The Eastern Michigan University Library provides a welcoming environment that promotes teaching, learning, and research. We connect the EMU community with information when and where needed, and serve as a valuable resource for the greater community.
LETTER FROM THE DEAN

In 2010 the Association of College and Research Libraries published a document entitled Value of Academic Libraries: A Comprehensive Research Review and Report. Based on the premise that the once revered status of libraries as the “heart of the university” has changed to a climate requiring documented evidence of value, the report provides a review of best practices in the field of academic librarianship in articulating the library’s value to the campus. While the annual report from the EMU Library includes many lists of activities and many data points for comparison, I am struck by how fortunate we are at EMU that the library does not have to rely on an annual report to chronicle the library’s contributions to the campus. Our library faculty and staff are visible and active in supporting academic programs, student affairs initiatives, new technology innovation and all aspects of life at EMU. Our reputation, strengthened in particular by our faculty liaison program, makes the library’s value something that is felt on a daily basis on the campus. My goal as library dean is to foster this vibrant, dynamic and creative weaving of the library into the very fabric of academic life at EMU. And, of course, once a year we will document in written form our many contributions to the campus.

Sincerely,

Tara Lynn Fulton
Dean of the University Library
NEW LEADERSHIP

Dr. Tara Lynn Fulton came to EMU at the end of June 2010, bringing with her a commitment to integrating library collections and services with the academic mission and vision of the campus. Dynamic collaborative partnerships with others on campus, she believes, require cohesive, thoughtful, planned coordination among individuals and units within the library so we spent some time this year directing our energies internally, as well as externally. We rethought our use of meetings and retreats, centralized communication on our Intranet, and developed some cross-functional task forces to work on special projects. By the time the academic year was over in April, the library had its first set of consensus-developed priority goals for FY 2011-12.

NEW FACULTY/STAFF AND NEW ASSIGNMENTS

Two new faculty members joined the library in Fall 2010. William Marino joined EMU in the role of Online Learning Librarian. Karen Rogers-Collins joined EMU in the role of Electronic Resources Librarian. Three library faculty members accepted important interim leadership roles. Rachel Cheng returned from an academic leave to serve as Scholarly Communications Librarian, and additionally, served as Interim University Archivist when Rosina Tammany retired over the summer. Randall Baier served as coordinator of the video studio after Ray Lucas’ untimely death in August, and Lisa Küpfer served as Interim Director of the Faculty Development Center. Two librarians were on leave during the Fall as well, and we made creative use of lecturer replacement funds to free library faculty members to handle these areas. Three librarians earned tenure this year—Suzanne Gray, Sarah Fabian, and Robert Stevens. Two librarian lines were vacant at the close of FY 2010-11.

There were also new faces and new job assignments within the staff ranks. An early retirement offer was accepted by five library staff members, resulting in a domino succession of promotions and new hires. Terry Blackmon joined the library to provide instructional equipment support at Holls. Patrick Rudy joined the Systems Team to support the Voyager integrated library system and other key technical systems. Alistair Halton joined the Circulation Department as the stacks coordinator. Kasean Gafford was promoted from a position in Acquisitions to Cataloging, and Shannon Harnel was promoted from Digitization to Serials. Two clerical positions were still vacant at the close of FY 2010-11.
The “Wordle” depicted here is the result of library faculty and staff brainstorming during our fall retreat. We were reflecting on what we are proud of about library services, what defines us on the campus, and what makes us unique. Strategic planning for the library will wait until the University and Academic Affairs have strategic plans from which we can evolve library plans. The library will begin more strategic visioning and planning in FY 2011-12.
Providing high quality information assistance both in person and online is one of our highest priorities. Determining how best to support the growing number of ways students and faculty seek information drove some key initiatives this past year.

- Academic libraries are responding to changing user needs in the digital environment and changing staffing accordingly. We expanded our plan program to use more clerical and professional/technical staff at the main Information Desk, freeing reference librarians to focus on more complex research needs.

- Online research guides are a key way that the EMU library provides information service to researchers. Library faculty have developed dozens of guides to support specific classes and research topics. To make these guides more dynamic, user friendly and accessible, it was decided to move them to a new software platform called LibGuides.

- The Summon discovery tool was piloted and selected for full implementation in Fall 2011. Branded at EMU as Library Esearch, it is an easy, fast, and powerful starting point for any type of library research. Esearch launches a search across the EMU library collections—from books and videos to full text articles and ebooks. Esearch maximizes EMU’s investment in library content and resources by providing a better interface to the content the library already provides.

### BY THE NUMBERS

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<thead>
<tr>
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<th>FY 2009/10</th>
<th>FY 2010/11</th>
<th>% INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>grand total of inquiries</td>
<td>23,247</td>
<td>23,632</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Though not a significant increase in overall inquiries, the number of Chat Session inquiries declined, while the number of inquiries in person at service points doubled.*
INFORMATION

Providing access to information continues to be one of the most important roles of an academic library. Determining whether that information should be in print, multi-media or electronic format and whether it should be owned by the library, leased, or borrowed from other libraries are daily decisions for the subject librarians.

- Electronic library resources are critically important to students and faculty. A key project for FY 2010-11 was a thorough analysis of expenditures on the collections over the past six years to track the shift from print to electronic resources. It was determined that the EMU library is currently investing 60% of its acquisitions budget on electronic resources and we plan to increase that investment to 70% in FY 2011-12.

- The University Archives house a number of unique and special collections. Several sound recording and sheet music collections were cataloged this year. Access to the Gordy Motown Collection, National Council for Preservation Education records, and the Association of Arab American University Graduates collection are now available online via the University Archives website, greatly increasing their visibility to our campus and researchers worldwide. Archives undertook significant inventories as well.

- No academic library can provide all of the materials needed to support student and faculty research, and for EMU the challenge is particularly great in supporting graduate education. The EMU Library supplements its collections with a robust inter-library loan service. This past year over 16,000 items were borrowed from other libraries to support EMU research.

- The use of physical and electronic reserves to support student learning continues to grow at EMU. As the price of course materials escalates, bringing financial hardship to students, faculty are putting more supplementary materials on reserve in the library to be shared among students. The number of classes with reserve lists increased 11% this past year.

- With the collections budgets the library must do an annual cut of some 6-8% to account for inflation. This year we cut $125,000, with an emphasis on print journal subscriptions and newspapers.

- Inventories were started on several collections, including items stored in the Automated Retrieval Collection, Periodicals, Maps, as well as our Federal Documents collection.

- In the fall the University Archives partnered with Athletics and the eGridiron group to erect a display of the history of football at EMU. Our opening event for the exhibit drew local press, fans, and EMU alumni who played in the NFL.

BY THE NUMBERS

COLLECTIONS AND ACCESS

VOLUMES/TITLES/ITEMS

<table>
<thead>
<tr>
<th>PRINT</th>
<th>ELECTRONIC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>646,000</td>
<td>76,000</td>
</tr>
<tr>
<td>Periodicals</td>
<td>166,000</td>
<td>166,000</td>
</tr>
<tr>
<td>Maps</td>
<td>57,500</td>
<td>57,500</td>
</tr>
<tr>
<td>Government Documents</td>
<td>88,000</td>
<td>36,000</td>
</tr>
<tr>
<td>Media</td>
<td>18,500</td>
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SUBSCRIPTIONS

<table>
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<th>Databases (Electronic)</th>
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<tr>
<td>Periodicals (Print)</td>
<td>950</td>
</tr>
<tr>
<td>Periodicals (Electronic)</td>
<td>40,000</td>
</tr>
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</table>
Academic libraries are active partners in the teaching and learning activities of the university. These partnerships take many forms: the librarian might teach several class sessions, consult with faculty regarding ways to integrate information literacy into programs and courses, assist in the design of an assignment, train GAs to mentor undergraduate students, or consult with groups of students on their individual projects.

- In information literacy sessions, library faculty taught 5022 students during the Fall and Winter semesters.
- Instruction took on a whole new meaning at the Halle Library in FY 2010-11. With two major construction/renovation projects on campus, 231 regularly scheduled for credit classes were assigned space in the library for the first time. Even though overall numbers were down for meetings in the building due to the repurposed use of the conference rooms, traffic in the building increased by 75,000 over the previous year.
- The Halle Library provides a welcoming collaborative learning environment and outstanding teaching facilities. The Silent Study area, the reopening of the Auditorium, and the upgrades to the computer labs all contributed to creating a conducive atmosphere for studying and learning.
- Instruction librarians continue to expand the discipline range covered by online video tutorials. Using Camtasia and Adobe Flash, modules are available for a number of courses at both the undergraduate and graduate levels. Video modules were created for eCollege courses, for introductions to specific databases, and to support information literacy efforts in specific disciplines.
- The Academic Projects Center continues to be the “go to” place for point-of-need help with research, writing, and technology for students working on research papers and other academic projects. This partnership between University Writing Center consultants, librarians, and student technologists continues to grow in use. In FY 2010-11 the APC supported over 2068 requests for assistance. The APC launched a presentation rehearsal space, which can be reserved by students to practice their presentations for class assignments, seminars, conferences/symposiums or student teaching.
Testing new technology tools and designing new services to provide access to information or to deliver information literacy instruction are core roles for academic libraries. In FY 2010-11 the EMU Library focused on creating a stronger infrastructure to support innovation and moved ahead on some key projects.

- This year we established a cohesive Library Systems unit including faculty and staff directly responsible for library systems and technology. The Systems Team worked to develop a holistic approach to technology planning, implementation and support. They have developed a cross-training program to provide more depth and back-up in technology support. Additionally they worked on a major upgrade of key library servers and system software including Voyager, SFX and Drupal.

- With the increased enrollment in online classes, many library users are not on campus. The library’s presence in the EMU Online course management system was re-designed. In creating this new face for the library, steps were taken to ensure that online learners could be connected with the same quality information expected by their traditional, on-campus peers. The content, which was created by the library’s faculty subject specialists, works to enhance the efforts of the University Library in providing quality material and instruction, based on the ACRL’s Information Literacy Competency Standards, regardless of format.

- We had our first implementation of QR codes, allowing users with mobile devices to scan a code they encounter in the library stacks to connect them with additional information online.

- To better support electronic access to information resources and information services by remote users, a Digital Presence Team was established. They will be investigating new ways to enhance our website, develop smartphone and tablet computer library access, enhance our presence in eCollege course shells, and other emerging opportunities. The team brings together our web experts, online learning experts, and virtual services experts to encourage a more dynamic and integrated online learning and research environment for the library.
The dean commissioned a comparison of the EMU library with peer and aspirant institutions. The study showed that the EMU library maintains service levels parallel to or better than peers in spite of a smaller staff size. Among peer and aspirant institutions we fall behind in collections and access. We would need to add 200,000 volumes to reach the median per student collection size among Michigan public universities, as well as 6-10 databases to reach peer levels or 45 databases to reach aspirant levels. In terms of overall institutional expenditures in the library, EMU is in line with Michigan peers, but nearly $3,000,000 below a broader group of peer and aspirant institutions.

Library faculty and staff made site visits to several other state university libraries in Michigan, and we hosted several visits in return — seeking best practices, efficiency of operations, expertise, ideas, benchmarking and networking opportunities. Several of the library faculty members published papers and research guides that were acknowledged and praised by academic libraries across the country.

In terms of assessment, the library advanced in the area of supporting the information literacy related assessment plans of other academic programs in FY 2010-11. We continued faculty development initiatives on assessment, with the library faculty and also began an Information Literacy Fellow program through the Faculty Development Center to raise campus awareness about information literacy.

In the Fall semester, the public services librarians worked with students from the graduate School of Information at the University of Michigan to examine the information seeking experience of students and faculty on the first floor of the library. The findings of this student group prompted us to reconsider the configuration and staffing of our services points.

**BY THE NUMBERS**

**KEY USAGE STATISTICS - FY 2010/11**

| Total Database Searches | 72,500 |
| Total Full-Text Articles Searched | 665,000 |
| Total Book/CD/Video Circulation | 100,000 |
| Total Students Reached by Library Instruction | 5,602 |
| Total Visitors to the University Archives | 200 |
| Total Interlibrary Loans Requested for EMU Users | 46,500 |
The EMU Capital Campaign’s public phase was gearing up at the time of the new library dean’s arrival. The Foundation assigned a liaison to the library and the library hired a part-time lecturer for the Winter semester to assist with establishing a basic development infrastructure. By the end of the academic year the library had a case statement, a database of donors, a website to encourage giving, and an organized spreadsheet of development funds. The dean connected with several donors to better understand their intentions in giving to particular projects, and began using those funds to best advantage. Several groups were contacted as part of the Annual Fund Campaign and encouraged in particular to donate to the library. A major goal for the coming year is for the dean to make concerted efforts to reach out to individuals and organizations that might be interested in investing in the library of the future. This year donor funds enabled service, collection and facilities improvements in the Academic Projects Center and the Children’s Literature Collection in particular.

The Friends of the Library Board make the hard decision in the Winter to suspend operations until a new generation of leaders comes forward. The Friends of the Library had sponsored programs and exhibits and otherwise supported the library for the past seven years. We had a dinner to thank current and past Board members, and will find other ways to stay in contact with them.

Just as we appreciate those who invest in the EMU Library, we likewise reach out to invest in relationships on campus, in the region, in the state, and in the profession. Our subject librarians maintain deep ties to academic departments to ensure the relevancy of our collections and services. Through scholarship and service, our library faculty makes an impact on organizations including the Washtenaw Literacy Council, the Southeastern Michigan League of Libraries (SEMLOL) and the Michigan Library Association. We also created a new partnership with local library vendor ProQuest. The EMU Library has been, for the last 40 years, the home of LOEX, a membership organization of about 650 academic libraries that offers professional development opportunities related to library instruction and information literacy.

### Major Funds for Investing in the Library

- **Library Enhancement and Innovation Fund**
  This fund finances library initiatives, programs, technology, and innovations.

- **University Archives Development Fund**
  This fund helps us preserve the University’s historical records and make materials of special interest available on the web and through exhibits.

- **Library Collections Fund**
  This fund supports the purchase of books, media, maps, software and other information resources.