlets to the 2<sup>nd</sup> floor, and identifying furniture purchases to improve seating options for students. The funding of \$55,000 was secured and transferred to a Facilities Planning construction fund. The work is scheduled to be completed during Fall 2012.



### Public computers receive major upgrade



The computers available for student use in the library received a much needed upgrade this year. New motherboards and faster processors improved performance for our users. There has been a significant drop in problem reports since the upgrade. To expand computing technology access, the library began talks this year with ITS regarding testing an Open Lab Pilot Project using our public computers. This project will provide students access to all of the software and functionality of a campus computer lab when using library computers that are available whenever the library is open.



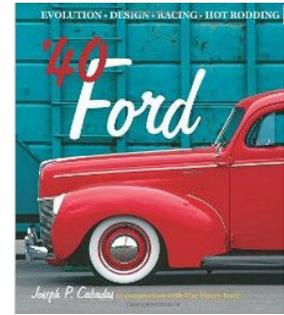
### Upgrade of Distance Learning Classroom

Room 1211 was originally outfitted in the mid-1990s and had become outdated. This year it received a much needed facelift and technology upgrade. The room was repainted, dual projectors were mounted creating wide-screen and split screen viewing options, a multi-region Blu-ray projector was installed, and a large rear-projection monitor was removed. In one of our first demonstrations of the new technology, a visiting professional attending a university-wide workshop said, "I wish the library on the Ann Arbor campus had a teaching room like this." Dearborn faculty members in the Journalism and Screen Studies program and in foreign languages are already interested in using the room to enhance learning. The final phase of this upgrade will be the replacement of the 16-year-old multimedia equipment control system, which is nearing the end of its functionality.

# Events

## Alumni author lecture

In November 2011, Mr. Joseph Cabadas discussed his newest book, “40 Ford: Evolution \* Design \* Racing \* Hot Rodding,” the story of the design and manufacture of this iconic American automobile. Mr. Cabadas, a 1990 graduate with a B.A. in Political Science, is an award-winning author and reporter with 15 years of writing experience in the areas of automotive news, business, feature stories, and public relations.



## Faculty author lecture



In April 2012, the library hosted a book reading and discussion by fantasy author, Saladin Ahmed. A Dearborn native and lecturer in UM-Dearborn’s department of English, Ahmed recently published his debut novel, “The Throne of the Crescent Moon.” The first of a planned trilogy, the novel incorporates elements of the fantasy genre with Arabian folklore and mythology. During his presentation, Ahmed talked about the creative processes behind writing fantasy fiction and read passages from his book. Ahmed's short stories have been nominated for several writing awards and have been translated into five languages. His previous writings have appeared in numerous literary magazines and anthologies.

## Faculty research exhibition

What can we learn about a culture by studying its burial rituals and the final messages people choose to leave behind? Dr. Ronald R. Stockton, Professor of Social Sciences, has been studying cemeteries and gravestones for many years in his research about ethnic and religious groups around the world. As he walked among the headstones, Stockton took over 1,000 images of Muslim gravestones in the Detroit metropolitan area, gathering amazing evidence of the wide variety of traditions within a single religion. During March and April, 40 of Dr. Stockton’s favorite and most interesting images were displayed on the 2<sup>nd</sup> floor of the Mardigian Library in an exhibition entitled “The Muslim Graves of Southeast Michigan.” The exhibition was extremely popular, and numerous people came to the library to see the photos. Students were particularly interested in the images and the explanations Stockton provided for the photos.



## Memorial art dedication

In June, we dedicated a piece of artwork in memory of Janet Yanosko Elkins, one of our librarians who passed away in 2008 after a long and brave battle with breast cancer. Janet joined the Mardigian Library in 1999 and was the Systems Librarian from 2001 until her passing. Family members, friends, and co-workers raised funds to create a memorial that would embody Janet’s dedication to our students, and impart a sense of her warm, fun-loving personality. After considering several options, a piece of copper enamel artwork was commissioned for the library’s lobby. The finished art work is truly amazing, and you must see it to fully appreciate the beauty and the work that went into creating it. The artist created a piece that represents the way Janet viewed the world and how she lived her life.

# Professional/Community Engagement, Publications, and Presentations

## UM-Dearborn Campus Committees

- Banner Data Committee
- Banner Team (member, chair)
- Campus Ambassadors
- Campus Lab Managers Group
- Campus Space Utilization Committee
- Campus Techs Group
- Chancellor's Staff Recognition Committee
- Commission for Women Board
- Communications Specialist (Office of Communications & Marketing) Search Committee
- Diversity Committee
- Emerging Strategies Committee for Vision 2020 Accreditation and Planning
- Faculty Senate (campus-at-large alternate)
- Faculty Senate Scholarship Committee
- Holocaust/Genocide Commemoration Committee
- Library Director Search Committee
- On the Move, College is an Option (mentor)
- Student, Staff, Administrators and Faculty of Equality
- Stewards of Sustainability
- Susan B. Anthony Awards, Publicity Committee
- UM-Dearborn Faculty and Staff Senate Benefits Committee (member, secretary)
- Web Strategy Group

## UM Committees

- Committee on the Bicentennial of the University
- General Counsel's Advisory Committee
- U-M Libraries E-chairs
- U-M Libraries "One University" group (convener and moderator)

## Professional Organizations, Committees, and Work

- Dearborn Public Library Commission
- Library of Michigan Board of Trustees
- \* Library of Michigan Foundation Board
- Michigan Academic Library Council (MALC) (chair)
- Michigan Innovative Users Group (MIUG) (chair)
- Michigan Library Association
  - \* Annual Conference AV Committee (chair)
  - \* Community of Practice, Information Technology (co-chair)
  - \* Membership Committee
  - \* Michigan Author Award Committee
- Midwest Collaborative for Library Services (MCLS); (chair)
- Southeastern Michigan League of Libraries (SEMLOL); Board
- Special Libraries Association/Michigan Chapter
  - \* Membership (chair)
  - \* Webmaster
- Wayne State University School of Library Science and Information
  - \* Adjunct Faculty

## Presentations and Workshops

- Academic Library Advancement and Development Network (ALADN)
  1. "From Student Assistant to Advocate and Donor: The Care and Feeding of Student Assistants" (2012 conference)
- Faculty Technology Workshop, Presentation on LibGuides (2011)
- Hess Seminar for Faculty, Geographies of the Holocaust. The United States Holocaust Memorial Museum (2012)
- LOEX (Library Orientation Exchange) Conference
  1. "Formative Assessment: Transformación de la Educación en la Biblioteca" (2011 presentation)
- Michigan Academic Library Council (MALC)
  1. "Creative Use of Kindles in an Academic Library" (2012 spring workshop)
- Michigan Council for the Social Studies, Joint Conference Social Studies Conference
  1. "Life Unworthy of Life: An Online Holocaust Curriculum" (2011)
- Michigan Innovative Users Group (MIUG) Conference
  1. "Is Your OPAC Friendly" (2011 presentation)
  2. "Macros in Millennium" (2011 presentation)
- Trajectories of Memory: Intergenerational Representations of the Holocaust in History and the Arts Conference (2011 presentation)

## Publications

- Dunaway, M. K. & Orblych, M. T. (2011). Formative assessment: transforming information literacy instruction. *Reference Services Review*, 39(1), 24-41.
- Sendaž, S., Duran, M., & Fraser, M. R. (2012). Surveying the extent of involvement in online academic dishonesty (e-dishonesty) related practices among university students and the rationale students provide: one university's experience. *Computers in Human Behavior*, 28(3), 849-860.

## 2011-12 Mardigian Library Staff



Elaine M. Logan joined the University of Michigan-Dearborn community in October 2011 as the Mardigian Library's new director. Elaine came to UM-Dearborn from Eastern Michigan University where she had been the Associate University Librarian since 2007. From 1998 to 2007, Elaine served in various roles, including director for library and information services at Parke-Davis/Warner-Lambert/Pfizer. Elaine is not a stranger to UM-Dearborn. From 1987 to 1991, Elaine worked as a cataloger at the Mardigian Library where she helped transform the technical services department

to an all electronic workflow. She joins an amazingly dedicated staff where over 80% of the staff members have 10 or more years of service.

Armatis, Patrick  
Systems Administrator  
25 years of service

Kmiec, Michael  
Systems Assistant  
25 years of service

Schuttringer, Fu Yuan  
Collection Development Coordinator  
10 years of service

Bolek, Barbara  
Catalog Librarian  
10 years of service

Kriigel, Barbara  
Associate Director  
23 years of service

Seewald, Joel  
Science & Engineering Librarian  
11 years of service

Brooks, Carla  
Head, Library Research Center  
22 years of service

Leach, Diane  
Business Manager  
40 years of service

Smith, Lavada  
Interlibrary Loan Librarian  
12 years of service

Burt, Linda  
Head Acquisitions  
23 years of service

Logan, Elaine  
Director  
1 year of service

Smith, Sally  
Reference Librarian  
5 years of service

Daniel Walkuski, Julia  
Head, Systems  
3 years of service

Morgan, Karen  
Archivist  
22 years of service

Sparks, Chelsea  
Circulation Desk Assistant  
1 year of service

Drazek, Deborah  
Assistant Coordinator  
12 years of service

Nevels, Cheryl  
Reserves Coordinator  
29 years of service

Starosta, Judi  
Circulation Stacks Coordinator  
17 years of service

Dunaway, Michelle  
Circulation Desk Assistant  
2 years of service

Orblych, Teague  
Research Education Coordinator  
11 years of service

Taylor, Beth  
Head, Technical Services  
20 years of service

Flannery, Susan  
Administrative Assistant  
8 years of service

Rutkowski, Patricia  
Head, Serials  
31 years of service

Taylor, Gregory  
Media Engineer  
29 years of service

Fraser, M. Robert  
Associate Director  
18 years of service

Scherger, Jonathan  
Head, Circulation Services  
4 years of service

Wraight, Jamie  
Curator, Voice/Vision Archive  
12 years of service

## Student Assistants

Twenty-five students were employed in all areas of the library, and they are critical to our success. The reduction in Work-Study funding is of great concern to us as we seek to hire Work-Study students to maximize our budgets and help manage costs. In 2011-12, the reimbursement rate for Work-Study student salaries was reduced from 60% to 50% (the hiring department will pay the other 50%). The number of students offered Work-Study awards across campus was reduced from 136 in 2010-11 to approximately 100 for 2011-12, impacting our ability to hire Work-Study students and increasing our costs.

|                  |                                     |                  |                                  |
|------------------|-------------------------------------|------------------|----------------------------------|
| Ammons, Tim      | Archives                            | Lockhart, Lauren | Technical Services               |
| Bailey, Allison  | Voice/Vision Archive                | Marzban, Sadaf   | Circulation                      |
| Biechler, Cara   | Shelving/Library Research Center    | Mennie, Kacie    | Technical Services               |
| Blunt, Johnnie   | Shelving/Library Research Center    | Mercier, Valerie | Circulation                      |
| Budnich, Amanda  | Shelving/Interlibrary Loan          | Metoui, Meriam   | Circulation                      |
| Crandall, Ryan   | Shelving                            | Michalec, Karisa | Shelving/Library Research Center |
| Davis, Brianne   | Library Research Center/Shelving    | Novotny, Andrew  | Circulation                      |
| Diehl, Nicole    | Technical Services                  | Sparks, Alec     | Technical Services               |
| Diemer, Page     | Circulation/Interlibrary Loan       | Sparks, Chelsea  | Voice/Vision Archive             |
| Gaber, Joseph    | Shelving                            | Sweet, Katrina   | Shelving                         |
| Ginder, Jill     | Voice/Vision Archive                | Wancha, Karl     | Library Research Center          |
| Houston, Marissa | Circulation/Interlibrary Loan       | Wiley, Stephen   | Campus Media Services            |
| Leach, Kelley    | Library Research Center/Circulation |                  |                                  |

# Looking Ahead: Some Key Projects for 2012-13

- **Computing “Open Lab” pilot**

Computers available within the library will be configured with the same software as computers in official campus computer labs to test the concept of “open labs” where computers are available whenever the building is open and with minimal supervision.

- **Hold request service**

Library users will have the option of requesting materials to be pulled from the stacks and held for pick up.

- **Information Literacy Task Force**

Information literacy is a critical area of effort and impact for an academic library. The Working Group on Research Education (WGORE) will take a serious look at current information literacy strategy and practices at UM-Dearborn, and develop a roadmap for the future.

- **Library Master Planning Committee**

A cross-functional, cross campus steering committee will facilitate a campus-wide conversation to create a 21<sup>st</sup> century vision for the Mardigian Library.

- **Online access to key materials from campus Archives**

The most requested materials from the Archives will be digitized to provide immediate online access.

- **Periodical collection review**

Holdings information for our print and microform periodicals will be compared with holdings and content provider information for our electronic resources. After consulting with faculty, duplicated content will be withdrawn from the print collection.

- **Services Task Force:**

A library-wide initiative to examine all of our “student facing” services to determine how to improve the student experience.