

A 2015-2016 End of Year Report for:

The Libraries at High Point University:

Smith Library, the R.G. Wanek Center Learning Commons and  
the School of Education Curriculum Center



HIGH POINT UNIVERSITY

**HPU**Libraries  
High Point University

**Our Mission** - The Libraries of High Point University serve an undergraduate, graduate and faculty clientele and are dedicated to the success of our students and faculty in their research and learning endeavors. We support this goal by providing the campus with a rich collection of unbiased noncommercial resources in formats that are suited to the research and study methods used by the patrons at the University. The Libraries of High Point University seek to provide a quiet, clean, safe and comfortable study environment that is suited to our patron's study habits and is available hours that are convenient for our patrons.

**Thanks to our staff and our constituents for such a dynamic year!**

We have a great staff who work hard to meet the needs of students, staff and faculty. This year, the library staff worked diligently as a part of several accreditation visits, including a visit from SACs. We also completed the library section of the Phi Beta Kappa application. A Health Sciences Library has now been added to the catalog interface and content has been added to this collection. It will be moved to the new science building in the Summer of 2017 and we hope to have staff to operate the new service point at that time. The library staff are ready for the new Pharmacy program to begin and are also planning for the first classes in Physical Therapy and in Exercise Science. The staff worked very hard to expand our presence on social media and are also working on our outreach to students across campus.

New resources are added each year. Students now have access to much new content in the Health Sciences. Access Medicine, Access Pharmacy, MicroMedex and UpToDate are just a few of the new resources.

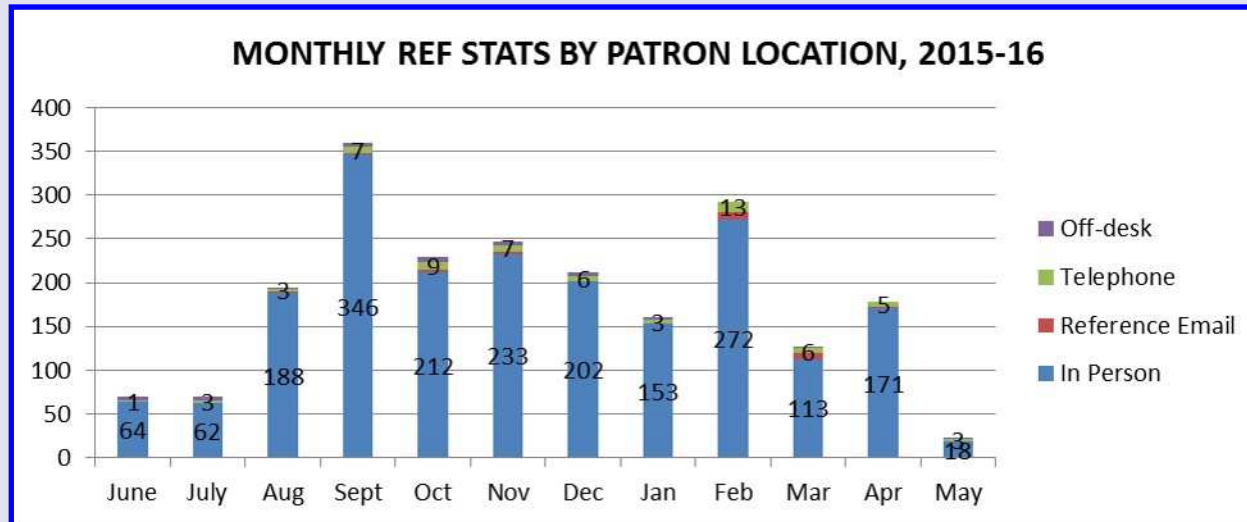
The purpose of this annual report is to see if and how we have fulfilled our mission statement and then use this data to make plans for the new year. We hope that you enjoy this document and please do not hesitate to direct ideas, thoughts and concerns to:

**David Bryden, Director of Library Services—[dbryden@highpoint.edu](mailto:dbryden@highpoint.edu)**

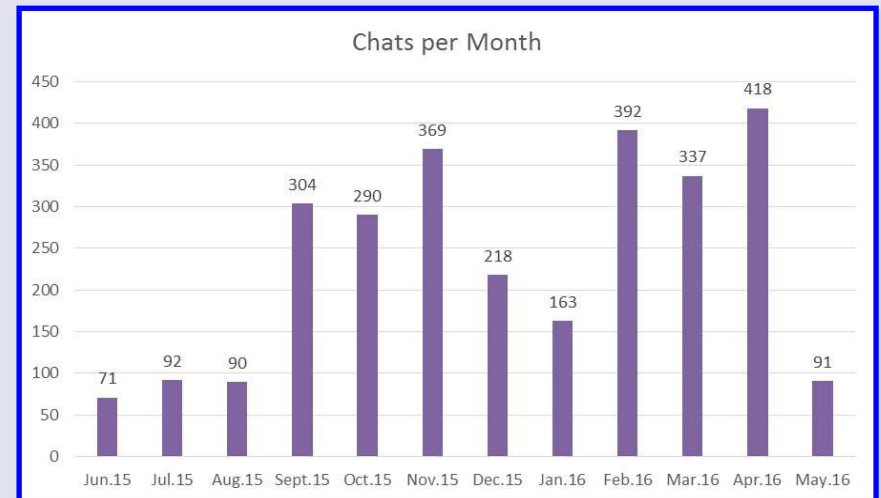
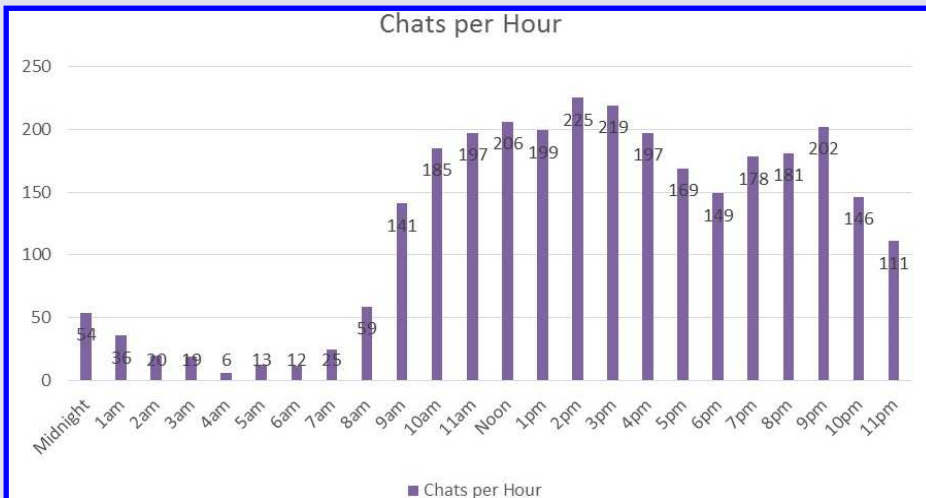
<b>Patrons in the door:</b>	<b>Collection :</b>	<b>Library Instruction Sessions :</b>
<b>Smith Library</b>	654,000 volumes (including eBooks)	243 sessions
214,000 door count	53,000 journal titles	4,433 students
168 hours a week	9,500 DVD titles	<b>Research assistance :</b>
<b>RG Wanek Center Learning Commons</b>	<b>Check-outs :</b>	In-person queries at Smith – 2,254
54,866 floor count	13,500 books	Queries at the WC – 330
152 hours a week.	8,500 DVD titles	<b>Via Chat : 2,949 questions</b>
<b>SOE Curriculum Center</b>		
2,580 door count		
28 hours a week		

## Helping Students—It is what we do

**Reference services**— During the school year, 2,254 students came to the reference desk at Smith Library or the R. G. Wanek Center Learning Commons and asked a question. As you can see, the peak times for this library service is at the beginning of the semester and mid-Spring semester. Afternoon is a popular time of the day to ask a question but the evening hours see the most student contact.



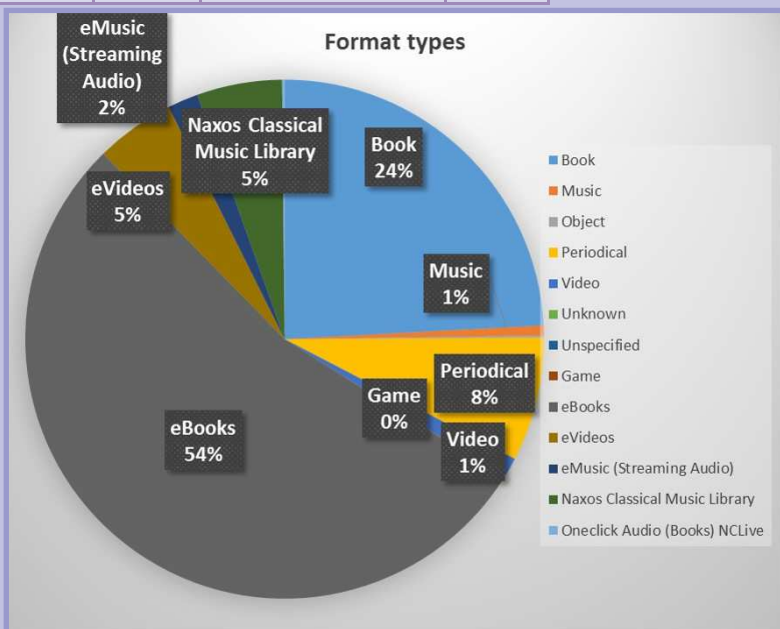
**Chat services**—Students can “chat” with a librarian 24/7 during the regular school year, and during the summer we “chat” when the library is open. In 2015-16, we answered 2,820 questions (a 96% answer rate) asked via the “chat client”. Our busiest time was 2pm and our busiest months were February and April.



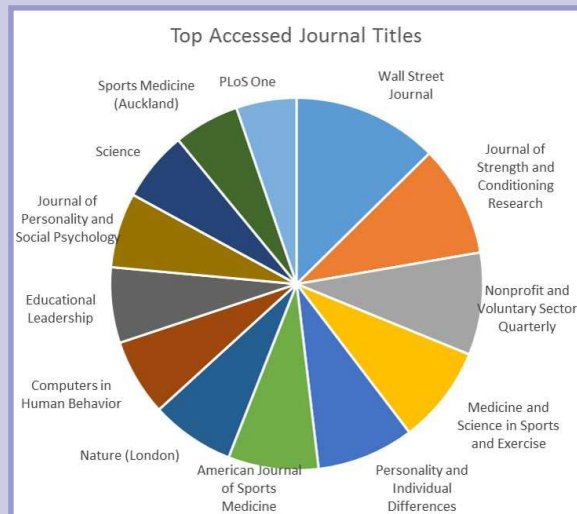
## The Collection and its Use

Material Format	Totals	Borrower Category	Totals
Book	13,091	Student	13,478
DVDs	8,005	Staff	5,072
Equipment	4,016	Faculty	3,813
Blu-ray	572	Library staff	2,599
Periodicals	359	Graduate Student	837
Games	294	ILL	374
Learning Modules	149	Senior	326
VHS	87	Adjunct Faculty	94
Other Videos	74	Honors Student	83
Music	61	Evening Degree Students	77
CDs	42	Doctoral Student	3
Thesis	20	Alumni and Friends	2
<b>Total</b>	<b>26,831</b>	<b>Total</b>	<b>26,831</b>

In the 2015-2016 school year, we circulated 26,831 items from the collection. DVD and music content was heavily circulated but we also circulated 13,091 books. Students used the collection the most often but faculty, staff and some specially designated patron classes were included. There was an increase of 50% in use by Doctoral Students in the 2015-2016 school year. See the below chart for more information on the make-up of our collection.



High Point University Libraries' Journal Finder provides access to 53,628 journal titles. Below is a list of our top 10 Journal Finder sources and their unique title counts and a list of our largest journal providers by name and count.



Resource by full-text title count	Title Count
Independent Publication (Free)	23,276
ProQuest Central	14,572
Infotrac Academic OneFile	7,772
Infotrac General OneFile	7,539
LexisNexis Academic Universe	6,631
ProQuest Research Library	4,566
Taylor and Francis Combined Library	2,004
Springer via Carolina Consortium	1,860
InfoTrac Newsstand	1,656

## Library Purchasing

The library purchases items to support the research and studies of our students, staff and faculty. This year, we purchased 1,317 books and 464 DVDs as well as content in other formats. We are also adding donated items to the collection throughout the year. A final cataloging of a major donation was completed this year and now HPU can boast that it has one of the most complete collections of Isaac Asimov, the science fiction writer, with many autographed copies and some original works. The collection was donated by John L. Hubisz, a retired physicist from NC State. The donation of 10,000 volumes was coordinated by Dr. Aaron Titus.

We continued our contract with Baker and Taylor/Axis 360 to purchase new fiction and non-fiction eBooks. New release and best seller fiction and non-fiction were purchased for our students and are housed in Smith Library and the R. G. Wanek Center Learning Com-

TOTAL ITEMS PURCHASED	
<i>Undergraduate books</i>	1,275
<i>Graduate</i>	42
<i>DVDs</i>	464
<i>eBooks</i>	62
<i>Reacquisition books</i>	19
<i>Reacquisition DVDs</i>	35
<i>Books on Demand</i>	213
<i>Axis 360/eBooks</i>	23

## Interlibrary Loan

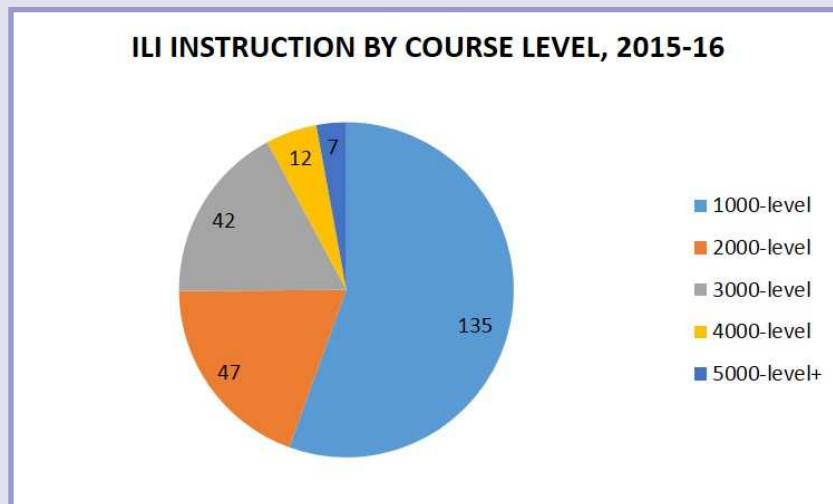
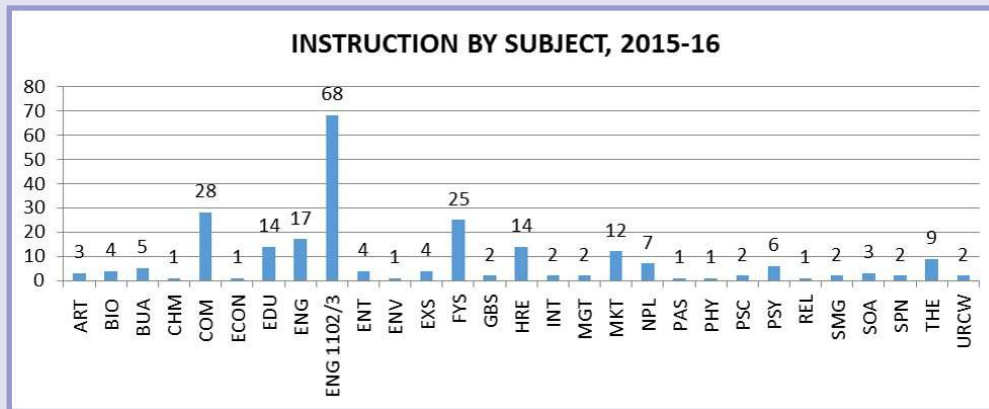
The Interlibrary Loan Department saw a decrease this year. Factors that contributed to the decline include increased BOD purchases and a decrease in lending during the period when ILL was without a student worker or ILL assistant. Lending becomes the last priority when the department is shorthanded. Despite the lower numbers in lending, other areas saw an increase in usage. These include the borrowing of books and articles (+44), the provision of Smith held materials (+110), the provision of items from the web (+40), the acquisition of BODs (+133) and the delivery of library materials to faculty (+99).

Interlibrary Loan (yearly)		2011-12	2012-13	2013-14	2014-15	2015-16
	Total items processed	3187	2978	3836	4449	4435
	Total items ILL	2917	2799	3613	4044	3731
Totals	Total Borrowed ILL	1675	1684	1847	1950	1994
	Total Lent ILL	1242	1115	1766	2094	1737
	Total non-ILLs	270	179	223	405	704

## Library Instruction - Helping Students and Faculty

For 2015-16, we taught a total of **243** information literacy instruction sessions, reaching **4433** students. We had our largest instruction month in September when we taught 61 sessions.

Of the **236** sessions for undergraduate students, over half (57%) were for courses at the 1000-level. About 19% of sessions were for 2000-level courses, 17% were for 3000-level courses, and 5% were for 4000-level courses. The overall instruction is broken down by subject area and course level in the two



**LibGuides are webpages that are constructed for the library community and are easy to modify and share.**

We use LibGuides to provide our staff a simple way to construct web-based content designed specifically for our students to use.

LibGuides Stats for June 2015—May 2016:

**111,937** total uses

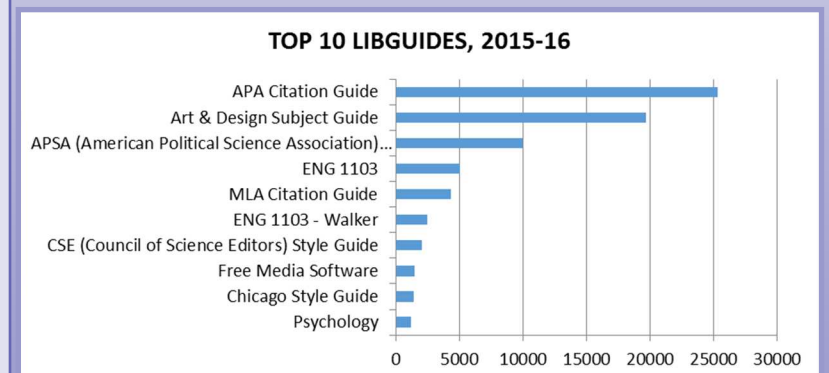
Most viewed guide: APA Citation Guide – **25,343** uses

Second most viewed guide: Art & Design Subject Guide – **19,686** uses

Most viewed subject guide: Art & Design – **19,686** uses

Most viewed individual course guide: ENG 1103 - Walker – **5,034** uses

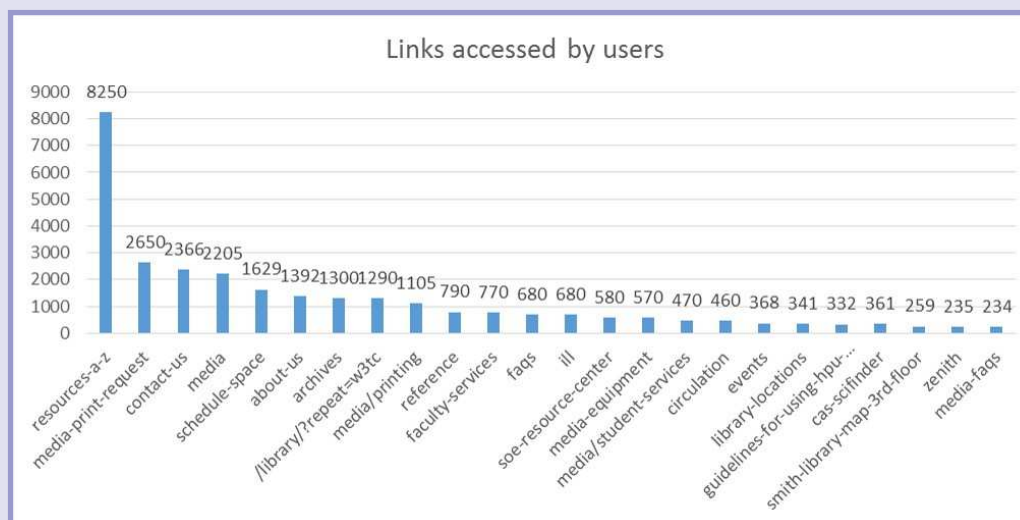
Most viewed topic guide: Free Media Software – **1,494** uses



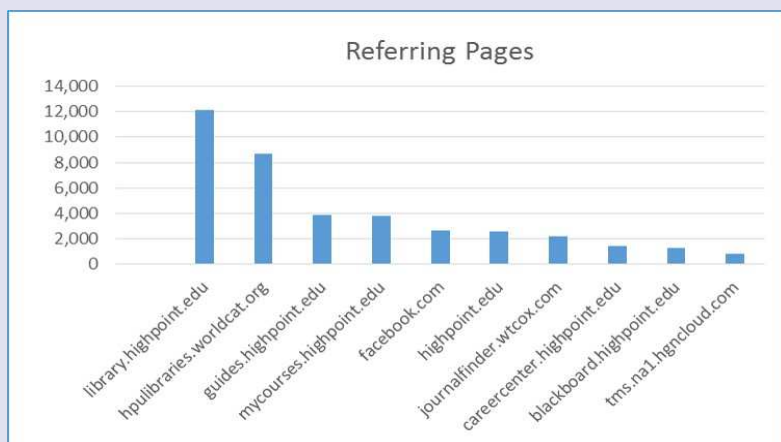
## Web Access

We provide our students access to a set of webpages that can be found at: [www.highpoint.edu/library/](http://www.highpoint.edu/library/). Computers in the library use this as the home-site for beginning web searches, it is one of the starting points for our “chat client” and acts as a portal for students looking for research resources.

As well, proxy access to HPU Library resources provide off-campus access for our faculty, staff and students. Links to this service are embedded in LibGuides, web pages, referring links within databases and in the online catalog.



Our most visited page this year was the Resources A-Z page with over 8,000 hits. Most patrons still visit the library webpage by performing a search. The most common social media referral link was Facebook. Instagram was the second. Our top referring page was the library homepage.



1	Organic Search	40,670
2	Referral	39,508
3	Direct	32,566
4	Social	3,188
5	Email	97

## Database Content

Our patrons are provided with a collection of 200 different online resources. During the 2015-16 fall and spring semester, our patrons performed 516,000 searches and downloaded 365,000 full-text items at a cost of about \$1.00 per full-text item. The following charts show the use level of the most popular resources. We use these numbers to make decisions on our database collection.

### Searches by Database

Worldcat Local	214,591
ProQuest Central	57,000
ProQuest Research Library	36,137
PsychINFO	289,86
JournalFinder	23,778
JSTOR	19,533
New York Times (1851-2010) Historical	11,580
AccessMedicine	11,264
LEXIS-NEXIS	11,124
PsychArticles	9,647
Communication & Mass Media	8,266
Academic OneFile	6,941
ReferenceUSA	5,225
Mergent	4,876
Ebook Collection (per book purchase and PDA)	4,866
Ebooks on EBSCOhost	4,866
MLA International Bibliography	4,721
SciFinder	4,650
ERIC	4,331
SPORTDiscus with Full Text	3,832
Films on Demand Video Collection	3,760
Opposing Viewpoints	3,555
SciDirect	3,222
Ebrary	2,496

This chart indicates the number of **searches by database** resource with our book catalog and ProQuest Central garnering the most use.

### Full text Retrieval by Database

ProQuest Central	64,000
ArtStor	57,582
Jstor	29,400
ABInform	20,328
SciDirect	19,065
Access Medicine	16,207
Wiley	12,929
ReferenceUSA	10,460
Taylor and Francis-cost of subs and Collection access	10,258
Sage-subs and Premium collection access	9,143
ProQuest Research Library	7,706
Britannica	7,453
PsychINFO	6,872
SPORTDiscus with Full Text	6,419
UpToDate	6,168
Springer Journals	5,636
Ebook (North American)	5,160
Springer eBooks	4,700
LEXIS-NEXIS (Academic)	4,498
PsycARTICLES	4,465
eBook collection (per book purchase and PDA)	4,249
eBooks on EbSCOhost	4,249
Academic OneFile	4,206
Films on Demand Video Collection	3,317

This chart indicates the number of **full-text accesses** to the journal and resource databases.



## Notable Events from the Year

Visits by accreditation agencies gave the librarians a real focus in the 2015-16 school year as the libraries prepared for a SACs review. Other accreditation demands included Education, PA, Pharmacy, Interior Design plus a document for Phi Beta Kappa application.

**Periodicals:** Several librarians met and reviewed the periodical collection. Almost \$15,000 of content was canceled. This will allow us to add other content to health sciences such as the title *Brain Injury*.

**School of Education Events:** We held various events for faculty and staff to introduce them and their children to our wonderful resource center. We held a Halloween event and an Easter Egg hunt which brought nearly 90 members of the HPU community and their children to the School of Education!

**Book Club:** Book Club met 7 times in the 2015-2016 school year and was led by Leanne Jernigan. The club met at the Learning Commons. This year the club used Goodreads.com to assist with selecting books and scheduling events.

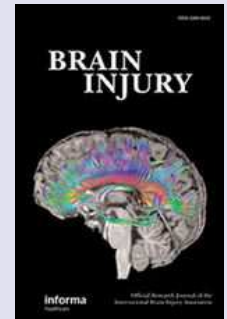
**Film Club:** A Film Club was introduced during September 2015. There were 31 meetings during the year. The club screened classic and contemporary movies and then discussed the films. The meetings were moderated by Library Media Assistant Josh Harris (MFA documentary film maker).

**Campus Outreach:** Librarians are also curating a book display area in the Great Day restaurant in the RG Wanek Center. Interested readers are encouraged to read and return books to the book display after eating their meal.

The outreach activities of the Library Marketing Team (LMT) are part of the Freshman Success Leadership Program. Supervised by a librarian, this program has the explicit goal of helping with campus-wide retention efforts, while introducing a group of freshmen to the marketing needs and applications specific to HPU libraries.

HPU Libraries also employ a variety of e-communications to promote and inform. The library blog provides information on a wide variety of library issues, personnel and events. Using Campus Concierge images and a variety of social media platforms, helps us to communicate with students, faculty and staff about library events and activities. The hiring of student worker, Ashley Campbell, has helped considerably with social media communications.

**Workshops:** Summer 2016 saw a number of outreach initiatives aimed at faculty and staff. In May and June, a series of "Tech Tools" workshops, featured sessions on eBooks, streaming video resources and Endnote (citation management tool). June saw librarians teaching sessions on the "basics of using the library", leisure reading resources, and finding academic articles and materials. An open house at the SOERC showcased that collection to interested groups. HPU Libraries teamed up with the HPU Wellness Center to host a special library edition of "Walking Wednesday", visiting three campus libraries on a walking tour. A Staff Resources brochure was produced, detailing the facilities and materials available to HPU staff. Distributed widely to HR (to be added to "welcome packs" for new hires), and interested campus groups and stakeholders.



## Did we meet many of the objectives that we set for the 2015-2016 school year?

### **1. Improve outreach and training to faculty regarding how to access library resources such as the online catalog and Journal Finder. Define Library services parameters to give clarity to the types and kinds of services that we provide. - Complete**

Developed a Faculty Services webpage to funnel faculty needs and requests to one place - <http://www.highpoint.edu/library/faculty-services/> Faculty can make appointments, request research help, and work with media, request instruction help and so on. We developed a series of Tech Tool workshops. Topics included using eBook and video streaming with students and for personal research. The use of Endnote as a citation management tool. Use of tech tools in the classroom – such as meeting and other collaboration software. Liaisons visited faculty in their departments and often embedded themselves as a way to meet and talk with faculty to address needs and concerns.

### **2. Promote (via posters and other marketing materials) and better facilitate the use of e-book collections such as Ebrary, EBSCO e-books and AXIS 360 e-books for reading and research purposes.- Complete**

Andrew Fair, working with the library marketing team (a group of freshman that are assigned to work with selected departments), surveyed students about their use of eBooks and then using that information devised promotions to help patrons learn about eResource content. This was very successful. They used posters, social media and displays to show students and other patrons this useful content. Our book club made use of the Axis360 platform to host and promote selected book readings. While still a small collection, the Axis360 platform book collection is growing. Mike Ingram made certain that all eBooks were discoverable in the book catalog. These titles are well used. At the end of the school year 15,000 eBooks had been used. With the support of the Provost, we added a large collection of Springer eBooks. A collection of just over 50,000 titles were added at a cost of about \$20,000. BEPress eBook collection was also added to the collection. These business books are written by academic faculty. One title, U.S. Politics and the American Macroeconomy, was written by Gerald Fox and was used as a text for his Economics class. eBooks as textbooks is a model that was used by PA – will also be used by Pharmacy and is model that the rest of the campus should pursue.

### **3. Survey, evaluate and design niche outreach programs to meet the learning and instruction needs of non-academic HPU staff. —Complete**

We did several programs to work with staff. Andrew Fair and the two Media Assistants worked on a brochure that indicated what the library could do for HPU campus staff. The brochure contained a list services such as book checkout, research help and the use of the library facility. The brochure and the services have been well received. Workshops were scheduled with staff in mind. These workshops show up on the Library Events web page - <http://www.highpoint.edu/library/events/>. These workshops were purposely scheduled for the summer. A tour of the campus libraries and workshops on research and tech tools are being offered.

### **4. Develop health sciences content (i.e. PDAs, eBook collections, database resources....), services (i.e. pay-per-view access, document delivery programs) and programs (i.e. training and workshops) to satisfy the research and instruction needs of new health sciences programs at the University. —Ongoing**

Electronic articles and physical items were both provided. Articles were delivered to faculty, staff and students via the ILLiad interlibrary loan program and physical items, when requested, were sent to the Health Science locations, including Norcross, Biomechanics Lab, and the PT/PA Building. The ILL librarian setup an account with DocLine – a medical resource document delivery subset of the ILL system. Payper-view access via Elsevier ScienceDirect was establish to provide a speedier method of gaining access to requested journal articles. Librarians worked closely with the PA and Pharmacy faculty to gain access to eBooks and eTexts. Purchases included – AccessMedicine – AccessPharmacy – ACS Scifinder – ACS journal publications. Endnote workshops are ongoing. This summer we will be having training sessions with the Pharmacy and PA faculty as their programs mature.

## Library Staff Members - 2015-2016



David Bryden, MLS  
Library Director



Amy Chadwell, MLIS  
Media Services Supervisor



Andrew Fair, MLIS  
Evening Reference Librarian



Robert Fitzgerald, MLIS  
Reference and Inter-library  
Loan Librarian



Karen Harbin, BA  
Acquisitions Supervisor



Michael Ingram  
Technical Services  
Librarian



Leanne Jernigan, MLIS  
Wanek Center Librarian



Sheri Teleha, MLIS  
Cataloguing and Serials Librarian



Kathy Shields, MLS  
Head of Reference and Instruction



Nita Williams, BA  
Circulation Services

### Part-Time Staff:

Kristen Bachman, MLIS  
Weekend Supervisor

Chris Baker, MLIS  
Late Night Supervisor

Brian Carter, MLIS  
Late Night Library Supervisor

Melissa Evans, MLIS  
Weekend Supervisor

Alexandra Frey, MLIS  
School of Education

Josh Harris, B.A., MA  
Media Services Assistant

Michael Hicks, MLIS  
Technical Services Assistant

W. E. Middlebrooks III, MA, MLIS  
Late Night Library Supervisor

Amy Ruhe, MLIS  
Technical Services Assistant

Chaka Smith, BA  
Late Night Supervisor

Charo Tomlin, MPA  
Weekend & Evening Supervisor

Andrew Tzavaras, MA  
Media Assistant