

University Libraries

College Review 2010



Challenges Facing Research Libraries

- Coping with deluge of information and research data
- Managing intellectual property issues
- Creating a culture of accountability and assessment
- Increasing number of collaborations
- Being innovative in spite of the lack of resources

UL Planning Principles

- Do the right things with less
- Meet our customers where they are
- Use data to inform our decisions
- Provide services and resources that are student centered





Strategic Directions to 2015

■ **Teaching**

- Assure that every student has sufficient access to information literacy instruction.

■ **Research**

- Expand library services, resources, and expertise through immersion in the research community.
- Build print and electronic collections relevant to UNM research activities.

■ **Scholarly Communications**

- Strengthen the role of the UL in providing the services and platforms to enhance access to UNM scholarship in a variety of formats.

■ **Spaces**

- Improve the UL physical facilities and enhance our virtual service environments.

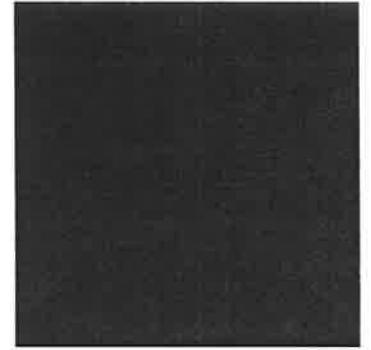
Transformational Times

Association of Research Libraries Environmental Scan

Libraries need to change their practices for managing traditional content and develop new capabilities for dealing with digital materials of all types, but especially new forms of scholarship, teaching and learning resources, special collections (particularly hidden collections), and research data.



Critical Issue One

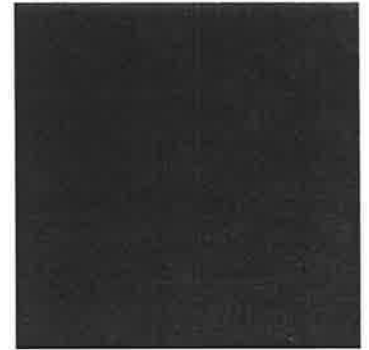


■ Collections

- Reductions in book and journal purchases jeopardize the academic mission of UNM
 - Student success is tied to excellent libraries
 - Faculty recruitment and retention tied to in-depth resources
 - Institutional and program accreditation require strong collections
 - Research dollars are generated from grants and projects using library collections
 - Preservation of print and digital collections require creativity and resource expenditures

Collections

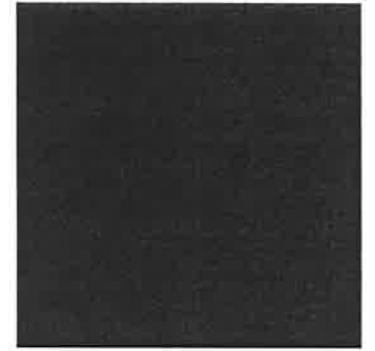
What have we done?



- Purchase on demand program – we buy the books as faculty request them rather than just in case
- Consortial buying – working with other libraries to reduce costs
- Reviewed all ongoing subscriptions
 - Abstracting and indexing databases reduced
 - Cancelled journals, preferred publishers with less restrictive licenses
- Invested in the Center for Research Libraries – collaborative special collections available to UNM

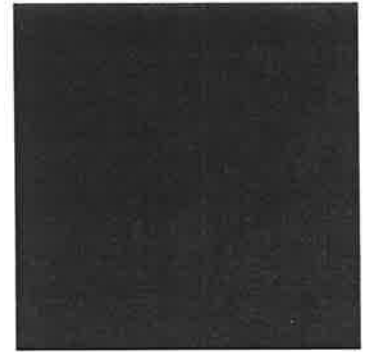
Collections

What have we done?



- Moved aggressively from print to electronic
- Library Express/ILL – providing articles and books no matter where they are – our stacks or another library
- Support for open access initiatives
- Submitted proposal to the OVPR requesting support for critical collection of research journals

Collections in 3 to 5 years



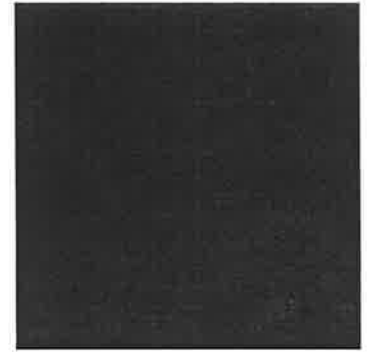
- Join a regional partnership to create a shared archive of low use paper journals and books
- Continue to invest in services providing long-term preservation of UNM purchased electronic content
- Take a leadership role in New Mexico Consortium of Academic Libraries to facilitate shared purchases
- Aggressively collect in our unique areas of strength
- Purchase more electronic books
- Provide print-on-demand services
- UL donations will be increased to provide funding for collections

Transformational Times

Collaborative approaches are being applied to new activities both with regard to traditional operations as well as emerging functions.

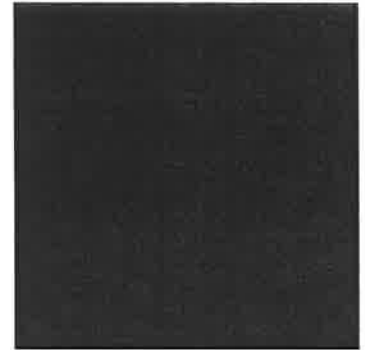


Critical Issue Two



- Facility Maintenance and Revitalization
 - 1.5 million visitors per year strain our ability to keep 400,000 plus square feet of space in good shape
 - In the past 2 years visits have increased by 400,000 and hours have increased from 100 to 130 per week with no additional staffing.
 - How do we manage growth with no recurring funds for maintenance?
 - Security issues and costs are increasing

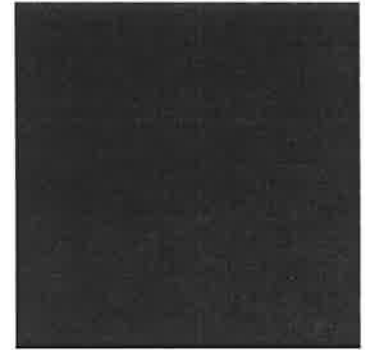
Critical Issue Two



- Facility Maintenance and Revitalization
 - UL Facilities and Access Services maintains over 427K square feet of library space, opens four libraries for over 130 hours per week to serve over 1.5 million visitors per year, circulates more than 200K items annually, hosts eReserves site with over 1 million hits per year, processes 85,650 ILL requests, scans 88K pages and pulls 1,616 books to fulfill LibExpress requests, provides reference assistance at a combined service point in Zimmerman Library, responds to technical support requests from over 19 LIBROS-member libraries, and loads more than 55K bibliographic records for our growing eBook collections and provides contract library services to WGU.

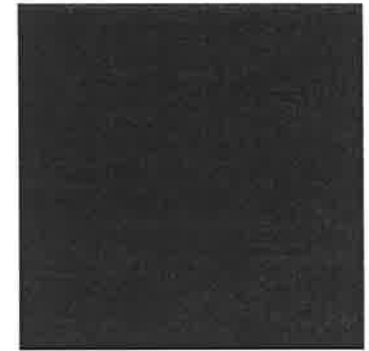
Facilities

What have we done?



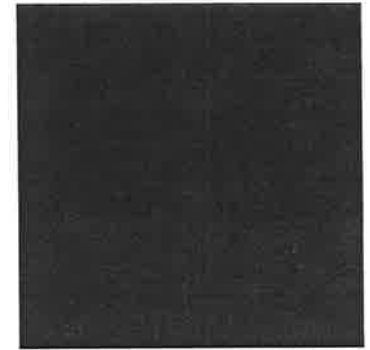
- We're doing all the short term projects we can.
- Took advantage of unexpected opportunities (fire and flood)
- Captured all possible restricted and unrestricted donations to buy chairs, tables, install outlets, carpet, learning labs
- Engaged in planning process for Centennial Library leading to capital request for transforming CSEL into an e-Research Center
- Applied for Academic Research Infrastructure Program: Recovery and Reinvestment (ARI-R²) grant to upgrade high-speed data lines in CSEL
- Requested planning money for high density off-site archival & preservation facility
- Began a process with Space Management to look at all library spaces

Facilities Projects Underway



- ZIM fire suppression installation in West Wing
- CSWR/Anderson-Waters remodel to create learning lab
- CSEL service desk remodel
- Monitor CSEL e-Research Center developments
- Remodel PML space for LIT offices
- HLARR remodel (remove counter in east section)
- Plan and implement remodeling of current INLP and library administrative spaces for moves.
- Work with Office of Space Management to evaluate effective use of office and public spaces.
- ZIM Learning Commons development and implementation (staff and public spaces)
- Continue to enhance, refurbish and improve existing spaces and furnishings.
 - ZIM Willard Reading Room furnishings
 - ZIM basement student areas and group study rooms
 - FADL shelving projects
 - Instruction room chairs and projectors (ZIM 254, B30 and CSEL 155)
 - Evaluate signage

Facilities in 3 to 5 years



- High priority preservation fund-raising effort centered on Zimmerman's 75th anniversary
- Identify sources of funds for the Centennial Library e-Research Center and the Zimmerman Learning Commons Project
- BIG IDEA! Interdisciplinary Teaching and Learning Facility
 - Create synergies around best practices in teaching and learning
 - Located in the parking lot north of Zimmerman (Phase IV)
 - Bring in partners – UL, CAPS, OSET, IT, University Press, OGS
 - Designed to be secure 24 hour student space

Transformational Times

Radical reconfiguration of research library organizations and services is needed coupled with an increasingly diverse and talented staff to provide needed leadership and technical skills to respond to the rapidly changing environment.



Critical Issue Three

■ Operations/staffing

- Staff Pause and Hold had a profound effect on UL

Fiscal Year	# Faculty	#Staff
2010-2011	32*	91**
2009-2010	29	97
2008-2009	28	101
2007-2008	28	101
2006-2007	29	109
2005-2006	30	111
2000-2001	37	127

* Estimate based on retirements and recruitments underway

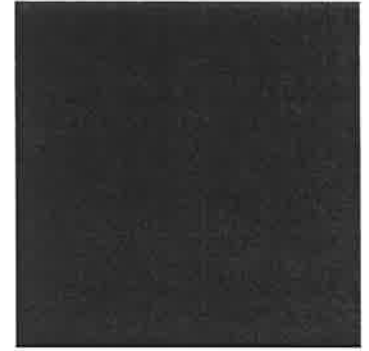
** Estimates based on scheduled retirements known so far

- The library operations are highly dependent on staff as well as faculty. Staff cover day-to-day operations – open the doors, provide the services, process the collections.



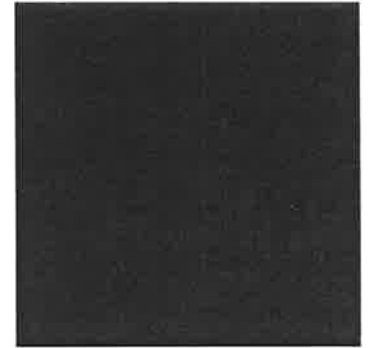
Staffing

What have we done?



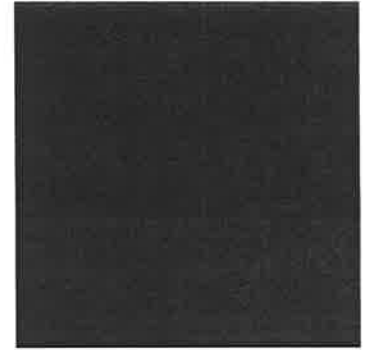
- Reduced number of service points
 - To make the best use of different levels of expertise among faculty and staff
 - To reduce confusion for users about who can help
 - To create more cross-trained staff who can be deployed among all buildings
- Implemented a rigorous and required project planning process - aligned with our strategic directions to assure appropriate allocation of resources

Faculty Hires



- Library faculty will have new skills and areas of expertise. UL expects them to be more active partners in the research enterprise and the production of student credit hours.
 - Data visualization, spatial data management, and GIS
 - Data intensive research support
 - Data life cycle management
 - Multi-disciplinary informatics curriculum instructors
 - Digital initiatives - creation of new electronic services – e-science, e-scholarship, e-research

Staffing in 3 to 5 years



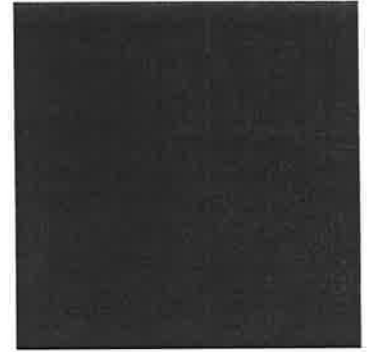
- Our focus on meeting users where they are means:
 - Hiring plans that build in more capacity to be flexible in how we allocate staff
 - Employees with the flexibility to learn new skills and take on new assignments
 - Regular evaluation of our services and the skills needed to perform them
 - Work models that support our 24 hour services
 - Effective, well-trained managers

Transformational Times

Content industries inevitably seek to extend control over the copyright regime and over content, in general, while libraries, authors, and research institutions endeavor to provide more access to and active management of the intellectual assets produced by the academy.



Critical Issue Four

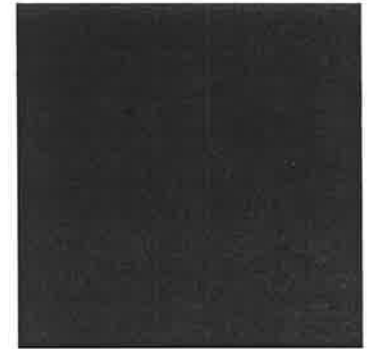


- Efficient and effective infrastructure for the creation and access of electronic research materials
 - Significant ongoing investment in the infrastructure needed to manage and provide access to electronic resources, digital collections, consortial catalog, and 300 plus student computers

- UL has integral role in campus-wide stewardship of knowledge and the knowledge-creation cycle.
 - Electronic theses and dissertations
 - Institutional repository for faculty research
 - Archive for University Press publications
 - University Archives
 - NM Digital Collections
 - SORA
 - Rocky Mountain Online Archive (UNM led multi-state resource)

Infrastructure

What have we done?



- Cooperative purchase of electronic resource management system (NM Tech, NMSU, HSLIC, UNMUL)
- Virtualized server infrastructure
 - Service level increase and significant cost savings
- Created managed environment for all computing resources
- Make use of UNM-wide infrastructure when library services will not be negatively impacted
 - Networking (wired and wireless), email, active directory, server backups

Infrastructure in 3 to 5 years

- Expand storage capacity in the most efficient and effective way
- Plan to protect content for the long-term
- Virtualization to desktop
- Faster, more efficient delivery system for library and UNM content
- Tool-kit for data life cycle

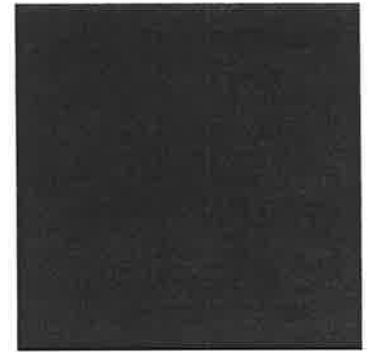


Transformational Times

Budget reductions will have substantial impact on library collecting, at least in the nearer term of the planning cycle. These will present opportunities as well as threats.



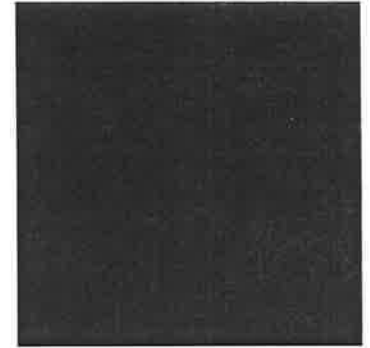
Critical Issue Five



■ Funding

- Overdependence on too few sources of revenue most of which are not stable and certainly are not growing
 - UNM I&G (\$13,182,510) = 95.57%
 - Student Fees (\$354,000) = 2.6%
 - Median public academic research library gets 18% of their budget from student fees. UNM HSLIC student library and technology fee is \$150 per year - proposed increase to \$260 per year. UL receives between \$10-\$15 per student.
 - Revenue (\$110,000) = 0.80%
 - Research Overhead = \$25,500
 - Donations = \$50,000 to \$100,000 annually
 - GO Bonds for library acquisitions cannot be counted on

Critical Issue Five Funding

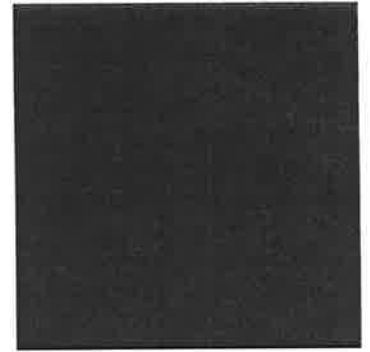


■ Rescission 2008/2009	\$73,113
■ Rescission 2009/2010	\$108,783
■ 24/5 library services cut	\$50,000
■ ER&R Funds Cut	\$150,000
■ INLP legislative funds not renewed	\$173,400
■ TOTAL REDUCTION IN BUDGET	\$555,296

Funding

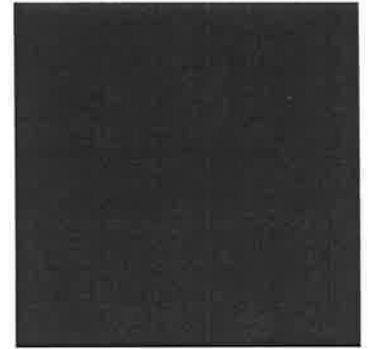
What have we done?

- Reduced purchases of books and journals
- Plan to carry forward funds to soften further reductions in book and journal cuts
- Made strategic use of every UL endowment fund and every UL donation dollar
- Reduced budget for library events
- Reduced travel and professional development



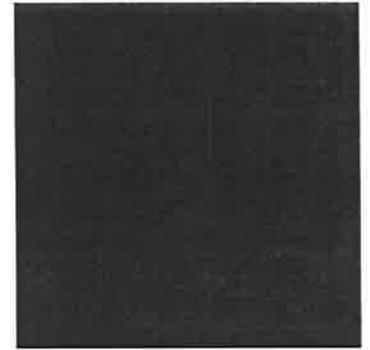
Funding

What have we done?



- Permanently reduced staff positions to cover operations
- Reallocated remaining staff to critical functions (111 to 97)
- UNM Foundation hired a development officer for UL
- Begun investigation of fees for services for non-UNM users

Funding in 3 to 5 years



The cost of research level collections **will** increase.

Faculty and **will** continue to demand quality collections.

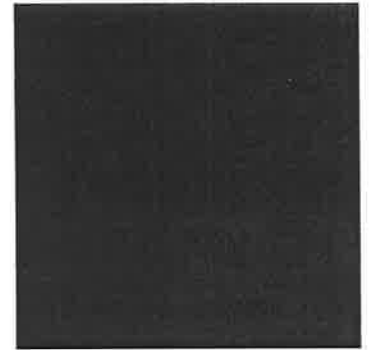
Libraries **will** work together to coordinate collections purchases and storage.

Deferred maintenance **will** catch up to us.

Funding in 3 to 5 years

■ Strategies

- Implement the plan for a dedicated student fee allocation for libraries
- Explore the renewal of the funding formula for libraries with NM HED
- Work for fundamental change in how the output of scholars is distributed

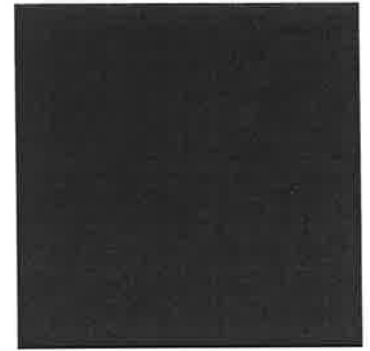


Transformational Times

Accountability and assessment are essential for data-driven decision making within libraries, on campus, and with funders and policy makers.

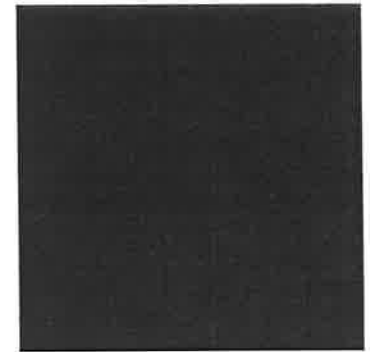


Programs and Services Successes



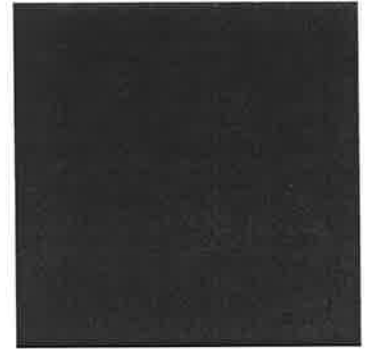
- Library Liaisons
 - bringing the librarian to you
- E-Reserves
 - 1 million downloads each year
- Library Express/ILL
 - 85,650 ILL transactions
 - Scanned 88,000 pages for library express
- Ask a Librarian
 - 24/5 chat, email, phone reference, referral, troubleshooting
 - Expanded to support Extended University after hours
 - De-facto general UNM information line

Programs and Services Successes



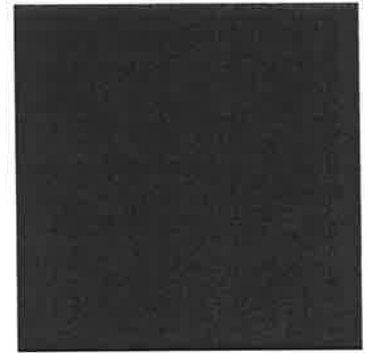
- Laptops for Loan
 - 29,000 checkouts per year
- 24/5 library
 - Busy, valued, meets a unique need at UNM
- Group Study Rooms
 - Supported service targeted for students with over 13,000 checkouts in Zimmerman alone

Programs and Services Successes



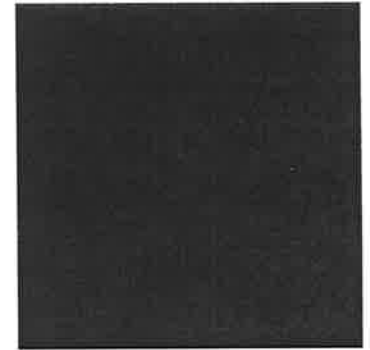
- Library Initiated Campus-Wide Services
 - UNM Google Search - NEW
 - LAN Desk
 - Campus Printing Solution
- Campus-Wide Library Services
 - University Archives
 - UNM Institutional Repository
- Expansion of library e-resources to the UNM Gallup, Taos, Los Alamos and Valencia campuses.

Programs and Services Successful Strategies



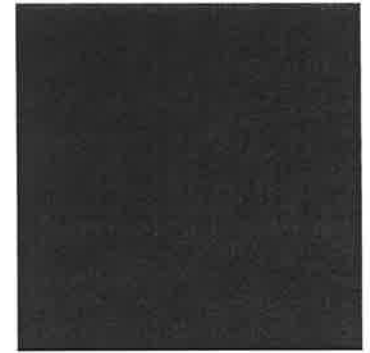
- Created UL Performance Metrics
 - We measure: Instruction & Teaching, Research & Outreach, Materials & Collections, Electronic Services, and Physical Services
- Created single point of contact for users
 - Reference can be provided in a more targeted manner
 - Virtual service desk for uncomplicated questions
 - Reduced number of departmental telephones. Call 277-9100.
- Political archives unit located at Elks merged into special collections department
- Technical services units consolidated and reorganized
- Access service units at our 4 libraries consolidated into one unit

Programs and Services Under Review



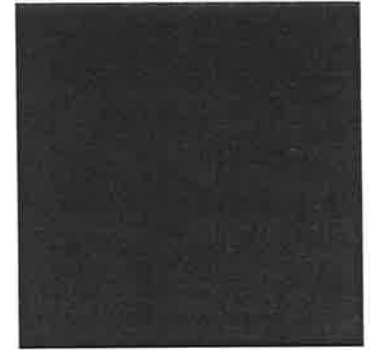
- Evaluate the costs and benefits of providing free services to non-UNM users. Explore reasonable user fees for high cost/high value services and collections.
- Federal Depository Library Program
 - UL only FDLP left in NM
 - Unfunded program with many requirements
 - Costly in staff time
 - Print collection consumes a large amount of space in perpetuity
 - UNM is working with GPO and other ARL libraries to create a more sensible system

Services and Programs Under Review



- Western Governors University
 - UL provides significant amount of service to WGU's 19 states, 15,000 students – only 45 in NM.
 - Undertaking a study to determine the actual costs to UL and UNM.

Libraries are assets, not cost centers or overhead!



From The Library as Strategic Investment: Results of the Illinois Return on Investment Study:

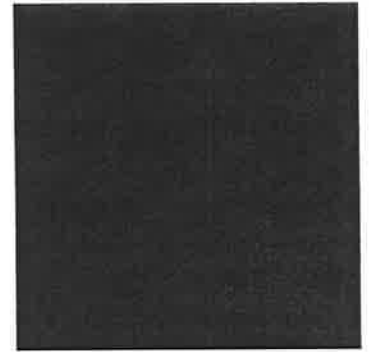
\$4.38 in grant income was generated for each \$1 invested in the library using library total budget

\$12 in grant income generated for each \$1 invested in library collection budget.

From the University of Michigan Cost Containment Report:

The University Library contains one of the nations finest collections. A collection that serves as a crucial resource for the faculty, students and public in the state of Michigan. To maintain the value of this collection, we must retain its current content and add new knowledge and materials each year.

Libraries are assets, not cost centers or overhead!



Library users are highly satisfied with library services.

Library users are generally satisfied with library facilities.

Library users, especially faculty, are not satisfied with library collections.

Library employees are valued by their management – ask me about One Good Thing.

University Libraries – On a Mission

University Libraries (UL) plays a key role in fulfilling UNM's mission to serve as New Mexico's flagship institution of higher learning. Student and faculty success, no matter the discipline, depends on good collections, good services and good facilities. For the undergraduate student its mostly about good services and facilities. Their need for in-depth collections is much less than graduate students and faculty. They are mostly interested in skilled librarians to help them and great places to study and use computers. Graduate students and faculty, on the other hand, are absolutely interested in really good collections in their area of research but, because they have their own offices and research labs they spend less time in the physical library and much more time using electronic collections through the library website.

Balancing these needs takes skill and the flexibility to use our budget dollars where they are needed most. In planning for the future of the library we intend, with your support, to remain the leading academic library in New Mexico by:

- Making available extensive and valuable collections
- Being a trusted partner in the academic culture
- Enabling students in the use of information and informatics
- Offering extensive and user-centered electronic services
- Providing functional and attractive physical places
- Ensuring that our employees have the skills and tools to serve our customers

As we adapt and innovate to meet the needs of students and faculty we have identified certain principles that remain constant. These core principles are:

- Do the right things with less
- Meet our customers where they are
- Use data to inform our decisions
- Provide services and resources that are student centered

Each of our libraries, programs and services have unique needs and your support is vital to their success. Donations to library help us to keep collections current, spaces comfortable and our web resources at the cutting edge.

UNM LibQual+ 2009 Executive Summary 1/21/10

This fall the University Libraries participated in the 2009 LibQUAL+ patron survey initiative from ARL. This survey measures user perceptions of library service quality and allows comparisons longitudinally and with other Universities and groups. The UL has participated six times since 2003 and the last time was the spring of 2007.

Invitations were sent to a random sample of faculty and students which resulted in 452 completed surveys: 51% (n=231) undergraduates, 32% (n= 143) graduate students, 15% (n=70) Faculty, and 2% (n=8) staff. The survey asks 22 core questions clustered around 3 major areas:

- Affect of service (i.e. Employees knowledge and willingness to help users)
- Information Control (i.e. Print and electronic resources/tools available to patrons)
- Library as Place (i.e. Quiet, comfortable, and inviting study areas)

Each of the 22 survey questions include 3 dimensions. These are the minimum level of service expected, the ideal level of service, and the respondent's perception of where the UL falls relative to those expectations. In addition there are 5 local option questions, and questions about general satisfaction, information literacy, and library usage. The survey also allowed users to provide free-text comments. 190 users chose to comment during this year's survey.

The results of our survey are available in a comprehensive report with extensive detail. Our overall scores (all questions and all user groups) are very close to the average from other ARL libraries and show improvement in some areas since the last survey in the spring of 2007. Patrons were most pleased with the library employees and with the library space. The weakest area pertains to the print and electronic collections and the tools to access them. The faculty has several areas that fall below minimum expectations clustered around collections and access. This is true for almost all of the surveyed libraries in LibQUAL+. The report concludes that "Users have an insatiable appetite for content. No library can ever have sufficient information content that would come close to satisfying this appetite." (from the LibQUAL+ 2009 Survey Results, pg 5.) However, the adequacy gaps for the UL are significantly improved from 2007. Faculty scores for knowledgeable staff are also better.

The graduate students had no areas that fell below expectations and had the highest overall satisfaction level. This was a change from 2007 when there was a significant inadequacy perceived in the journal collections. The undergraduates fell in between faculty and grad students in their level of satisfaction and showed the least change over time.

The University Libraries has had strategic goals to improve the library spaces and to develop new services. From the comments, it appears that these efforts are beginning to show results. The library is seen as a good place for group study and collaboration. One of the most appreciated services seemed to be ILL and Library Express with its quick delivery of electronic materials. This expedited service helps offset the need for owning and subscribing to journals. Another strategic goal was to move as many journals to electronic access as possible. The UL had graduate interns doing outreach and used open houses and listservs as well as ambassadors to teach students about the collections. These initiatives may be why there is an improvement in the graduate student perceptions of the collections. In addition, the comments about the staff are almost uniformly positive and reflect the service orientation.

The ARL has developed Radar Charts to visualize the data. Below are the data for the core questions and some additional questions for the overall survey with radar charts. The ARL also provides an analytic tool that permits participants to dynamically create institution-specific tables and charts for different subgroups and across years.

Survey Item Summary for UNM Libraries

ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	6.00	7.68	6.81	0.81	-0.87	425
AS-2	Giving users individual attention	5.94	7.24	6.70	0.76	-0.54	429
AS-3	Employees who are consistently courteous	6.75	8.05	7.43	0.68	-0.62	444
AS-4	Readiness to respond to users' questions	6.60	7.92	7.34	0.74	-0.58	436
AS-5	Employees who have the knowledge to answer user questions	6.83	8.06	7.36	0.53	-0.70	439
AS-6	Employees who deal with users in a caring fashion	6.50	7.90	7.24	0.74	-0.66	434
AS-7	Employees who understand the needs of their users	6.66	7.96	7.22	0.56	-0.74	431
AS-8	Willingness to help users	6.63	7.98	7.38	0.76	-0.59	436
AS-9	Dependability in handling users' service problems	6.73	8.04	7.28	0.55	-0.76	404
Information Control							
IC-1	Making electronic resources accessible from my home or office	6.89	8.33	7.23	0.34	-1.09	440
IC-2	A library Web site enabling me to locate information on my own	6.94	8.26	7.02	0.07	-1.25	447
IC-3	The printed library materials I need for my work	6.58	7.83	6.82	0.24	-1.01	420
IC-4	The electronic information resources I need	6.98	8.24	7.17	0.20	-1.07	446
IC-5	Modern equipment that lets me easily access needed information	6.82	8.11	7.36	0.54	-0.76	441
IC-6	Easy-to-use access tools that allow me to find things on my own	6.86	8.18	7.05	0.19	-1.13	446
IC-7	Making information easily accessible for independent use	6.86	8.15	7.19	0.33	-0.96	446
IC-8	Print and/or electronic journal collections I require for my work	6.99	8.27	6.99	-0.01	-1.28	427
Library as Place							
LP-1	Library space that inspires study and learning	6.31	7.78	6.91	0.60	-0.88	436
LP-2	Quiet space for individual activities	6.46	7.74	7.16	0.70	-0.58	427
LP-3	A comfortable and inviting location	6.42	7.88	7.16	0.74	-0.72	443
LP-4	A getaway for study, learning, or research	6.46	7.85	7.10	0.64	-0.75	427
LP-5	Community space for group learning and group study	6.15	7.54	7.03	0.88	-0.51	388
Overall:		6.61	7.96	7.13	0.52	-0.83	451

Satisfaction Question	Mean	SD	n
In general, I am satisfied with the way in which I am treated at the library.	7.60	1.58	451
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.16	1.75	451
How would you rate the overall quality of the service provided by the library?	7.41	1.46	451

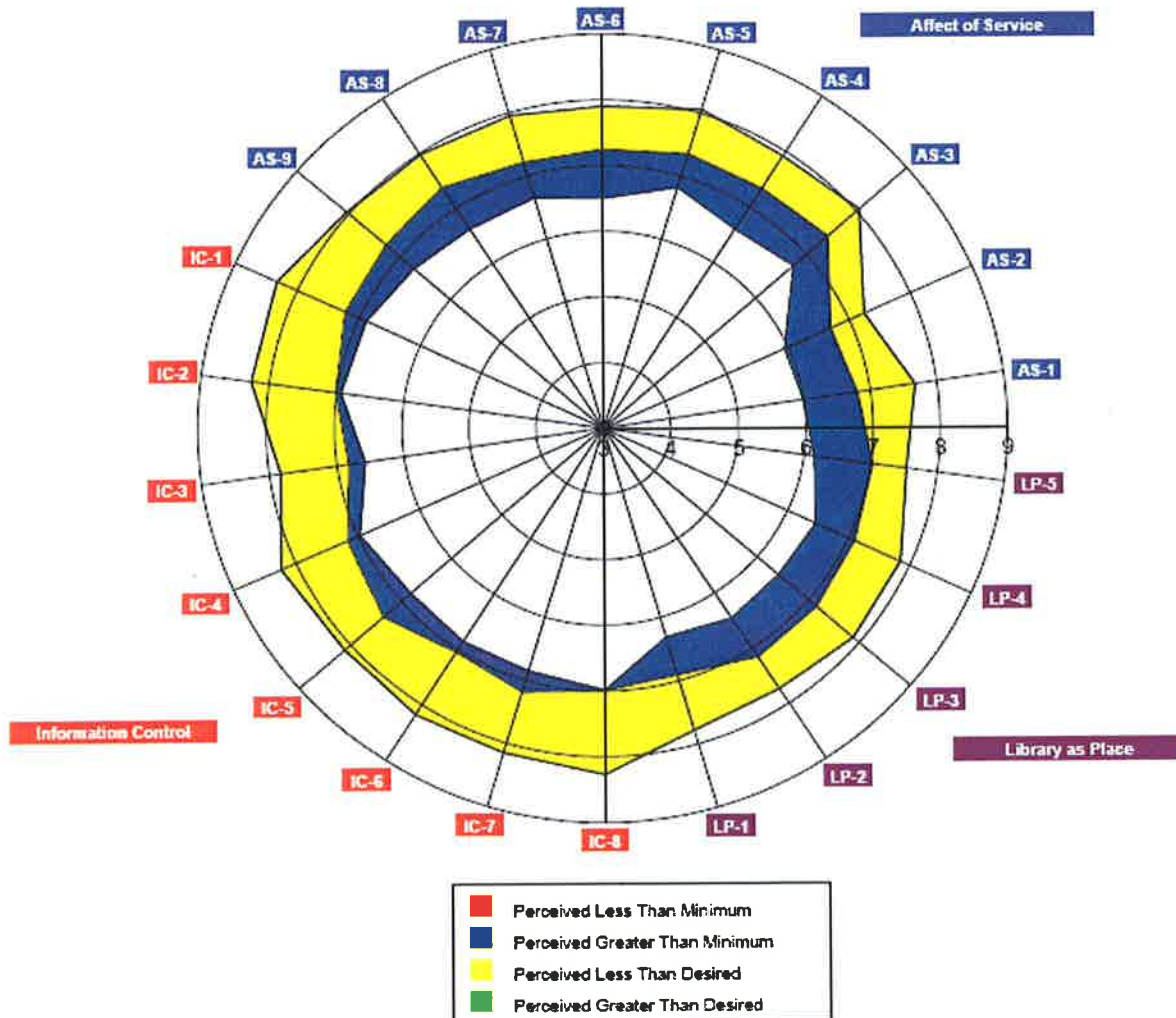
Local Questions

Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Providing help when and where I need it	6.42	7.93	7.08	0.66	-0.86	439
Ready access to computers / Internet / software	6.73	7.99	7.30	0.57	-0.69	432
Availability of subject specialist assistance	6.15	7.58	6.81	0.65	-0.77	387
Ability to navigate library Web pages easily	7.00	8.30	6.94	-0.06	-1.36	445
Prompt service to users	6.64	8.02	7.38	0.74	-0.65	437

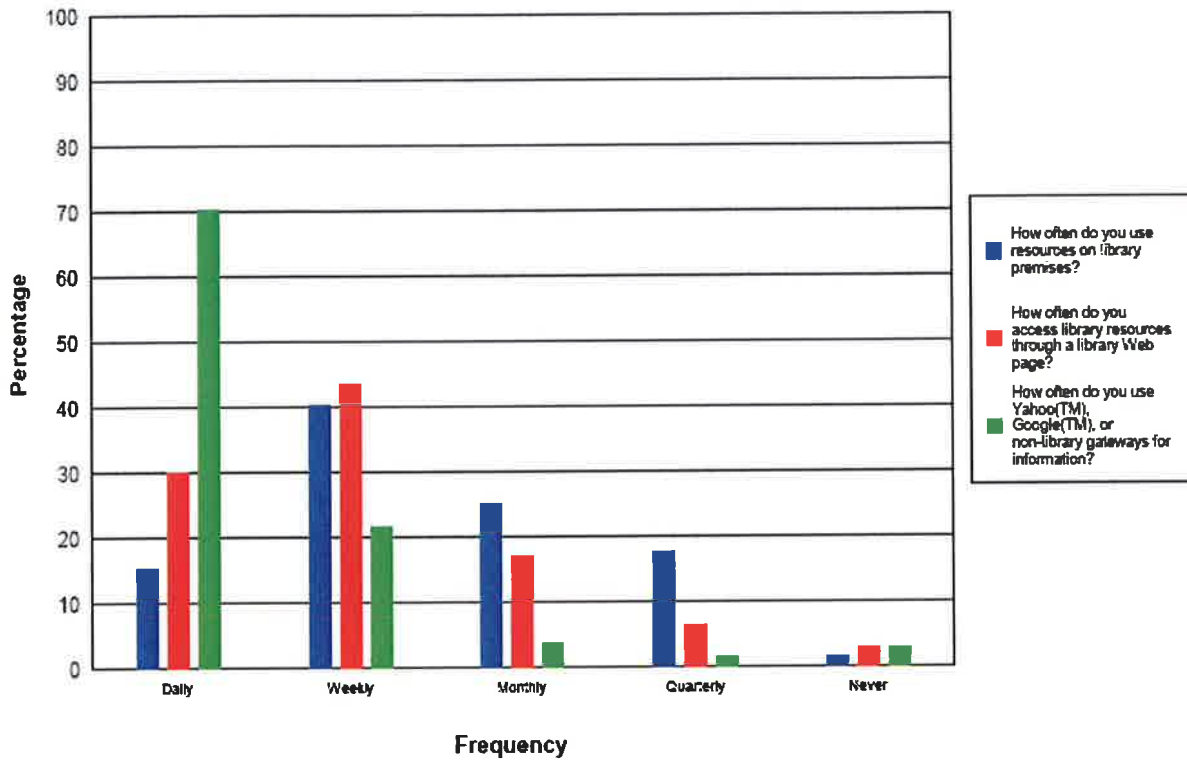
Radar Chart

This radar chart shows the aggregate results for the core survey questions. Each axis represents one question. A code to identify each question is displayed at the outer point of each axis. While questions for each dimension of library service quality are scattered randomly throughout the survey, on this chart they are grouped into sections: Affect of Service, Information Control, and Library as Place.

On each axis, respondents' minimum, desired, and perceived levels of service quality are plotted, and the resulting "gaps" between the three levels (representing service adequacy or service superiority) are shaded in blue, yellow, green, and red.



Library Use Summary



Comparison of UNM and ARL libraries on overall quality

How would you rate the overall quality of the service provided by the library?

	UNM	ARL
Overall	7.41	7.27
Undergrads	7.34	7.20
Grad Students	7.57	7.24
Faculty	7.30	7.41

Highlights of User Groups

UNM Undergraduates

Poorest adequacy scores for IC-2, IC-6, IC-8 but the scores did not fall below the minimum level of service quality (questions were about navigation, the web site, and journal collections). Better adequacy scores than ARL on LP-1 and LP-2 (quiet study spaces).

UNM Graduate Students

Poorest adequacy scores for I-4 and I-8 but not below minimum. (electronic resources and journals)

Best adequacy scores for AS-1 (staff instilling confidence)

Improvement in adequacy gap from spring 2007 to fall 2009 for information control is notable.

	2007	2009
[IC-1] Making electronic resources accessible from my home or office	+0.17	+0.44
[IC-2] A library Web site enabling me to locate information on my own	+0.14	+0.17
[IC-3] The printed library materials I need for my work	-0.06	+0.31
[IC-4] The electronic information resources I need	-0.11	+0.10
[IC-5] Modern equipment that lets me easily access needed information	+0.10	+0.73
[IC-6] Easy-to-use access tools that allow me to find things on my own	+0.27	+0.38
[IC-7] Making information easily accessible for independent use	+0.26	+0.46
[IC-8] Print and/or electronic journal collections I require for my	-0.60	+0.07

The largest adequacy gap in 2006 survey was in IC-8 (-.75).

UNM Faculty (See next page for accompanying radar charts)

Adequacy scores below minimum on IC-1, IC-2, IC-3, IC-4, IC-6, IC-7, and IC-8 (collections and access)

Best adequacy on AS-2 and AS-8 (staff willingness to help) and LP-2, LP-3, LP-4, LP-5 (spaces).

Improvement from spring 2007 to fall 2009 for most items in affect of service category.

Improvement from spring 2007 to fall 2009 for all items in information control category.

Note the substantially lower satisfaction with information control compared to graduate students.

	2007	2009
[AS-1] Employees who instill confidence in users	+0.40	+0.72
[AS-2] Giving users individual attention	+0.37	+0.88
[AS-3] Employees who are consistently courteous	+0.75	+0.71
[AS-4] Readiness to respond to users' questions	+0.17	+0.40
[AS-5] Employees who have the knowledge to answer user questions	-0.20	+0.21
[AS-6] Employees who deal with users in a caring fashion	+0.63	+0.62
[AS-7] Employees who understand the needs of their users	-0.16	+0.23
[AS-8] Willingness to help users	+0.68	+0.97
[AS-9] Dependability in handling users' service problems	+0.06	+0.33

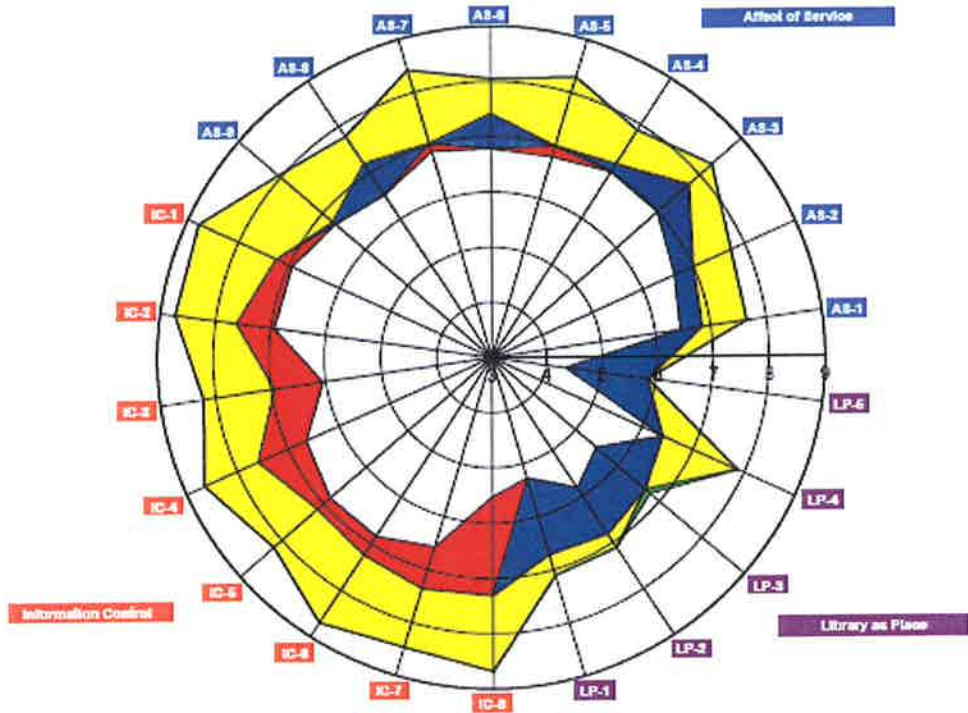
	2007	2009
[IC-1] Making electronic resources accessible from my home or office	-0.31	-0.16
[IC-2] A library Web site enabling me to locate information on my own	-0.68	-0.43
[IC-3] The printed library materials I need for my work	-0.89	-0.63
[IC-4] The electronic information resources I need	-0.95	-0.46
[IC-5] Modern equipment that lets me easily access needed information	-0.30	+0.04
[IC-6] Easy-to-use access tools that allow me to find things on my own	-0.40	-0.30
[IC-7] Making information easily accessible for independent use	-0.79	-0.03
[IC-8] Print and/or electronic journal collections I require for my	-1.79	-0.81

The largest adequacy gap in 2006 survey was in IC-8 (-1.21).

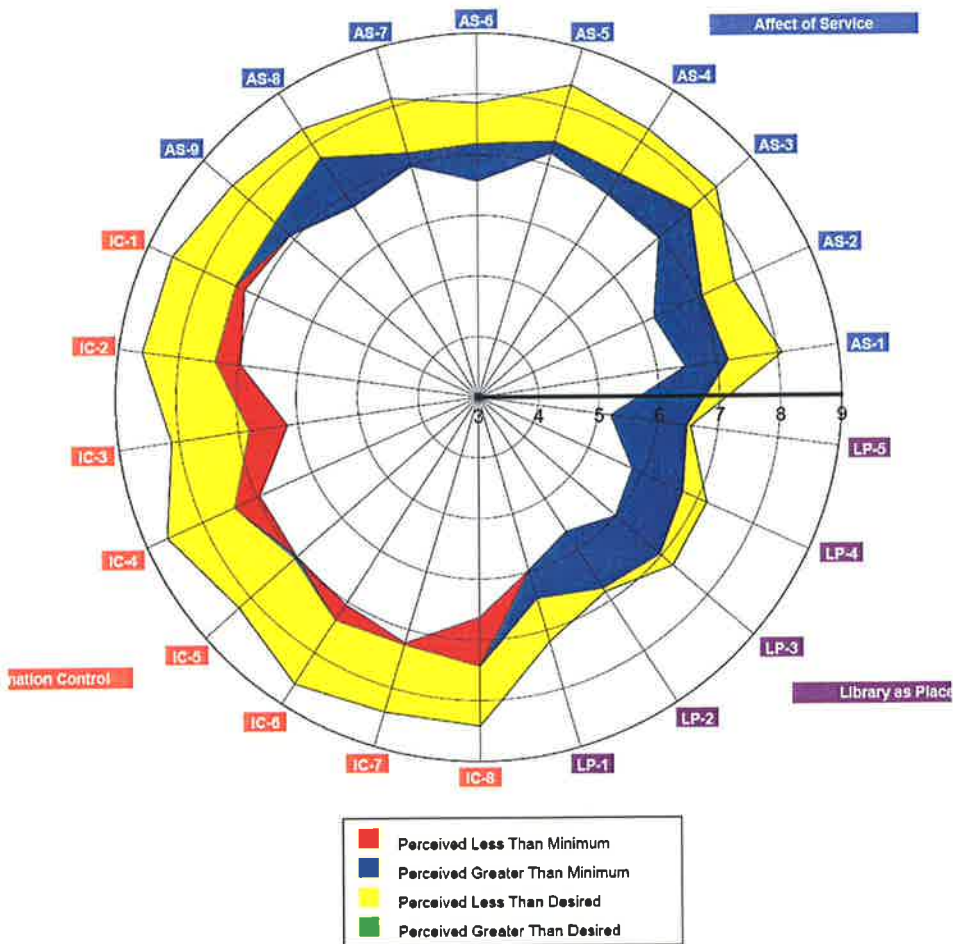
Caveat: Sample size for 2007 was 20 faculty, sample size for 2009 was 70 faculty. Standard Deviations were high. The 2006 survey took place just before the fire.

Radar Charts for UNM Faculty

2007 Faculty responses on all questions



2009 Faculty responses on all questions

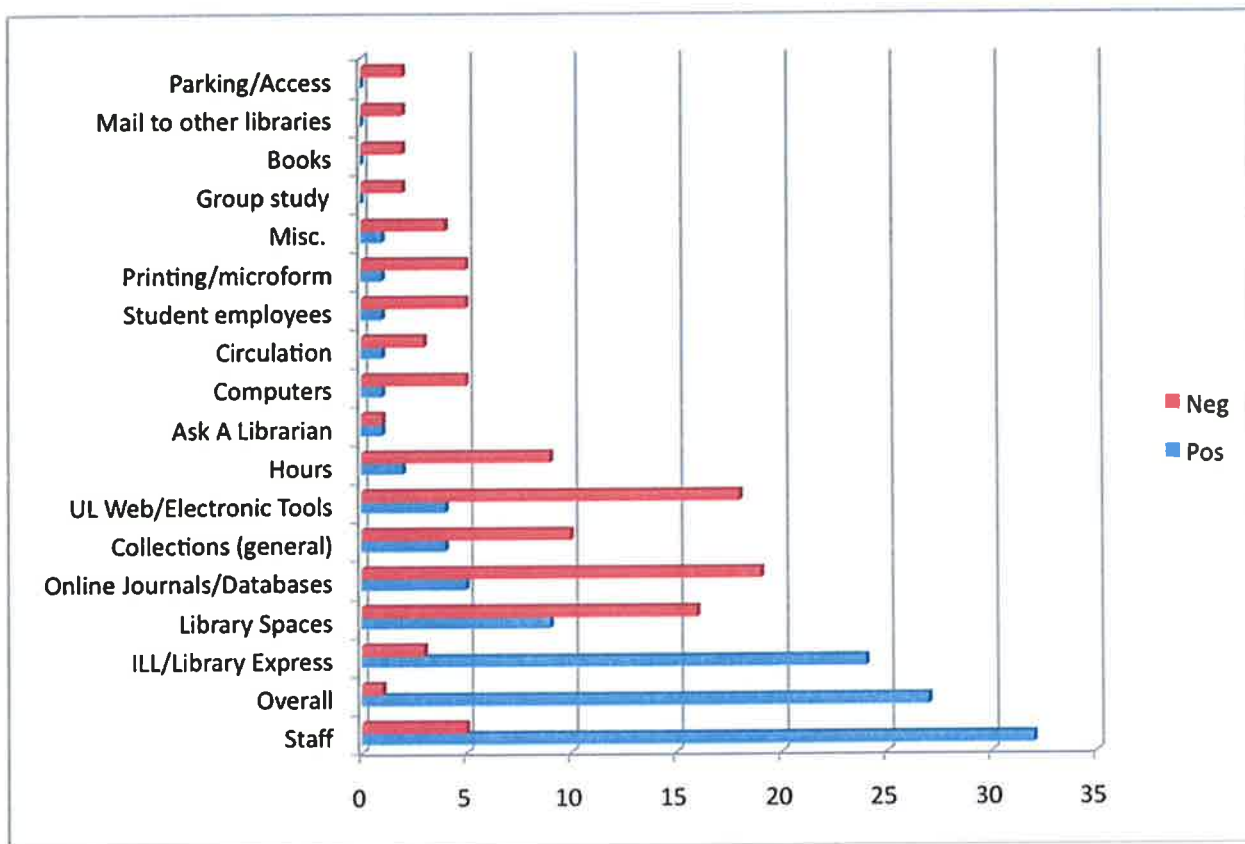


- Perceived Less Than Minimum
- Perceived Greater Than Minimum
- Perceived Less Than Desired
- Perceived Greater Than Desired

Open-ended Comments

Below the comments are categorized with a bar chart illustrating the totals

Category	Pos	Neg	Suggestions
Staff	32	5	reference, teaching, liaisons, ILL, etc.
Overall	27	1	do well despite poor funding
ILL/Library Express	24	3	love it, use it because the materials are not owned, longer loan periods
Library Spaces	9	16	primarily noise in Zimmerman, dirty furniture, not cozy, lights out
OnlineJournals/Databases	5	19	need chemistry, psychology, new mexico
Collections (general)	4	10	math books, dance, children's lit, leisure reading, documentaries
UL Web/Electronic Tools	4	18	website/searches unintuitive, need tutorials, access problems
Hours	2	9	longer hours for exams, CSEL/Zim/FADL open 24 hours, weekend hours
Ask A Librarian	1	1	Preferred branch reference
Computers	1	5	not enough, need Matlab
Circulation	1	3	recalls too short, missing books, communication poor for searches
Student employees	1	5	variable customer service, not trained, noisy
Printing/microform	1	5	should be free
Misc.	1	4	problems with pronto, no gov. lib., new book lists, lockers, like dspace
Group study	0	2	need more
Books	0	2	more books purchased, keep older reference books
Mail to other libraries	0	2	like to be able to return HSLIC books
Parking/Access	0	2	hard to park
Total	113	112	



Future

In 2010 LibQUAL+ is using their new product called LibQUAL+ Lite. As described on the website: "LibQUAL+® Lite is a survey methodology in which (a) all users answer a few, selected survey questions (i.e., 3 core items), but (b) the remaining survey questions are answered ONLY by a randomly-selected subsample of the users. Thus, (a) data are collected on all questions, but (b) each user answers fewer questions, thus shortening the required response time."

The price will be the same, \$3200. However, they have a new deal where the price is reduced if the survey is purchased every year or every other year.

ANNUAL

Year #1: Standard base fee: \$3,200; Year #2: \$2,200, and \$2,200 every year thereafter, until a year is skipped, at which point the institution's fee reverts to the standard base fee, currently set at \$3,200.

BIENNIAL

Year #1: Standard base fee \$3,200; Year #3: \$2,700, and \$2,700 every scheduled participation year thereafter, until a scheduled year is skipped, at which point the institution's fee reverts to the standard base fee, currently set at \$3,200.

OTHER

The standard base fee for that given year.

The 2009 survey had an adequate number of respondents but it would be preferable to be able to have a larger sample or even use the entire population. I think that LibQUAL+ Lite will make that more feasible. With a larger sample it would be possible to analyze by discipline or college

What everyone should know about University Libraries

Mission

The University of New Mexico University Libraries provides information, services and education in anyplace and at anytime, as well as providing and maintaining exceptional facilities for the evolving education, research and service needs of UNM and the wider community. The UL plays a key role in fulfilling UNM's mission to serve as New Mexico's flagship institution of higher learning through demonstrated and growing excellence in **teaching, research, patient care, and community service.**

Vision Statement

The University of New Mexico University Libraries is seen as a proactive and adaptable source of knowledge for UNM and the wider community. We remain the leading academic library in New Mexico by:

- Making available extensive and valuable collections
- Being a trusted partner in the academic culture
- Enabling students in the use of information and informatics by offering extensive and user-centered electronic services
- Being a desired destination by providing functional and attractive physical places
- Ensuring that our employees have the necessary skills and tools to serve the evolving needs of our customers
- Having varied funding sources and sharing successes with customers by understanding their needs

Planning Principles

The University Libraries and academic libraries are in transformational times. The UL is constantly adapting and innovating to meet the needs of our customers. However, we have identified certain principles that remain constant despite all the changes taking place in technology, academia, and the general economy. These core principles are:

- Do the right things with less
- Meet our customers where they are
- Use data to inform our decisions
- Provide services and resources that are student centered

Examples of how we collect data to inform our decisions

Student Voice Surveys (1275 completed surveys, 100% students)

Purpose: Input on extending hours

Recommendation: 24/7 library service desired

Result: Parish 24/5

Note: additional 400+ signatures on a petition from students for a 24 hour library space

Flip Chart Survey in Zimmerman and PML 2009 (450+ comments)

Purpose: General student input on likes and dislikes of facilities and services

Recommendations: free printing, facility improvements, more UNM only hours and computers, more outlets

Results: print credit, ongoing facility improvements, PML has more UNM only overnight hours, more UNM only computers

Zimmerman Exit Survey Spring 2009 (4664 completed surveys)

Purpose: who is walking into the library and why

Result: Users are: 68% Undergrads, 14% graduate

Biggest percent (34%) come to the UL for Study/Research – other uses computers, CAPS, Starbucks, returning books

Undergrads satisfied with service 95% of the time

Focus Groups in Centennial Library Spring 2009 (28 student participants)

Purpose: desired services and facilities in a renovated CSEL

Recommendations: better facilities, more access to: multi-media equipment, digital tools, software

Results: facility improvements ongoing, multi-media equipped group study room

LibQual+ survey of students and faculty (452 surveys completed, 52% undergrads, 31% graduate)

Purpose: longitudinal survey of satisfaction with the UL

Results: UL overall scores are close to average and above the minimum expected levels of service, weakest area in the provision of print and electronic collections and the tools used to access them especially for faculty

Marketing Survey Fall 2009 (200 completed surveys, 100% students)

Purpose: How students currently get library information and how would they like to get it

Findings: Most students get library info from instructors and peers and would like to get info by emails, instructors and websites

Results: planning for student email service, improved information sharing with instructors, other promotion activities

Student use of services for a year

7367 articles and 1616 books provided free of charge to students via Library Express

17,854 articles and 10,831 books provided free of charge to students via Interlibrary Loan

\$10,000 spent on books through purchase on demand

1 million document downloads each academic year from e-reserves

250 students use Parish 24/5 per night an average of 3 hours

29,000 laptop checkouts last year – 99.9% to students

13,000 checkouts of Zimmerman Study Rooms since basement remodeled

1,650 reference sessions through Ask a Librarian

Informal Information Gathering

Everyday face to face interactions at service points (19,000 reference questions not to mention all the other interactions)

754 Instruction sessions for classes reached more than 12,000 students last year (mostly freshmen)

Graduate Student Fellows at the UL working as liaisons to their peers

200+ student employees

3 Ways we get our budget + 3 ways we sometimes get additional funding

1) UNM I&G (\$13,182,510) = 95.57%

2) Student Fees (\$354,000) = 2.6%

3) Revenue (\$110,000) = 0.80%

Plus

1) Research Overhead and Grant Money = \$25,500 annually

2) Donations from supporters – largely targeted to collections, only the interest can be spent on endowment fund = \$50,000-\$100,000 annually

3) GO Bonds – cannot be counted on = approximately \$700,000 bi-annually

Funding Gap in comparison to other institutions

Mean expenditure for library materials among the 113 ARL libraries is 11.4 million. UNM spends about half of that amount. UNM ranks 78 out of 113 ARL Libraries on materials expenditures.

87% of AAU/ARL members rank higher than UNM.

Median public academic research library gets 18% of their budget from student fees. The UL gets 3.63%.

University of Oklahoma has a \$5.25 per credit hour fee

UT-El Paso has a \$4 per credit hour fee

Texas Tech has an \$11 per credit hour fee

HSLIC current student library and technology fee is \$150 per year, proposed increase to \$260 per year approved by the Board of Regents Health Sciences Committee