Missouri Valley College
Service Program
Assessment and Planning Report

Year: 2012/2013

Service Program: **Library**  Supervisor: Pamela K. Reeder

I. **Mission**

In responding to the needs of users, Murrell Library provides a place of discovery for immediate and comprehensive information, life-long learning skills, and dynamic enrichment activities in support of the educational mission of the College.

II. **Goals**

1) To maintain high quality service combined with a collection that provides both traditional resources and ever-evolving new technology
2) To sustain a work environment that promotes teamwork, cooperation and communication
3) To provide an appropriate mix of activities and resources to promote information literacy
4) To enable faculty, staff and students to develop proficiency in using information resources
5) To serve as a resource for a larger community of learners through participation in cooperative partnerships

III. **Service outcomes**

1) Patrons will experience high quality service combined with a collection that encompasses traditional resources and new technology.
2) Teamwork, cooperation and communication will be evident in the work environment.
3) Information literacy will be increased by offering patrons an appropriate mix of activities and resources.
4) Faculty, staff and students will develop increased proficiency in using information resources.
5) Cooperative partnerships, such as MOBIUS, will serve as a resource for faculty, staff and students.

IV. **Service delivery map**

Functions:
1) New books, videos, online resources
2) Special events and traveling exhibits
3) Freshman Library Orientation Training
4) External communication: newsletters, emails, flyers, social media, Suggestion Box, sidewalk signs, MVC electronic sign
5) Internal Library staff meetings, personnel evaluations, staff participation in discussions and events, timeline for events

Functions

<table>
<thead>
<tr>
<th>Service outcomes</th>
<th>New info resources</th>
<th>Special events/exhibits</th>
<th>Fr. Library Orientation</th>
<th>Newsletters, emails, flyers, Social media, Suggestion Box, sidewalk signs, MVC’s e-sign</th>
<th>Staff mtgs., personnel evals., participation, Timeline of events</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Service &amp; Resources</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>B</td>
<td>Teamwork, cooperation/communication</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>C</td>
<td>Info literacy</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Improved proficiency using info</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Cooperative partnerships</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

V. Assessment tools

All service outcomes will be assessed with one or more of the following methods:

1) Usage statistics (gate counts, lab counts, periodical counts, exhibit attendance, etc) (Service Outcomes 1,3,5)
2) Observational analysis of space usage and equipment (TV/DVD usage, space for outdated materials or patron seating, student laptop usage, space for group work and quiet study) (Service Outcomes 1, 2)
3) Physical environment assessment through observation (adequate number of seats and study tables, electrical outlets, network drops, lighting) (Service Outcomes 1,2)
4) Periodic Student Satisfaction Survey (Service Outcomes 1,3,4,5)

The survey will involve both commuter and residential students and will focus on the service outcomes and functions of the program. This assessment will be conducted every two to three years. The most recent student survey was conducted in the spring of 2011. The next student survey is planned for mid-fall, 2013.
5) Periodic Faculty Needs Assessment Survey (Service Outcomes 1,3,4,5)
   The survey will involve both full-time and adjunct faculty and will focus on specific service outcomes and functions such as resources and proficiency using resources. The most recent faculty survey was conducted in the spring of 2011. Another survey is planned for the Fall of 2013.

6) Personnel Evaluations (Service Outcomes 1,2)
   Information from evaluations can be used to improve staff efficiency. For example, all members of the library staff should be proficient in customer service skills, including the ability to train patrons in the use of library electronic resources.

   Personnel evaluations (assessment tool #6) are determined every year and are kept on file in the director’s office. As a result of those evaluations, each staff member is encouraged to make positive changes to his/her “needs improvement” marks by finding and implementing methods to show progress in each specific noted area. For example, staff may show positive changes by participating in specific training, workshops, webinars, or conferences. Staff is evaluated using the college’s standard evaluation form, available in Public Folders.

VI. Summary of findings

   The purchase and implementation of a proxy server is providing MVC distance learners, dual credit students, and off-campus faculty and students an easier, more efficient way to access the library’s resources. (Outcomes 1 and 4)

VII. Level of achievement of goals

   Monthly lists of new acquisitions (including the addition of new eBooks and eReaders) and the library’s newsletter continue to provide evidence of progress in the following service outcomes:

   1) Patrons will experience high quality service combined with a collection that provides both traditional resources and ever-evolving new technology (Assessment Tool 1)

   A message board for staff communication in the main office, monthly staff meetings, and yearly personnel evaluations provide partial evidence that progress is being made in service outcome #2:

   2) Teamwork, cooperation and communication will be evident in the work environment (Assessment Tool 6)

   Though library staff requested the message board, not everyone remembers to use it. Email has been found to be a better communication tool among staff as well as face-to-face discussion and
staff meetings. Staff is, however, continuing to improve on teamwork. When someone needs help with an activity or training a workstudy for example, someone is there to volunteer.

Offering library patrons and the surrounding communities a diverse mix of activities and exhibits, including traveling exhibits, (available through competitive grants) entertaining events and a variety of book clubs, shows evidence of progress in these service outcomes:

3) Information literacy will be increased by offering patrons an appropriate mix of activities and resources (Assessment Tools 1,2)

Meeting with each Freshmen Seminar class for library resource training, offering building tours and specific subject resource training to both classes and individual patrons; serving as staff liaisons to each division to promote library services—these goals were not met. Unfortunately, it was impossible for the library to assess the outcome of the Freshmen Seminar library resource training since the results of the library’s Moodle quiz was not shared with library staff. In addition, we did NOT meet with each class for training, nor were building tours for each class given. Though library staff is quite willing to do face-to-face training and tours, the addition of the Library Tutorials under the “help” tab on the web page was added to replace the need for meeting with each class, thus allowing instructors to meet scheduling constraints. However, there were complaints from Freshmen Seminar instructors regarding the fact that speakers or headphones were needed in order to listen to the tutorials. (Assessment Tools 1,3)

By replacing broken or stained chairs on a yearly basis, the Library is continuing to respond to the physical environment needs in the building. Adding outlets, network drops, and replacing burned out light bulbs in a timely manner also contributes to the comfort and physical well-being of our patrons. (Assessment Tools 2,3)

Although the library staff liaison program is not a complete success, we are making progress, especially in the Social Sciences division and the Mass Communications division. This is largely due to the extreme efforts of the staff liaison to communicate with those particular divisions. The two divisions notify her of impending meetings and she attends with brief announcements and reminders. Faculty often contact her for help with class resources, tours and requests for specific materials to be added to the collection. The other liaisons enjoyed varying degrees of success; only one division did not respond at all to liaison’s requests for meeting times. (Assessment Tool 1)

The MOBIUS consortium consists of nearly 60 academic, public and special libraries who share materials with members through a convenient delivery system. Marshall Public Library, the Sedalia Public Library, and the Carrollton Public Library also serve as cooperating partners for Murrell Library when grant-writing guidelines require such evidence. In addition, students in the Marshall Public Schools and surrounding rural schools such as Malta Bend and Gilliam, serve as an audience for the Library’s exhibits, providing evidence of progress in Service Outcome #5:

4) Cooperative partnerships, such as MOBIUS, will serve as a resource for faculty, staff and students
Murrell Library continues to loan more materials to the MOBIUS libraries than it borrows. There are two possibilities for this: either Murrell Library’s resources are adequate for our patrons and there is no need to borrow from MOBIUS; or, our patrons are unaware of or uninterested in MOBIUS resources. (*Assessment Tool 1*)

VIII. **Staff/Clientele/Program information**

The library staff consists of 5 full-time and 4 part-time employees. Since the library offers its services 83 hours, 7 days per week, and is located in two different buildings, it is necessary to schedule employees on staggered, overlapping hours. Murrell Library relies heavily upon the help of a large number of assigned workstudy students; however, given the nature of the general student’s class and athletic schedules, an additional full-time employee is needed. The library has been down one full-time staff member since Marilyn Milovich transferred to a full-time faculty position. Norine Gaskill was promoted to Marilyn’s position, and Norine’s position was filled with a part-time employee.

Primary clientele of Murrell Library are students, faculty, staff and the Marshall community.

**Table 1. Staff Profile**

<table>
<thead>
<tr>
<th>Total number of program staff</th>
<th>Full time</th>
<th>Part time*</th>
<th>GA Full time</th>
<th>GA Part time*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of program staff by gender</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>female</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>male</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Highest degree for program staff</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>High school</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate’s</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Bachelor’s</td>
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<td>1 in progress</td>
<td>3</td>
<td>1 in progress</td>
</tr>
<tr>
<td>Master’s</td>
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<td>1 in progress</td>
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<td>Doctorate</td>
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<tr>
<td>Years of professional experience in area</td>
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<td>4</td>
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<tr>
<td></td>
<td>6-10</td>
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<td>11-15</td>
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<td>16-20</td>
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<td></td>
<td>21+</td>
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</tbody>
</table>
*2 of the 4 part-time employees are seasonal workers with schedules of 30 hours per week or less, and work only during the academic year;

IX. Analysis/Interpretation

The laptop bar, added to the second floor of Murrell in December, 2011, has proved to be popular with students seeking a private, quiet study space. (Service Outcome 1)

The coffee bar in Coffee by the Book was moved to an area between the Information Desk and the office of the Special Events Coordinator where it is more closely monitored. This move has been successful in a couple of ways: the area is easier to keep clean with the addition of a sink and hot running water; pilferage is less likely since the location is in a more public space and requires face-to-face conversations between patrons and staff. (Service Outcome 1)

Additional chairs were purchased for Murrell and the Teacher Education library, replacing those that were broken or stained. Replacing seating is an ongoing, yearly necessity considering the number of patrons who use the facility. (Service Outcome 1)

All full-time library staff continues to serve as liaisons to the Divisions. Although some Divisions meet regularly and notify their liaison, others do not. The liaison plan continues to be problematic; since the purpose is to maintain a link with faculty and employ their input on library resources, the staff will continue to look for ways to keep in contact with each division, using email, phone calls, and encounters in the cafeteria. (Service Outcomes 2, 4)

New faculty and new adjuncts are trained in a one-shot library resource training as part of the workshop geared especially for them by the VPAA and her assistant. Handouts are distributed which list the library’s resources, how to access those resources, and information about Reserves and Interlibrary Loan. (Service Outcome 4)

The library continues to purchase books and films in all subject areas, using Library Journal and Book List reviews, faculty requests and recommendations, and student suggestions. Although space for materials continues to be somewhat of a problem, some space has been freed for new materials with the completion of the weeding project. Films on Demand, a streaming video resource purchased early in 2012, continues to be well-liked and useful for both online classes and those on campus. Statistics show more than 2,168 films were accessed in 2012/2013 using this resource. And, no shelf space is needed for this video resource. (Service Outcome 3)

The addition of the proxy server in January 2013, has allowed commuter students, dual-credit students and MVC online students to access the library’s online resources without cumbersome passwords. Every member of the MVC family, on or off campus, now has equal access to information resources on the library’s web page. (Service Outcome 3)

A traveling exhibit, “Manifold Greatness: The Creation and Afterlife of the King James Bible” provided a number of special programs hosted by the library in the Spring. Several faculty members presented programs on topics related to the exhibit. Each program was well-attended by both faculty and students. (Service Outcome 3)

The Flatliners Improv group film clips using library resources with a comedic twist, were added to the “Help” tab on the library’s web page for open access. Users must have speakers or use headphones to enjoy the full benefit of these “Help” clips. (Service Outcome 4)
X. Action plan

- Continue to assign individual library staff to each academic division as liaisons and make a concerted effort to connect with faculty (Service Outcome 2,4)
  Resources needed: collaboration of division chairs/deans, additional staff
- Increase library staff with additional full-time employee
  Resources needed: financial support
- Monitor quiet study on Murrell’s 2nd floor more closely to keep noise at a minimum
  Resources needed: staff and workstudy students
- Continue to cull outdated materials from library’s collection, making space for new materials
  Resources needed: staff and workstudy students
- Critically examine each room in the building for possible rearrangement or space-saving ideas
  Resources needed: creative minds
- Complete review of library policy and procedures; make adjustments as necessary
  Resources needed: staff
- Purchase additional sled-base chairs to replace remaining task chairs for better seating
  Resources needed: financial support
- Continue to examine and refine Freshman Library Orientation training and Moodle assignment
  Resources needed: cooperation of coordinator and staff time
- Continue to research new online databases and e-devices; add eBooks by subject collection; determine other appropriate additions to Library resources as budget allows
  Resources needed: financial support
- Continue to apply for grants to support traveling exhibits and other library related events
  Resources needed: staff time

If financial support for library resources continues to dwindle, it seems unlikely that Murrell Library will ever be able to advance out of a maintenance mode. In fact, with the known financial increase each year in all online resources, especially those such as nursing’s CINHAL and Exercise Science’s SportDiscus, it is very possible that cuts will be necessary in several areas of library services. Murrell Library needs to be moving forward with technology, given the lightning fast changes in the academic world.