

Agenda  
Learning Resources/Library Committee Meeting  
March 13, 2015  
11:00 AM to 12:00 PM  
ITV Rooms 423 in Vernon and 717 at CCC

- I. Review accomplishment of committee recommendations.
- II. Discuss library survey results collected from on-site students in Vernon and online students.
- III. Review Annual Action Plan objectives for 14/15 and 15/16.
- IV. Provide updates on:
  - SACS Fifth Year Report
  - Staffing
  - Staff development
  - Printer resources
  - Off campus logon procedure

Minutes  
 Learning Resources (Library) Committee Meeting  
 Friday, March 13, 2015  
 ITV Rooms 423-Vernon and 717-CCC  
 11:00 AM

I. Chair, Marian Grona called the meeting to order at 11:00 AM.

II. Attendance:

Member	Present	Not Present
Marian Grona, Chair	X	
Beth Arnold		X
Kathy Barfield		X
Annette Bever	X	
Misti Brock		X
Terri Farabee	X	
John Hennington		X
Christina Hoffmaster	X	
Dean Johnston	X	
Thomas McNeely	X	
Cassie Shaw		X
Stephen Stafford	X	
Angela Ward		X
Sjohonton Fanner representing SGA	X	

III. Approval of Minutes from September 26, 2014 Meeting

The Chair reminded the committee that the minutes had already been approved electronically by a quorum of 9 members. Three members abstained from voting.

IV. Committee Recommendation: Marian updated the committee on the library's efforts to address committee recommendations.

A. Library Services Flyer: The committee asked to receive a copy of the library services flyer emailed to all students at the start of each semester. In response, links to the flyer as well as the Library Handbook were emailed to all faculty on February 4, 2015. Faculty were invited to post links to the documents within their individual course shells.

B. CCC Printer: It was recommended that the library conduct a cost analysis to determine the feasibility and cost effectiveness of leasing another printer for the CCC Library. The analysis indicated that the cost of leasing a second printer would actually be a practical option when considering the amount of money spent to cover excess printing charges associated with current printer. After considering the cost analysis as well as the need for a backup printer to utilize when one or the other unit is out of order, it was decided that another printer would be leased for the CCC library lab.

C. Weekend Hours of Operation at CCC: In an effort to improve student satisfaction with weekend hours of operation at CCC, the committee suggested that the library open 10 hours on weekends with hours split equally on Saturday (9:00 AM to 2:00 PM) and on Sunday (3:00 PM to 8:00 PM). The Chair indicated that before the changes were made, the library wanted to monitor attendance on Sunday and to survey students to determine student preference for weekend hours on Saturday or Sunday.

D. Library Orientation: The committee had suggested that the library request student assistance in developing a library orientation video. Instead of video-taping an orientation, Marian explained that the library decided to use a character animation software called Crazy Talk Animator 2 in developing the orientation.

1. The committee was shown a demo of the progress made thus far in developing the animated video. The demo features character introductions to the information desk and databases.
2. **It was noted that another software with similar functionality was called Pixton.**

#### V. Survey Results:

The Chair noted that survey results collected during the fall 2014 were included on the handout distributed to all members. Data reflected approval ratings collected from online students as well as those students attending classes on-site in Vernon.

The data was analyzed according to the library's Institutional Effectiveness Plan and **expected outcomes.**

A. Expected Outcome: **Ensure library resources, services, and facilities meet the needs of students and faculty as evidenced by approval ratings of at least 85%.**

1. **Hours of Operation** in Vernon fell below the target rating of 85% approval.
  - a. In response, the library is currently monitoring usage/attendance statistics on Sunday and will survey students to determine student preference for weekend hours on Saturday or Sunday.
2. Data collected from **online students** indicated that students were either pleased with the services offered or were unaware that the services were available.
  - a. Marian noted that the data reflects a need for more concerted efforts to notify online students of library services.

B. Expected Outcome: **Ensure student and faculty awareness of the library's resources, services, and facilities as evidenced by data collected through library assessments.**

1. Surveys showed that students in Vernon did not know that books outside the Vernon College Library System could be requested through Interlibrary Loan (ILL).
2. Online students did not know that they could:
  - Request books from the main collection in Vernon.
  - Access resources off campus.
  - Access databases for articles.
  - Request library assistance online through email or live chat.
- a. Marian noted that a primary means for notifying online students of library services is through an information flyer emailed to all students at the start of each

semester. She further noted that the flyer has been updated to provide a more interesting and dynamic marketing tool.

- b. Marian also stated that awareness issues were more prevalent this year than last.
- c. Surveys also indicated that:
  - 73% of those responding indicated that library resources were required.
  - 68% indicated that they received information on library services (as opposed to 77% last year.).

## VI. Annual Action Plan Objectives

### A. Objectives 2014-2015

1. Extension of summer hours in Vernon: Marian explained that the library would remain open an extra hour until 9:00 PM on weekdays beginning this summer 2015 in Vernon.
2. Completion of video orientation: Marian further noted that priority will be placed on completing the orientation using Crazy Talk Animator 2. Once complete, the library will ask that the video be shown during New Student Orientations or Chap Express sessions. Additionally, links to the video will be posted within Blackboard and on VC's social networking pages. Faculty will also be invited to post the video within their individual course shells.
3. Promotion of library services at Skills Training Center: Marian explained that in lieu of setting up an information table at STC, five live, online orientations were offered through Collaborate in February. Each brief 5-7 minute orientation was designed to introduce students to the library services offered at STC. Instructors were invited to log-on to the session and to utilize their classroom projectors to broadcast the orientation to the entire class. Since none of the classes logged-in to any of the sessions, future efforts should include better marketing strategies as well as RSVP requests to assist in the planning and scheduling of the sessions.

### B. Objectives 2015-2016

1. Weekend hours of operation: Marian noted that the library will monitor student satisfaction with weekend hours of operation at CCC and in Vernon. Efforts will include monitoring usage statistics on Sunday and determining students preferences for weekend hours on Saturday or Sunday.
2. Promotional initiatives: Promoting library services will be prioritized during 2015-2016. Efforts will include the following:
  - Capitalize on VC's Facebook and Twitter pages for promoting library services.
  - Update the print brochure to distribute at information tables or other on-site events.

- Coordinate with Melissa Moore in reaching out to dual credit instructors with library information.
- Post orientation, flyer, and handbook as general announcements within Blackboard.
- Request that video orientation be shown at New Student Orientations or Chap Express sessions.
- Invite faculty to post links to library information within their individual course shells.

**It was also suggested that the library sponsor a program for Kids College and setup an info table during GenTX Day as marketing/recruiting tools. Discussion following the meeting focused on learning spaces which allow hands-on learning and project based learning to occur.**

## VII. Updates

- A. SACS Fifth Year Report: Marian explained that the library received no referrals or concerns addressing library services. She further noted that the College overall did very well with only two referrals addressing program coordination and complaint procedures.
- B. Staffing: Marian updated the committee on recent staffing changes as follows;
1. Jesse Dominguez was hired to help through the spring semester while Pam Garvin has been out on leave. Jesse is a graduate of MSU with degrees in English and Exercise Physiology.
  2. Uchizi Phiri was hired as the CCC evening assistance to replace Amber LeCroy who resigned in November 2014. Ms. Phiri is a Vernon College student pursuing a degree in nursing.
  3. Seigen Walker was recently hired to assist on Sunday at CCC. Seigen is also a Vernon College student.
  4. Marian also noted that Arwyna Randall-Gay has substituted as needed at CCC.
- C. Staff Development: Marian notified the committee that she and Stephen Stafford would be attending the Texas Library Association Conference in Austin on April 13-17.
- D. Printer Resources: Marian noted that a new printer had been leased for the CCC library.
- E. Off campus log-in procedure: The Chair explained that the library recently modified the off campus authentication procedure to allow students to use the College issued PIN as opposed to the last four digits of the SSN as previously required. The modification was made to improve consistency and convenience.

VIII. The meeting was adjourned at 11:35 AM.