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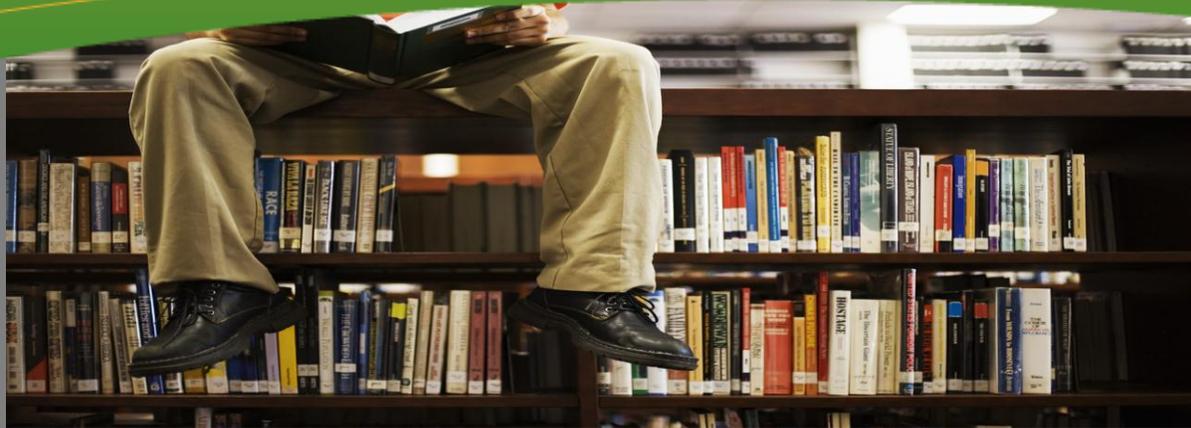
September
2013

Library Update

Annual Newsletter & Report from Cincinnati State's Johnnie Mae Berry Library

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DIRECTOR'S CORNER

"The only constant in life is change." – Heraclitus

"The times they are a-changin'." – Bob Dylan

Whether you prefer your truisms from Greek philosophers or '60s folk singers, the message is the same; change is woven into the fabric of our lives. And 'change' could have been considered the College-wide mantra for 2012-13. Here at the Library, nearly every aspect of service has undergone some form of thoughtful, substantive, creative renovation during the last year: from books to DVDs; chat reference to video tutorials; staffing to instruction; online databases to research guides...all within the overriding transition to semesters.

With the library's mission statement firmly in hand and in support of the strategic goals of retention and graduation, we have taken a hard look at best practices in the two-year college environment, our resources, and the ways our patrons were using these resources. The results are outlined in the following pages and can be seen in both our physical space and our virtual presence. These enhancements represent the hard work and shared vision of a great staff, dedicated to the service and success of our students. They also signify a commitment to continual improvement to meet the needs of a fluctuating audience. Our objectives are: to claim the Library as a destination; to carry out stellar customer service; and most importantly, to be a portal to student success through information literacy and a collection of balanced, dynamic and usable resources.

We invite you to stop in and check us out...again or for the first time. And check out some great books and videos while you're here. Come soon and visit often so you don't miss what's new. Because, you know...things change.

Happy Reading,
Cindy Sefton

STATS AT A GLANCE...2012-2013 Academic Year

Collection Holdings	
Print Books	33,413
E-Books	106,240
Audiobooks	269
Physical Videos	1758
Streaming Videos (Films on Demand)	11,022
Print Periodicals (Journals, Magazines, Newspapers)	130
E-Journals	38,064
Electronic Research Databases	83
Laptops	30
Archives (linear feet)	202.9
Usage Statistics	
All Checkouts	54,075
Books	9976
Audiobooks	443
Videos	2799
Course Reserves	9869
Laptops	26,922
OhioLINK Borrowing	1890
OhioLINK Lending	1907
Database Searches (EBSCO only)	325,295
Streaming Video Views	3080
Library Visits (Gate Count)	166,400
Visits to Library Web Pages	147,916
Visits to Library Guides	55,000
Library Services	
*Number of Hours Open	3705
Drop-in Assistance at Reference Desk	9,352
Instant Messages Answered	230
Research Instruction Sessions	151
Number of students attending Research Instruction	1933
Library Staffing	
Full-time Librarians (MLS Required)	3
Adjunct, Part-Time Librarians (MLS Required)	4
Full-Time Library Staff	4
Part-Time Library Staff	2
Student Assistants	7

* The library has reduced hours during intersessions and is closed when the campus is. Generally, we are open the following hours:

- Monday to Thursday: 7:30 a.m. – 10:00 p.m.
- Friday: 7:30 a.m. – 4:30 p.m.
- Saturday: 8:00 a.m. – 4:00 p.m.

LOOKING BACK ...2012-2013 Academic Year

Fewer books can mean MORE checkouts because it boosts browsing & serendipitous discovery. Our fiction titles DOUBLED in circulation this year.

Got kids? We now have a modest (but growing!) collection of children's books. In addition to supporting the ECE program, the books help entertain our littlest library users while their parents study.

Looking for a video? Our Films on Demand subscription grants you access to over 10K films...they can even be embedded in BB for on or off-campus viewing!

With great change comes great opportunity, and boy did the Library experience some changes last year! Like the rest of the College, the switch to semesters meant rethinking some old routines. Additionally, 40% of our 2011-2012 staffing left for greener pastures; losing their cumulative years of experience and dedication was intimidating, but those remaining were quick to embrace the new hires and forged ahead to create a strong, team-oriented staff. With everyone pitching in, we were able to start making changes that keep us in pace with our mission—helping students succeed here, in transfers to four-year programs, in their jobs, and in life.

The Collection

- **Monographs:** The Library purchased 1903 items to fill gaps in the collection. Along a similar vein, 5811 items were withdrawn due to lack of use, outdated information, or poor condition. But, don't be alarmed! Most of these items found good homes either from our "Free Book Shelf" or from being donated to Better World Books, an organization that supports worldwide literacy efforts.
- **Videos:** Out with the VHS! Well, most of them. Frequently-used VHS videos were replaced with DVDs when available, while VHS videos that had not circulated in a few years were withdrawn from the collection. Those that ARE still being used, but are not available in another format, remain in the collection. Another major change is that Fiction and Biography videos can now be checked out—by any Cincinnati State affiliate—for seven days. Why buy it if the students can't use it? Non-fiction videos that are frequently used to support faculty in the classroom are still "Library Use Only" so that our instructors have first dibs.
- **Periodicals (Journals, Magazines, & News):** We want to meet students on THEIR schedule, not on ours! Accordingly, we reallocated some of the money spent on journals that could only be viewed IN the library towards databases that allow access 24/7 from any location. To make this happen, we cut 65 print titles. We also purchased an online subscription to Cincinnati.com (formerly *The Enquirer*); visit our website to get connected to local news.
- **Databases:** We acquired OVID Nursing & Allied Health, Consumer Health Complete, Points of View, Science Reference Center & Criminal Justice Abstracts. We discontinued two databases; SIRS was replaced by Points of View and Proquest Nursing was replaced by OVID.

- **Course Reserves:** With over 9800 checkouts last year, our course reserves continue to be one of the best services we offer to students, especially at the start of the semester when many are waiting on financial aid to buy their textbooks. On behalf of those students, we would like to say THANK YOU to all of the thoughtful faculty and departments that place their items on reserve. We currently have reserves for 162 classes.

If you would like to know more about how the Library makes selection/deselection decisions, please see our Collection Development Policy on the library's website.

The Space

You don't have to look very hard to see the major changes in the library's physical space! The critical review of our collection allowed us to move Videos, Audiobooks, Periodicals, and Reference up to the Stacks, making it easier for library users to browse everything we own. The lower-level was repurposed for additional seating, although newspapers and some popular magazines remain down there for relaxed reading. Additional seating also replaced the Reference section, a move that makes it easier for students borrowing laptops (26,922 checkouts last year!) to get help from a nearby library staff person.



The Library in Spring 2012

We also gained back the second floor mezzanine--a boost which created two additional study rooms for groups working together on projects and presentations. We moved the printers near the stairs to improve access for all students; a move which has also helped relieve some of the bottlenecking from lines at the print queue and circulation counter. Speaking of lines, we also moved the laptop checkout over to the circulation area, making it easier for staff to backup both points during high-traffic times and keep the lines moving.



The Library during intersession before Fall 2013.

Even with these additional spaces to support student learning, every seat is taken during peak times. It seems the students have caught on to what we knew all along—libraries are cool places to be!

Outreach & Collaboration

- Social Media:** The Library's Facebook page climbed to over 500 "Likes" this year while our Twitter account, @cinstatelibrary, has 86 "Followers". Not to be outdone, the College Archives boasts 166 "Likes" on Facebook and 370 pins on Pinterest. Check us out!

	Johnnie Mae Berry Library	Cincinnati State Archives
Facebook	www.facebook.com/cslibrary	www.facebook.com/csarchives
Twitter	https://twitter.com/@cinstatelibrary	X
YouTube	www.youtube.com/CinStateLibrary	X
Flickr	X	www.flickr.com/cinstatearchives
Pinterest	X	Pinterest.com/cinstatearchive

- Book Club:** Our Book Club for Cincinnati State faculty and staff met six times to discuss everything from Gillian Flynn's *Gone Girl* to George Saunder's *Tenth of December*. For a complete reading list and upcoming meeting dates, visit their new website at <http://cincinnati.state.libguides.com/bookclub> .
- Displays:** "The African Presence in Mexico" exhibit drew in community members from October through December, while Cincinnati State Art students crafted an enchanting display of their artistic interpretations of popular children's books. The library staff created two stunning displays as well; one of recommended summer reading and our current display highlighting Banned Books. The Archives created a bulletin board reflecting student life that is on display downstairs, while their big project was "On the Cutting Edge: Computing and the Early Years of Cincinnati State, 1966-1996". All of the Archives past exhibits can be viewed online at <http://cinstatearchives.com/exhibits>
- Campus Events:** Smiling faces greeted students the first two days of each semester to offer directions and a snack. The Library was also represented at the New Student Orientation and happy to show off a new table cover and signage.
- Books by the Banks:** For the 4th year, library staff hosted a table at this huge (almost 10K attendees) public event. We love this opportunity to showcase Cincinnati State resources to literary lovers.



In addition to keeping everyone entertained with "Facial Hair Fridays", the Archives Librarians have been busy scanning all of the past commencement programs and are working on adding more digitized content to their blog. Learn more about Cincinnati State's past by visiting our website.

- **Accreditation:** Fire Safety Technologies and Diagnostic Medical Sonography underwent review last year and the Library was happy to play its part by identifying some of the key resources that support the curricula. Likewise, Pastry Arts received documentation to support their upcoming review. If you're aware of an upcoming review, we would appreciate a little bit of advanced notice so that we can make sure we have time to compile a report that will showcase our commitment to supporting your students.

Research Support

- **Library Instruction:** Cincinnati State librarians led 151 classes, reaching 1933 students in 11 subjects. The instruction lab got an updated look, new chairs, and a more compact podium. The arrangement makes it easier for our instruction librarians to navigate the room and provide assistance as students actively learn how to find quality resources during our "hands-on" sessions.
- **Reference Interactions:** 9352 questions were answered at our new reference desk this year, but they were not all about finding books and articles. In fact, 14% were general college support. We also answered 230 questions via our instant message service—a service that enables us to provide synchronous assistance whether it's a Middletown student, a distance education student working from home, or even a student sitting across the library using a laptop.
- **Library Guides:** The library's new subscription to Springshare's LibGuides made it possible for us to create 89 library guides over the last 12 months. Guides can be embedded directly into BB courses so that students have access to the best resources for their subject, right at their point of need. Best of all, they are mobile! The guides have had 55K hits already, with the English 102 guide leading the pack with 11,750 hits. There are also guides for specific audiences, including Distance Education, Dual Enrollment, Middletown Students, Students with Disabilities, Student Veterans, and English Language Learners. And, our latest faculty guide will help both new and veteran instructors take advantage of library services. Browse all of our guides at <http://cincinnati.state.edu/libguides.com>.
- **Video Tutorials:** Screencasts of how to search our most frequently used databases were created to provide asynchronous instruction for off-campus students, and also to reinforce the search strategies taught during library instruction. All library-created tutorials include closed captions and can be embedded directly into BB from our YouTube channel. Most of our library guides also include these tutorials, thereby increasing the guide's effectiveness.



Congratulations to Ginna Witte on earning her Master of Library & Information Science degree from Kent State!

We are also proud of Karen Douglas, currently working on her MA in English (Professional Writing track) from UC, and Myra Justus who is working on her Master of Library & Information Science at the University of Kentucky.

Technology

- **Computers:** Thanks to the folks at IT, all of our public computer stations were updated to All-in-One's. We love them so much that we are purchasing a few additional computers on our own.
- **Printers:** Our loyal and overworked printers will soon (hopefully) be relieved of their duties. Replacement printers have been ordered—fingers crossed that they get here soon!
- **Laptops:** Our laptops were checked out 26,922 times last year! This service helps our students succeed who do not have computer access at home and also provides our “technology timid” students with practice and confidence. It is also a great excuse for other students to leave their equipment at home instead of lugging it around campus.

Staff News

Libraries are constantly changing and our staff are an active voice in that change. They serve on local, state, and national committees; they stay informed of current trends by attending conferences, networking with other librarians, and continuing their education. Below are just a few highlights from this year.

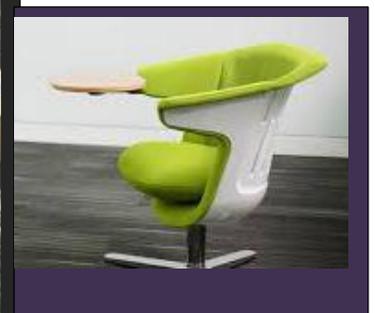
- **Competitive Presentations:** Ginna Witte presented “Beg, Borrow, or Retweet” at the Association of College & Research Libraries (ACRL) annual conference. Kathleen Pickens presented her conference paper “Click Here! And Other Ways to Sabotage Accessibility” at ACRL; “Friends with Benefits: Going all the way with Facebook” at the Academic Library Association of Ohio (ALAO) annual conference, and; “How do you LIKE me now? Focusing Facebook on the End User” and “Embedded Made Easy: Instruction Templates in the LMS” at the Kentucky Library Association (KLA/SLA) annual conference.
- **Peer-Reviewed Publications:** Ginna Witte published “How to Find and Create Social Media Content for Your Library” in *Library Connect*. Kathleen Pickens published “Changing Trenches, Changing Tactics: A Library's Frontline Redesign in a New CMS” in the *Journal of Library and Information Science*.

Meet Your Library Staff

Administration	
	<p>Cindy Sefton Director</p> <p><i>Head Shusher</i></p>
Technical Services	
	<p>Tracey Stivers Coordinator of Technical Services</p> <p>Archives, Cataloging, Database Control</p>
	<p>Karen Douglas Acquisitions</p>
	<p>Kathy Scardinia Technical Services Assistant</p>
	<p>Vacant Adjunct, Archives Assistant</p>
Information Services	
	<p>Kathleen Pickens Coordinator of Information Services</p> <p>Collection Development, Instruction, Reference, Web Presence</p>
	<p>Ginna (Virginia) Witte Coordinator of Circulation Services</p> <p>Circulation, Reserves, OhioLINK Contact</p>
	<p>Myra Justus Evening Supervisor</p> <p>Evening Circulation, Interlibrary Loan, OhioLINK Contact</p>
	<p>Thelma Barnes Serials</p>
	<p>Brigid Almaguer Adjunct, Reference/Instruction</p>
	<p>Jennifer Robinson Adjunct, Reference/Instruction</p>
	<p>William Bowman Adjunct, Reference/Instruction</p>
	<p>Don Vernatter Circulation Assistant</p>

ON THE HORIZON ...2013-2014

- **BLINK Gets a New Look:** We'll be updating our online public catalog to a more current look, while also making it easier for site visitors to get to the tools they need.
- **More PC's Please!:** We've already purchased three additional computers that will hopefully be in place this Fall, but our real aspiration is to add at least a total of twelve to our computing area.
- **Some Fun Magazines:** *Rolling Stone*, *Mental Floss*, *Mother Earth News*, *Vegetarian Times*, *Alma* (Spanish language news) & *France-Amerique* (French language news) will be joining our collection in January, 2014. Look for these and other favorites in our reading space on the lower level.
- **More Databases:** We'll be continuing to explore resources that can serve students on all of our campuses and that accommodate multiple disciplines. Possibly on the horizon? JSTOR. But, check back next year to see if it happens!
- **New Website:** We'll be working with the Marketing & Communications department to transition our current web presence into the college's upcoming new website...in between doing everything else.
- **Dream a Little Dream:** It's time to stop those pesky calls from Antiques Roadshow wanting to do an entire episode focusing on our furniture. We've been working with a local design company on a plan to update our furnishings to accommodate 21st century learning styles. We envision a space that is multi-purpose and inviting. New carpet and modular pieces that are durable, hygienic and easy on the eyes (as well as other body parts) will set the tone for study space that will help our students BE GREAT! Stay tuned!



A few dreams of how we can accommodate the students' various needs when using the library space.