

Agenda
Learning Resources (Library) Committee Meeting
Friday, October 4 2013
8:30 AM – 9:30 AM
CCC Board Room

- I. Call meeting to order.
- II. Review Committee membership and responsibilities.
- III. Discuss library survey results:
 - A. Student Survey of Library Services (on-site students-CCC, STC, and Seymour) – Spring 2013
 - B. Faculty Survey of Library Services– Spring 2013
- IV. Review library objectives included in Annual Action Plan 2012-2013 and 2013-2014.
- V. Library services updates:
 - A. E-books
 - B. SACS Fifth-Year Interim Report
 - C. Promotional initiatives
 - D. Administrative and student computer replacements
- VI. Adjourn

Minutes
 Learning Resources (Library) Committee Meeting
 Friday, October 4, 2013
 CCC Board Room
 8:30 AM

I. Chair, Marian Grona called the meeting to order at 8:30 AM.

II. Attendance:

Member	Present	Not Present
Marian Grona, Chair	X	
Beth Arnold	X	
Kathy Barfield		X
Annette Bever	X	
Misti Brock	X	
John Hennington	X	
Christina Hoffmaster	X	
Dean Johnston	X	
Thomas McNeely	X	
Margaret Patin		X
Cassie Shaw		X
Stephen Stafford	X	
Joanna Van Sant	X	

- III. The Chair welcomed new members and reviewed the Committee's responsibilities.
- A. The fifth item related to records management was clarified. Marian explained that the College is required to adhere to a set of rules defining the retention period for various types of information
 - B. The administration was notified of changes to Schedule GR in May 2013.

IV. Approval of Minutes from April 23, 2013 Meeting

The Chair reminded the committee that the minutes had already been approved electronically by a quorum of 8 members. Two members abstained from voting.

V. Committee Recommendations from April 23, 2013 Meeting

The Chair noted the library's efforts to address the committee's recommendations and suggestions. In response to committee recommendations, the library:

- A. Enabled e-books to be downloaded and read offline.
 - 1. Gave patrons the option of a 3-7 day check out period for EBSCOhost e-books. A 7 day check out period is standard for single user Ebrary titles.
- B. Will continue to offer extended hours of operation during final exam weeks.

VI. Library Survey Results: The meeting handout included survey results collected during the Spring 2013 for on-site students at CCC, STC, and Seymour. Data collected from the Faculty Survey of Library Services was also included on the handout. Data collected in the Spring 2012 was provided in red type for comparison purposes.

A. Student Survey of Library Services (On-site students - CCC)

The Chair opened the discussion by highlighting some of the data:

1. The library noted a significant increase in approval ratings as expected with the renovation.
2. Approval ratings for computers increased from 71% to 95%.
3. Approval ratings for the library environment increased from 81% to 93%.
4. Increases were also noted for books and databases.
5. The library did, however, note a significant decrease in approval for library hours. Approval decreased from 82% to 69%. Twenty-one comments addressed the need for better weekend hours.
 - a. In response, the library began opening from 1:00 PM to 8:00 PM on Sundays at the start of the Fall Semester 2013.
 - b. It was asked how library services were being utilized on Sunday. Marian explained that the majority of students are utilizing the computer lab as is typical throughout the week.
6. Of those students offering an opinion, 82% rated the overall quality as good or excellent, 16% fair, and 1% poor.
 - a. The committee discussed the responses used for rating the services: excellent, good, fair, poor. The Chair noted the negative connotation associated with the “fair” option. She stated that the term seemed to suggest a below average rating. It was suggested that “satisfactory” be used in place of “fair.”

B. Student Survey of Library Services (On-site students - STC)

The Chair highlighted the data as follows:

1. Students were asked to evaluate the virtual reference service offered at STC in lieu of on-site personnel. Marian explained that a designated phone and computer are setup for assisting students virtually. Collaborate is used as a means for facilitating desktop sharing and demonstrations.
 - a. A significant percent of students (60%) indicated that they were unaware of the availability of virtual assistance.
 - b. Data indicates a need to better promote the availability of virtual assistance through better signage, info tables, etc.
2. A significant number of students answered “No Basis for Opinion” when asked to evaluate many of the services.

C. Student Survey of Library Services (On-site students - Seymour)

1. Marian explained that surveys were reinstated after several years of not surveying Seymour students. She further explained that the survey was redesigned to more accurately reflect library services offered at Seymour.
2. The survey indicated that most students did not know that a designated computer was setup to assist them virtually.

3. Students were also unaware that books could be requested from the main collection in Vernon.
4. In response, Marian explained that she would check on the possibility of offering a brief orientation either on-site or virtually through Collaborate.

D. Faculty Survey of Library Services

1. The Chair noted that the library processed 28 surveys. Eighteen surveys were processed the previous year.
2. The committee was asked for ideas on ways to improve faculty participation.
 - a. It was noted that timing is often a factor in determining faculty participation.
 - b. It was recommended that the library distribute and collect surveys during Faculty Orientation in January.
3. Marian noted that surveys seek to measure faculty satisfaction with as well as awareness of the services offered.
 - a. Twenty percent of those offering an opinion were unaware of reserve services, library instructional support, and the procedure for requesting library material. Thirty-three percent were unaware that databases were accessible off campus.
4. Marian explained that only those responses offering an opinion were used in calculating the adjusted totals.

VII. Library Objectives, Annual Action Plan, 2012-2013

- A. The Chair explained that the interactive database tutorial which served as a QEP pilot was completed and evaluated during the summer.
 1. Assessment involved meeting with a focus group of 9 students for feedback regarding the helpfulness of the tutorial.
 - a. Students were asked to complete a short survey and to participate in informal discussion.
 2. The survey results were highlighted as follows:
 - a. Eight of the 9 students agreed that the tutorial was helpful in learning how to search the database, while one student strongly agreed.
 - b. Six students agreed and 3 strongly agreed that they would access similar tutorials in the future.
 - c. All students agreed (5) or strongly agreed (4) that the tutorial was easily accessible online.
 - d. Four students agreed and 3 strongly agreed that the length of the tutorial was appropriate, while 1 student disagreed and 1 felt neutral on the topic.
 3. Focus Group Discussion:
 - a. Students thought that the interactivity helped them feel more involved in the learning.
 - b. Students also thought that the tutorial needed to be divided into shorter segments.
 - c. Most agreed that an audio component was needed.

B. Marketing and Outreach Strategies:

1. **Book Displays:** A bookcase was purchased as a means for displaying and promoting new academic and popular titles in Vernon.
2. **Faculty Orientation:** The library presented information on library services during the Fall Kick-Off in August. Seven faculty members familiar with library services were asked to speak about a particular service. The introductions were videotaped using the iPad and then compiled into a video clip which was shown during Staff Development. Camtasia was used for editing the video.
 - a. The Chair noted that she had received positive feedback concerning the presentation.
 - b. **It was suggested that the video clip be placed on the library homepage.**
 - c. Marian also presented very brief introductions to library services during New/Adjunct Faculty orientations at Vernon and CCC.
3. **Information tables** were setup at the start of the Fall Semester in Vernon, CCC, and STC. The information tables generated interest at CCC and STC, but not in Vernon. The library will re-evaluate the time and location for setting up the tables in Vernon.

C. Part-time Assistance at STC

The Chair explained that due to budgetary concerns, a part time assistant was not hired at STC.

1. In the absence of on-site personnel, the library will work on promoting virtual assistance and other library services.

VIII. Annual Action Plan, Current Library Objectives, 2013-2014 Library objectives for this 2013-2014 were highlighted as follows:

- A. **Weekend hours at CCC:** The library started opening on Sundays from 1:00 PM to 8:00 PM at the start of the Fall Semester.
- B. **Library Tutorials:** The library will continue to develop video clips to help illustrate how to access and search databases such as the Ovid Nursing Collection.
- C. **Marketing and Outreach Strategies:**
 1. Post point of contact survey on website.
 2. Promote academic and popular titles by posting a virtual book display on the homepage.
 3. Post library brochure. Departments are being encouraged to post brochures and other informational materials online.
 4. Continue to post information on VC's social networking pages.

IX. Updates

- A. **E-books:** Patrons can now download e-books and read offline.

B. SACS Fifth-Year Report:

1. Marian explained that she is working on the narrative and supporting documentation for the Fifth-Year Report.
2. She further noted that the narrative will include information on how library services meet the informational needs of distance learners.
3. The library narrative will be included with Core Requirement 2.10 Student Support Services which states: “The institution provides student support programs, services, and activities consistent with its mission that are intended to promote student learning and enhance the development of its students.”

C. Technology Update:

1. Marian noted that 4 administrative computers were recently replaced with new units.
2. Student computers in Vernon are scheduled for replacement in November.

D. Staff Development:

1. Marian stated she recently attended the Library Instruction Round Table Summit in San Antonio. She further noted that the Texas Library Association Conference was scheduled in April in San Antonio.
2. Library staff had participated in a number of webinars on new database content.

E. Youth Policy:

1. The Chair noted that the policies pertaining to Internet usage and to young children left unattended in the library would be posted online. The policies are currently printed in the handout issued to community patrons; however, the policies have not been posted on the library website.
2. The committee was updated on the youth access policies as follows:

Internet Usage by Children:

Library computers are not equipped with Internet filters to help monitor and restrict web content. Consequently, children 14 years of age or younger must be accompanied and supervised by a parent or legal guardian before using the electronic resources of the Vernon College Library System.

Youth Access Policy:

Parents should not leave children unattended in the library. For the safety of your children and as a courtesy to others in the library, please supervise your children's activities.

X. Discussion:

A. Improved Signage at CCC: It was suggested that the library add a perpendicular sign at the library entrance as a directional tool to assist patrons in locating the library from the foyer area at CCC.

XI. The meeting was adjourned at 9:25 AM.