Missouri Valley College
Service Program
Assessment and Planning Report

Year: 2011/2012

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, Facebook, Suggestion Box, sidewalk signs, MVC electronic sign
5) Internal Library staff meetings, personnel evaluations, staff participation in discussions and 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, Facebook, Suggestion Box, sidewalk signs, MVC’s e-sign</th>
<th>Staff mtgs., personnel evals., participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Service &amp; Resources</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>B Teamwork, cooperation /communication</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>C Info literacy</td>
<td>X</td>
<td>X</td>
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<td></td>
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<tr>
<td>D Improved proficiency using info</td>
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<td></td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>E Cooperative partnerships</td>
<td>X</td>
<td>X</td>
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</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)
2) 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)
3) Physical environment assessment (adequate number of seats and study tables, electrical outlets, network drops, lighting)
4) Periodic Student Satisfaction Survey
   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.

5) Periodic Faculty Needs Assessment Survey
   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.
6) Personnel Evaluations

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

Using an online survey tool, (Survey Monkey) Murrell Library conducted a Student Satisfaction Survey in the spring of 2011. Information from that survey continues to be a primary source for targeting improvements in library procedures and the physical plant. One of the most mentioned issues with the library building, according to the survey, was the musty smell. Closing early and noise were also often mentioned in the survey.

The same online survey tool, Survey Monkey, was used to conduct a Faculty Needs Assessment in the spring of 2011. The Library staff was surprised to learn that a relatively large portion of the surveyed faculty had not checked out books, movies, used the online resources, or borrowed materials from other libraries. Yet one of the most mentioned desired improvements for the library was the need for additional books and videos. Of the 42 faculty who took the survey, more than half skipped the last three questions:

1. What additional resources would you like to see become available?
2. How can we improve the library to better fit your needs, or the needs of your students?
3. What should the library’s top priority be during the next academic year?

VII. Level of achievement of goals

Staff participation in workshops, conferences, and online training shows progress in efforts made to offer patrons high quality service. 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

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

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

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 shows evidence of progress in service outcome #4:

4) Faculty, staff and students will develop increased proficiency in using information resources.

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:

5) Cooperative partnerships, such as MOBIUS, will serve as a resource for faculty, staff and students

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></th>
<th>Full time</th>
<th>Part time*</th>
<th>GA Full time</th>
<th>GA Part time*</th>
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<tbody>
<tr>
<td><strong>Total number of program staff</strong></td>
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<td><strong>Number of program staff by gender</strong></td>
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<td>female</td>
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<tr>
<td>male</td>
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<tr>
<td><strong>Highest degree for program staff</strong></td>
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<tr>
<td>Associate’s</td>
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<tr>
<td>Bachelor’s</td>
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<td>3</td>
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<td>1 in progress</td>
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<tr>
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<tr>
<td>Doctorate</td>
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<tr>
<td><strong>Years of professional experience in area</strong></td>
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<td>0-5</td>
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<td>6-10</td>
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<td>21+</td>
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*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**

Air duct work was completed in the spring of 2012 in the hope that the “musty smell” in the building would be eliminated. Although this action was needed, the smell persisted. Room deodorizers are now being purchased and placed strategically in the offending areas. Both the men’s and women’s bathrooms were tiled and painted, and a new wall urinal was installed to replace the old floor model which created an odor and public cleanliness issue.

Monitoring the Quiet Zone on the second floor of the Murrell building is problematic. Although the library’s workstudy students are often assigned to this area, equally often some offending music or talking is allowed by that student simply because it seems difficult to reprimand one’s peers. The problem seems to be more prevalent in the evening hours when the library is busier. The library staff will continue to work on keeping the Quiet Zone quiet.

A laptop bar was added to the second floor of Murrell in December, 2011. Although there are outlets and network drops available for laptop computers, the bar is also located away from the study area, offering an additional 6 seats for quiet study.
Closing early on week nights was addressed and pin-pointed as a problem with two part-time evening employees whose temporary part-time contracts were not renewed.

The “Art ‘Cove” was created on the second floor of Murrell where Reference once was. This area houses the art book collection, and showcases art work of Missouri Valley College students. Art journals are available in the ‘Cove, too.

Directional signage for both floors of Murrell was purchased and installed. 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 can be more closely monitored. Workstudy are trained to keep the coffee pots fresh and the pastries available. Workstudy students are also trained to use the check-out system, the online resources, and to shelve returned materials. Training is ongoing, and customer service is emphasized. It is always helpful when the library has returning workstudy students from year to year, as training is time-consuming and reinforcement of procedures is necessary.

Additional computer tables and chairs were purchased for Murrell and the Teacher Education library, allowing better arrangement of study tables and more seating.

All full-time library staff serves as liaisons to the Divisions. Although some Divisions meet regularly and notify their liaison, others do not. The liaison plan has been a difficult one to implement, working well with some faculty divisions and not at all with others. Since the purpose was 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.

The library continues to purchase books in all subject areas, using Library Journal and Book List reviews, faculty requests and recommendations, and student suggestions. As we continue to add new titles, space continues to be a problem. A combined physical inventory and weeding project began in the fall of 2011. Although not yet completed, the weeding process has removed unused outdated material from the shelves, making room for newer, more current information. Films on Demand, a streaming video resource was purchased early in 2012, and has been very well-received by the faculty.

Ideas for the library’s part in the Freshman Orientation process resulted in the filming of the Flatliners Improv group using library resources with a comedic twist. These short clips were added to the “Help” tab on the library’s web page for open access. Each clip was used in the orientation of each freshman seminar class by the library staff.

X. Action plan

- Continue to create timeline of events/activities year-by-year
- Continue to assign individual library staff to each academic division as liaisons
  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 for noise
  Resources needed: staff and workstudy students
- Continue to cull outdated materials from library’s collection
Resources needed: staff and workstudy students

- Critically examine each room in the building for possible rearrangement or space-saving ideas
  Resources needed: creative minds
- Review 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
  Resources needed: financial support
- Plan for addition of Proxy Server for easier library access for distance learning students
  Resources needed: hardware/software (financial support)
- Continue to apply for grants to support traveling exhibits and other library related events
  Resources needed: staff