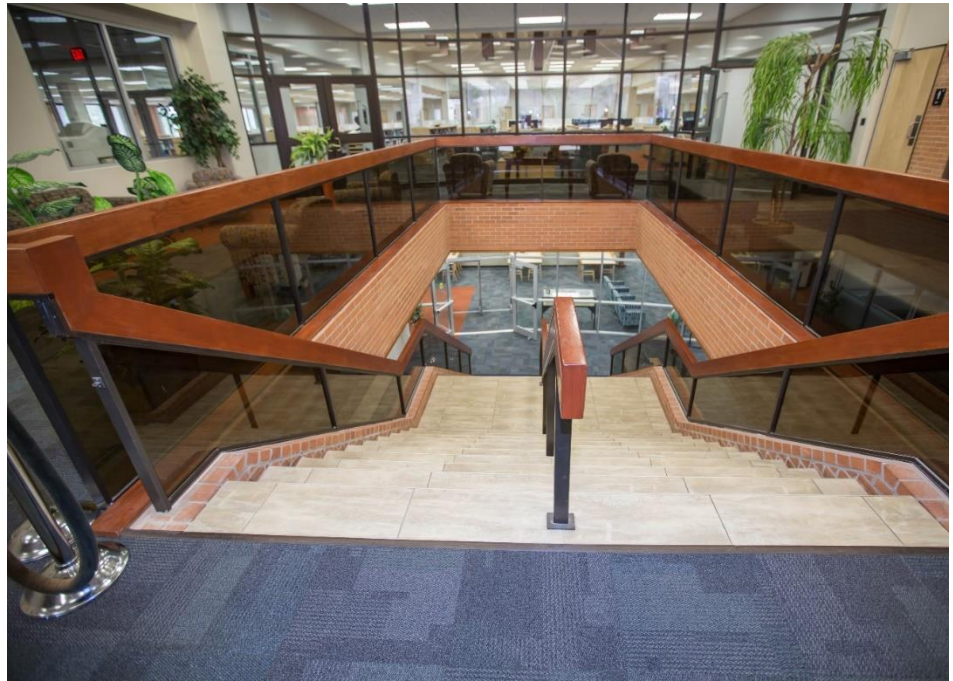


LIBRARY ANNUAL REPORT



2016-2017

Clayton State University Library

Dr. Gordon N. Baker, Dean of Libraries

Clayton State University Library Administrative Team

Dr. Gordon N. Baker began at Clayton State University in 1979 when it was Clayton Junior College. Dr. Baker was the evening and weekend coordinator for 25 years before joining the staff fulltime in 2004 as Head of Public Services. In 2005, he became the Interim Director of the Library. In 2006, he was named Director of Libraries. In 2009, Dr. Baker became Dean of Libraries. He holds an Associates of Arts from Clayton Junior College (now Clayton State University); a bachelor's degree in Elementary Education with a minor in Library Science from Valdosta State University; both a Master's degree and Specialist's degree in Library Services from Atlanta University (now Clark Atlanta University); and Doctor of Educational Leadership from Nova Southeastern University.



Kara Mullen joined the staff of Clayton State University in 2000 as the Administrative Assistant to the Director of the Library. In 2010 she was named the first Electronic Resources and Services Librarian. In 2013 she was promoted to the position of Head of the newly established Electronic Resources and Services Department. In July, Kara became the Head of the Access and Electronic Services Department. Kara holds a Bachelor's in English from Georgia State University in Atlanta and an MLIS from Valdosta State University in Valdosta, GA.

Adam Kubik joined the CSU Library staff in April 2005 as the Catalog Librarian. In March 2011 he was named the Head of Monographic Cataloging. In July 2016, Adam became Head of Technical Services Prior to coming to CSU, Adam worked at Bucknell University in Lewisburg, PA. Adam received his MLS from the State University of New York at Buffalo in 2004.



Rosemary Fischer joined the Clayton State Library staff as the University's first Archivist in 2004. As she likes to say, she took a room with a broken desk and two bookcases and turned it into a first-rate Archives. In addition to her archival responsibilities, Rosemary also performed Public Services functions for her first few years. In 2010, she became the full-time University Archivist. Rosemary holds a Bachelor's degree in English from the University of Washington in Seattle and an MLIS from the University of South Carolina in Columbia.



Heidi Benford has been a member of the staff at Clayton State University Library for many years. Her first position was as Reserves Assistant in Public Services. She then moved to Technical Services to become the Acquisitions Assistant. In August 2015, she became the Executive Assistant to the Dean of Libraries. Heidi is a native Atlanta and a proud graduate of Booker T. Washington High School and Clark College (now Clark Atlanta University).



Clayton State University Library

2016-2017 Clayton State University Library Departments

Administration

- Dr. Gordon N. Baker, Dean of Libraries
- Heidi V. Benford, Executive Assistant to the Dean
- Erin Nagel, Assessment & Marketing Librarian

Collection & Resource Management

- Cathy Jeffrey, Associate Dean & Department Head
- Adam Kubik, Head of Monographic Cataloging
- Laura Herndon, Serials Librarian
- Rhonda Boozer, ILL/Reserves Assistant
- Heather Walls, Acquisitions & Cataloging Assistant

Access & Electronic Services

- Kara Mullen, Head of Electronic Resources & Services
- Christopher Stotemyer, Electronic Resources Librarian
- Robin Faulkner, Electronic Services Assistant
- Barbara Dantzler, Circulation & GIL Express Coordinator
- Jodi Brown, Evening & Weekend Circulation Assistant
- Vanessa Ayer, Evening & Weekend Circulation Assistant
- Holly Hampton, Evening & Weekend Circulation Assistant

Reference & Instructional Services

- Joan Taylor, Head of Reference & Instructional Services
- Thomas Jackson, Jr., Weekend Coordinator & Instruction Librarian
- David Greenebaum, Reference & Instruction Librarian
- Paula Knight, Part-time Reference Librarian
- Clare Rauch, Part-time Reference Librarian
- Linda Cooks, Part-time Reference Librarian

University Archives

- Rosemary Fischer, University Archivist

Liaisons for 2016-2017

Department/College	Liaison
Department of Biology	Laura Herndon
Department of Chemistry & Physics	Chris Stotelmyer
Department of English	Erin Nagel
Department of Humanities	Kara Mullen
Department of Interdisciplinary Studies	Thomas Jackson
Department of Psychology	Joan Taylor
Department of Social Sciences	Joan Taylor
Department of Teacher Education	Gordon Baker
Department of Visual & Performing Arts	Gordon Baker
Music Program	Adam Kubik
College of Business	David Greenebaum
School of Nursing	Chris Stotelmyer
Department of Dental Hygiene	Laura Herndon
Health & Fitness Management	Laura Herndon
Health Care Management	Chris Stotelmyer
CIMS	Kara Mullen

2016-2017 COMMITTEE APOINTMENTS

Regents Academic Committee on Libraries (RACL)

- Dr. Gordon Baker

Atlanta Regional Council on Higher Education

- Library Council – Dr. Gordon Baker
- ILL-ILU Committee – Rhonda Boozer, Dr. Gordon Baker

CSU President's Extended Cabinet

- Dr. Gordon Baker

CSU Deans Council

- Dr. Gordon Baker

CSU Administrative Council

- Dr. Gordon Baker

Faculty Senate Committees

- Senators:
 - Laura Herndon (2017)
 - Adam Kubik (2018)
- Academic Policy Committee
 - Thomas Jackson, Jr. (2017)
- Faculty Affairs Committee
 - Kara Mullen (2018)
- Graduate Affairs Committee
 - Erin Nagel (2018)
- Student Affairs Committee
 - Christopher Stotelmyer (2017)
- University Curriculum Committee
 - Joan Taylor (2018)
 - David Greenebaum (2017)



Access & Electronic Services

Kara Mullen, Head of Access & Electronic Services

Access and Electronic Services Department

The Access and Electronic Services Department includes Circulation, Electronic Resources, and Electronic Services. Kara Mullen served as Department Head, Barbara Dantzler served as Circulation Supervisor, Holly Hampton served as Evening Circulation Assistant, Chris Stotelmyer served as Electronic Resources Librarian, and David Crowther served as Electronic Services Assistant.

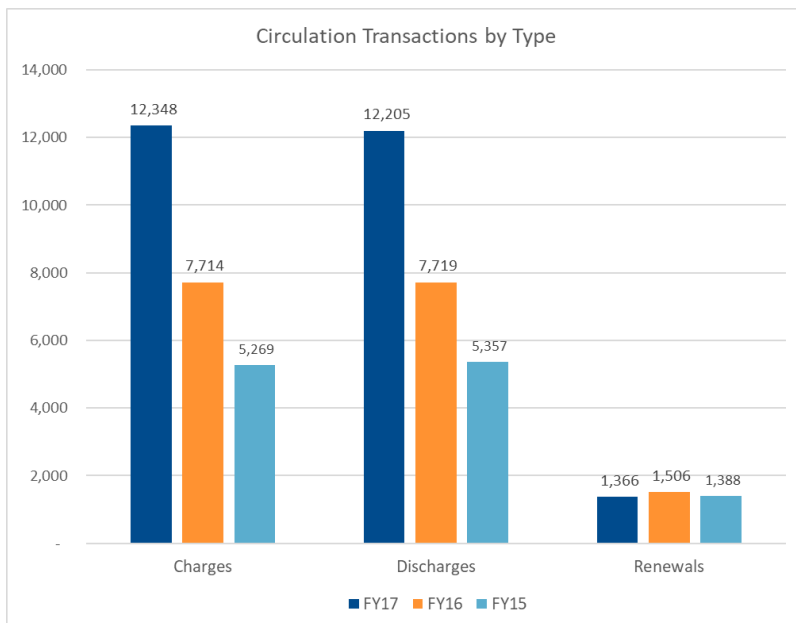
For most of this fiscal year, AES staff worked on clean up tasks, documentation, configurations, workflow scenarios, and training sessions in preparation of migrating from Voyager to Alma.

Notable Accomplishments

- Replaced Overdue Fines policy with Library Fees policy
- Adopted LibCal for room reservations
- Upgraded EZproxy to version 6.2.2 and configured for https:// authentication
- Added customized shelf labels for the compact shelving to identify the Periodical, Circulating, and Juvenile collections
- Increased equipment loan period from 4 hours to 6 hours
- Migrated to Alma and Primo on May 26, 2017
- Replaced the TabsPro DNN add on module on the homepage with bootstrap html syntax and CSS styling

Circulation

The popularity of study room keys, supplies, and equipment rental options increased our circulation transactions by 60% in FY17.



Electronic Resources

With funding support from the Center for Instructional Development, staff established access for 14 digital collections and 5 databases in FY17:

1. Grassroots Civil Rights & Social Activism: FBI Files on Benjamin J. Davis, Jr
2. Greensboro Massacre, 1979: Shootout between the American Nazis and the Communist Workers Party
3. Homophile Movement: Papers of Donald Stewart Lucas, 1941-1976
4. International Women's Movement: The Pan Pacific Southeast Asia Women's Association of the USA, 1950-1985
5. International Women's Periodicals, 1786-1933: Social and Political Issues
6. James Meredith, J. Edgar Hoover, and the Integration of the University of Mississippi
7. Liberation Movement in Africa and African America
8. Liberia and the U.S.: Nation-Building in Africa, 1864-1918
9. Papers of Amiri Baraka, Poet Laureate of the Black Power Movement
10. Phyllis Lyon and Del Martin: Beyond the Daughters of Bilitis
11. Phyllis Lyon, Del Martin and the Daughters of Bilitis
12. Politics, Social Activism and Community Support: Selected Gay and Lesbian Periodicals and Newsletters
13. Mergent Online
14. Key Business Ratios Online
15. World Politics Review
16. Life Magazine Archive
17. Time Magazine Archive
18. SPORTDiscus with Full Text
19. Mental Measurements Yearbook with Tests in Print

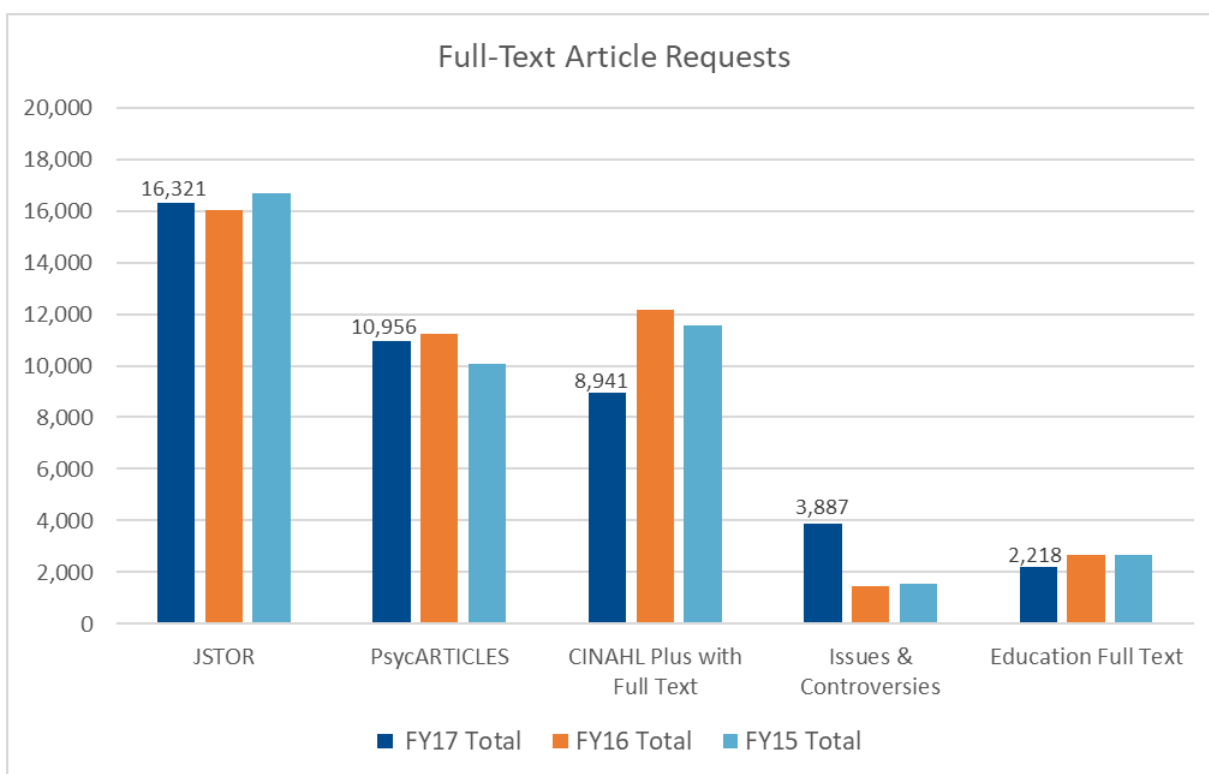
Budget restrictions for this fiscal year prompted the cancellation of 5 electronic resources not adequately supporting the research and curriculum needs of the campus.

Cancelled Resources:

1. PPC Guides
2. RIA Checkpoint
3. America History & Life
4. IEEE Xplore
5. BioOne.2

Our usage statistics focus is full-text article requests for databases and full-text section requests for eBook collections. For this reporting cycle, we are able to compare data from FY15, FY16, and FY17 for our local and cost share resources.

Of the 38 resources reporting, JSTOR continues to dominate as a multidisciplinary database serving many researchers with 16,321 full-text article requests. PsycARTICLES follows with 10,956 and CINAHL Plus with Full Text remains in the third position with 8,941. Issues & Controversies which is introduced to ENGL 1102 and COMM 1110 students saw a rise in usage in FY17.

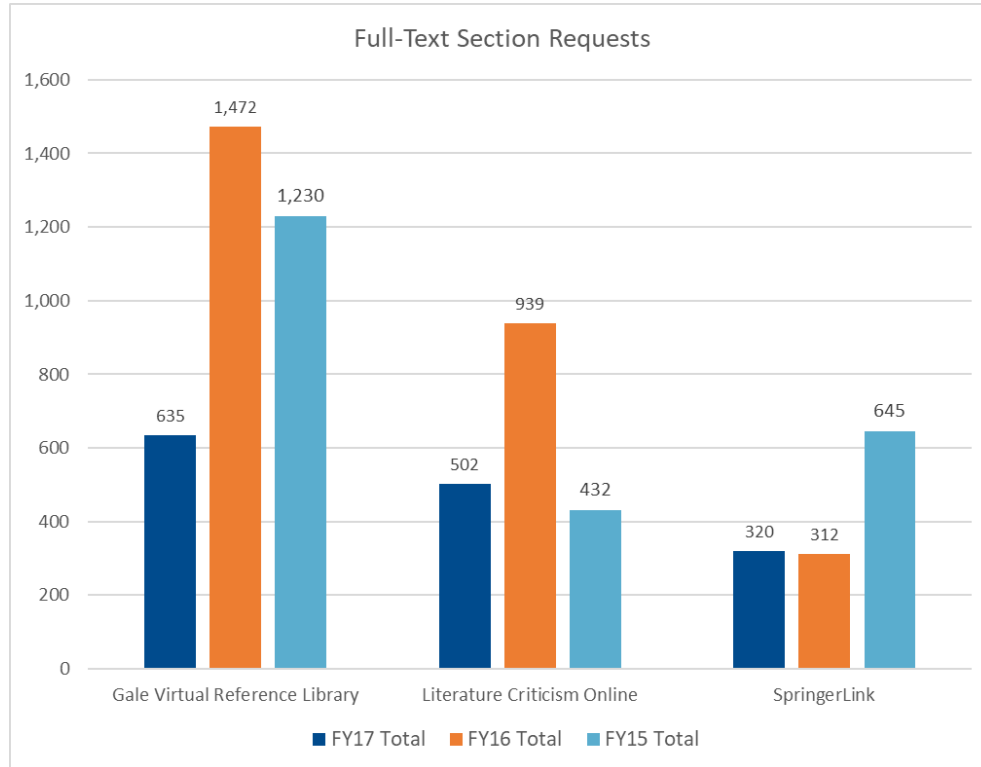


Resources with the lowest activity are: Cambridge Journals, Mental Measurements Yearbook with Tests in Print, Time Magazine Archive, AIP Publishing, and American Fiction.

Full Text Article Requests	FY17 Total	FY16 Total	FY15 Total
JSTOR	16,321	16,012	16,657
PsycARTICLES	10,956	11,237	10,065
CINAHL Plus with Full Text	8,941	12,155	11,571
Issues & Controversies	3,887	1,471	1,550
Education Full Text	2,218	2,665	2,675
OmniFile Full Text Mega	2,186	2,293	4,195
Business Insights: Essentials	1,924	1,039	1,314
SPORTDiscus with Full Text	1,794		

ScienceDirect	1,782	897	
Readers' Guide Full Text Mega	1,639	493	341
Social Sciences Full Text	1,479	1,175	669
Communication & Mass Media Complete	1,350	1,628	2,106
Fold 3 Digital Collections	1,201	1,325	1,642
Atlanta Constitution, Archive	1,111	1,005	
American Chemical Society Journals	943	472	
Humanities Full Text	926	1,000	1,280
ACM Digital Library	804	220	359
Ovid Nursing & Allied Health Journals	794	927	
Business Abstracts with Full Text	737	595	756
Taylor & Francis	586	306	465
CQ Researcher plus Archive	518	596	414
World News Digest	461	352	512
Highwire	369	511	426
Nature	259	205	356
New York Times with Index, Archive	233	285	
AtoZtheworld	232	280	131
GenderWatch	200	123	103
General Science Full Text	187	185	132
Archives Unbound	110	29	
World Politics Review	46		
Life Magazine Archive	45		
PsycTESTS	38	92	132
Cambridge Journals	35	51	67
Mental Measurements Yearbook with Tests in Print	34		
Time Magazine Archive	31		
AIP Publishing	20	42	
American Fiction	9		

Of the 9 eBook Collections reporting, Gale Virtual Reference Library leads with 635 full-text section requests followed by Literature Criticism Online with 502 and SpringerLink subject collections with 320. Dominating our eBook usage for FY17 with 41,418 section requests is ebrary from ProQuest, a GALILEO resource.



Resources with the lowest activity are: Wiley Online Library, Salem Press, and Gale Directory Library.

Full Text Section Requests	FY17 Total	FY16 Total	FY15 Total
Gale Virtual Reference Library	635	1,472	1,230
Literature Criticism Online	502	939	432
SpringerLink	320	312	645
Cambridge Core	180		
Oxford Reference	74	266	60
CQ Press Library	58	116	53
Wiley Online Library	31		
Salem Press	23	33	42
Gale Directory Library	0	9	22

Electronic Services

Celebrating 6 years of service our LibGuides collection of 88 guides had a total of 53,214 guide views. Spoken Communication was the top course guide with 10,871 views and the top subject guide was Legal Research with 1,052 views.

Minor website changes occurred in FY17. The annual subscription for the DNN add on module TabsPro was not renewed and was replaced with bootstrap html syntax and CSS styling. Web traffic continues to remain steady with 143,420 page views an increase from 126,823 in FY16.

The screenshot displays the library website's main interface. At the top, a grey header contains the word "Library". Below this, a navigation menu includes links for Search, Books, Articles, Multimedia, LibGuides, LibAnswers, Services, and About Us. On the left side, there is a sidebar with several sections: "Today's Library Hours" (8:00am - 9:00pm), a set of social media icons (Home, Email, Library, RSS, Facebook, Twitter, YouTube, Instagram), and buttons for "My Library Account", "Room Reservations", "FEATURED RESOURCE Cochrane Library", "FEATURED LIBGUIDE ENGL 5800", and "New Materials List". Below these are social media icons for "Follow the Library". The main content area features a search bar with the text "Search for your topic in over 100 resources at once to find full-text articles, books, media, eBooks, and more. Results will include content from the CSU Catalog, digital collections, multidisciplinary, specialized subject, and unique, local resources." Below the search bar is a search input field with the "Clayton State" logo and a "Find" button. An "Alphabetical List of Resources" is provided with a grid of letters from A to Z. The "Library News and Updates" section contains three articles: "Independence Day holiday hours", "June Featured Resource: Cochrane Library", and "Study Room Reservations". On the right side, there is a "Welcome to LibChat!" section with a "Name" input field, a "Start Chat" button, and links for "Leave blank for anonymous chat" and "Virtual Reference Policy".

July 2016

Library

Today's Library Hours
8:00am - 6:00pm
Library Calendar



My Library Account

Room Reservations

FEATURED LIBGUIDE
Sociology

FEATURED RESOURCE
Politics in America


ALERT
Catalog Changes

Follow the Library



Search Books Articles Multimedia LibGuides LibAnswers Services About Us

Search for your topic in over 200 resources at once to find full-text articles, books, media, conference proceedings, and more. Results will include content from digital collections, multidisciplinary, specialized subject, and unique, local resources.

 Search for articles, books, media and more

Alphabetical List of Resources

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

Library News and Updates

GIL Express training

It's been a long road but we can finally see the light at the end of the tunnel. The new library system is up and running, and soon GIL Express will be back, too. Your favorite resource sharing service will work a little differently, but never fear! We're here to help you along the way. ... [Continue reading →](#)

UPDATE: Catalog changes coming in May

Earlier this year we notified you about an upgrade to our Integrated Library System (ILS). The implementation process is now in full-swing and the finish line is in sight. As a reminder, the most noticeable effect of this project will be a new look to our catalog. On May 26th, all links for the CSU ... [Continue reading →](#)

Wanna be a star? Come join our team

Are you a problem solver? Do you enjoy helping others reach their goals? Are you a quick learner, comfortable with new technology? Then the library might have a job for you. We are looking for some stellar student assistants to work the service counters on both Upper and Lower Levels of the library. Responsibilities General ... [Continue reading →](#)

Welcome to LibChat!

Name

Leave blank for anonymous chat
Virtual Reference Policy

June 2017

Clayton State University Library Archives



Feechi Hall, University Archivist

Clayton State University Library Archives

2016-2017

Annual Report

TABLE OF CONTENTS

Overview

Status of Last Year's Goals

Accomplishments

- Exhibits & Displays
- Meetings
- Outreach
- Professional Development
- Requests
- Staff Accomplishments
- Goals & Challenges for the Coming Year 2017-2018

OVERVIEW

STATUS OF LAST YEAR'S GOALS

Exhibits for New Exhibit Hall

The Harry Potter exhibit took place during March 1st – April 30th, 2017. The Archivist assisted in presenting displays which promoted the different library collections and different library division functions. The overall exhibit was a great success with over 300 visitors. Gordon Baker along with the Archivist has graciously setup an outreach partnership to loan the exhibit to local libraries and school systems wanting to display the exhibit within their institutions.

Record Group Numbers

Record Group Numbers have been assigned to the Faculty and Staff Collection. The numbering system will help with organizing and sub-grouping during collection arrangement processes.

Update the Archives' Web Page

The Archivist has met with the designers of the Clayton State web pages. The information needed for the web page was gathered for the creation of the new Archives' web page. Currently, there are also plans to add a link to the Archon Database for students, patrons, and the general public to browse and search the collections as end users via the software's public interface.

Archives Management Software System

With the decision for Clayton State Archives to use ARCHON as the official management software the Archivist is working with IT to gather all licensing requirements and conditions for downloading and using the software. The creators of ARCHON have reinstated software support to users, which will give the CSU Archives direct assistance in implementing and using the software.

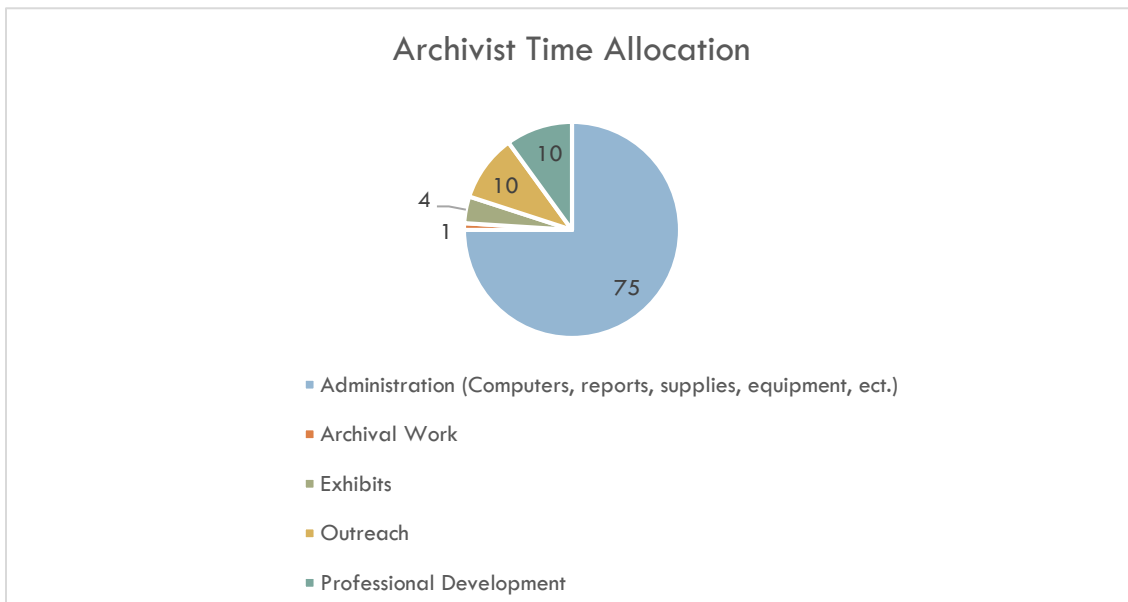
Create Digital Collections for the Archives' Web Page

A CSU Archives scrapbook digitalization project which captures 13 books filled with news articles, photographs, graduation invites, and announcements reflecting the history of Clayton Junior College, Clayton College and State University is currently underway. Digitalizing these scrapbooks will also allow this collection to be viewed and searched from the Archives web page (via ARCHON) in the near future.

Monitor the Environment in the Archives

The PEM2 Preservation Environment Monitor is no longer being used within the Archives. The required cost of maintenance for device recalibration was too expensive for the current budget. The Archivist procured a more cost effective method for monitoring the archives vault environment, by using a humidity and temperature gage to manually record and report the necessary reading three times per-day.

Time Allocation



Administration – The majority of the Archivist time was spent tending to reporting, the creation or revising of forms, guides, policies, planning, along with development of the Archival Department through general promotion and community partnerships.

Archival Work - Management and oversight of student and volunteer workers as they embarked on assigned archival projects and tasks for various established collections and accession items acquired by the archives. Administrative duties prevented more hands on archival tasks handled by the Archivist.

Exhibits – The archives hosted the Harry Potter exhibit which showcased different departmental collections and functions of each department. The Archivist helped to plan, acquire resources, promote, and staff event during the March – April exhibit showing.

Outreach – Archival outreach and presentation efforts to the local Morrow Civic Women’s Club (MCWC) enabled the Archivist to acquire a new special collection donated by the MCWC. The archives also continue its efforts to support and guide volunteers of the McDonough School Museum as they seek to preserve the history of the Henry County School System. New Harry Potter exhibit lending program partnership with local libraries was also enacted this year.

Professional Development – Archivist received standard CSU HR training, attended GA Archives & GLA webinars, along with attending professional organizational meetings within the Atlanta area in order to remain active and informed within the field.

REQUESTS 2016-2017

The CSU Library Archives standard requests during the academic year 2016-2017.

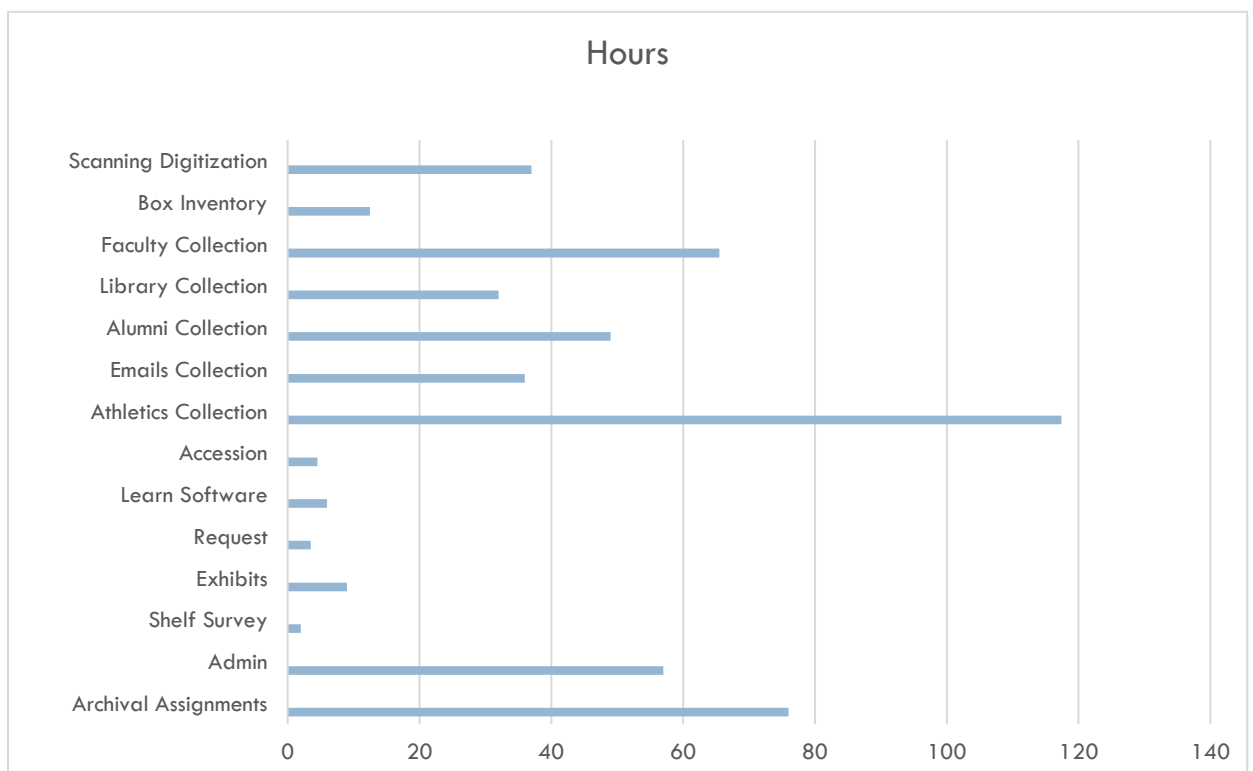
Date	Requestor	Request	Results
10 Aug 2016	Mary Crowder	Birth Certificate search and find online.	Provided info on how to go about obtaining vital records from online and face to face sources.
16 Aug 2016	Kathleen Kelly	Spivey Hall concert videos one 2016 and one 2015 performance.	Copies of the two programs in question have not been turned over to the Archives as yet.
22 Aug 2016	Mary Huie – Jolly	Request for information on African American History	Gave student contact information for GA Archives and contact for African American Librarian & Genealogist.
27 Sep 2016	Ann Clark	Newspaper articles form 24 Jan. 1974. Father murdered by then wife.	Informed to patron to search AJC microfilm, ProQuest newspaper database.
05 Dec 2016	Ms. Gray	Phone request for voter registration records.	Gave contact info for Voter Registration Office, Georgia Archives, and National Archives.
08 Mar 2017	D. M. Baylen	Request for scanner recommendation for children's book archival project.	Suggested the Plustek OpticPro A320 used here in the CSU Archives.
04 Apr 2017	Erin Fender	Scan request size of 300dpi at 18.5 for graduation photos with Dr. Down.	Sent scanned version of 1 st commencement photo with Dr. Downs.
06 Apr 2017	Jim Braun	Pictures of retirees during CSU employment for upcoming Retiree meeting event.	Offered Mr. Braun and members of the group to come and research photo collection to identify and search through photos or search early faculty brochures.
25 May 2017	Amon Martin	Question about open weekend hours for genealogy research.	Informed Amon Martin to conduct research at the GA or National Archives.
10 Jul 2017	Tom Bradberry	Researching property deeds.	Explained to him the need to search records at GA Archives. Property records are not collected by CSU Archives.
10 Jul 2017	Kelly Petty	Request for visit by Marketing & Communications to research Bent Tree pubs for March 10, 1982 issue.	Bent Tree issue is not within the Archives, however offered Kelly to come and view other issues of Bent Tree present in the Archives.

STUDENT HOURS ON ASSIGNMENTS 2016-2017

	Archival		Shelf		Learn		
Najee	20	2	2	3		2	
Ryan		25					
Heather	6				3.5		1
Diamond	18						
Charlotte							
Alexis	30	28				4	
Bill	2.00	2.00		6.00			3.50
TOTALS	76	57	2	9	3.5	6	4.5

*Adobe Illustrator, Archon, Photoshop, Publisher, PowerPoint

	Athletics Collect.	Emails Collect.	Alumni Collect.	Library	Faculty Collect.	Box Inventory	Scanning
Najee		31	7.5				
Ryan	105						
Heather				12	23.5	10	2
Diamond		5	41.60	20			
Charlotte	12.40						31.5
Alexis					42		3.5
Bill						2.50	
TOTALS	117.4	36	49	32	65.5	12.5	37



GOALS & CHALLENGES FOR THE UPCOMING YEAR 2017-2018

Archival Department Goals

- Enhance web presence for the Archives by establishing a web page that gives visitors access to finding aids and or select collections themselves, a brief history of the archives, policies, and research visit procedures. The archivist aims to acquire an archival data management software which allows end users online access, to browse, and to search key collections and digital content.
- Create, plan, and display archival exhibits that showcase the history of CSU through collegiate themes leading up to an exhibit that celebrates the upcoming 50 year milestone of the university.
- Place a stronger focus on actual archival duties and tasks related directly to collection up keep, preservation, conservation, accession processing, and accessibly to the current archival holdings. This will be done by setting aside time on weekly bases for collection upkeep and assessment tasks, management of and assessment of tasks performed by assistants, along with acquiring a steady and reliable support staff to allow the Archivist to dedicate essential time needed for archival duties.
- Review, modify, and add to Record Number system for collections. This task will help to better organize collections and help researchers discover relations among collections, also providing Archives Staff enhanced management of the collections within the archival holdings.

Archival Department Challenges

- The lack of permanent staff is a major challenge to the daily work flow and future planning within the department. Current support staff include work-study students and volunteers who often have brief stints at the archives. This creates an environment of constant re-introduction and teaching to the archival departmental practices, while also
-

creating a loss of knowledgeable assistants as their temporary term ends. A future goal is to acquire one part-time permanent archival assistant. In the interim, the Archivist continues to obtain dedicated skilled student and volunteer workers who can devote their talents over a longer period of time.

- Lack of web presence for the Archives is a challenge to creating a greater awareness of the Archives within the academic community. The Archivist will restructure and enhance the current web page to increase function and overall use by end-users.
 - Absence of an archival management system for storing and tracking data in one central place, while also allowing patrons and potential patrons browsing/searching access to collections is a challenge. By acquiring ARCHON archival management software, the archives should become more efficient in daily processes.
-



Erin Nagel, Assessment & Marketing Librarian

Assessment & Marketing

2016-17 Goal progress:

Partner with other groups or department on their special events or weeks. – Complete. Collaborated with Peer Financial Counselors, Center for Instructional Development, International Programs, Career Services, and Veterans Resource Center.

Pilot a library use and student success analysis – On hold.

Revive and revise the library dashboard – In progress. Dependent upon Alma analytics

Assist in external and internal communications about the Alma migration – Complete. Served on Alma migration team

Marketing: Events

Created Equal

9/16/2016 6:30 pm *Freedom Summer* discussion event

Attendance: 25

Evaluation: Eighty percent (20) of attendees completing evaluations reported that they found the experience worthwhile and 63% (17) responded that they would attend a similar event in the future.

Harry Potter's World

3/23/2017 1:00pm Grand Opening celebration

3/28/2017 11:00am Potter Talk: The convergence of Renaissance and contemporary money (economy) in the Harry Potter world

Attendance: 19

4/5/2017 12:00pm Potter Talk: Potions their links to various psychological phenomena

Attendance: 11

4/13/2017 12:00pm Potter Talk: Immortality through memory

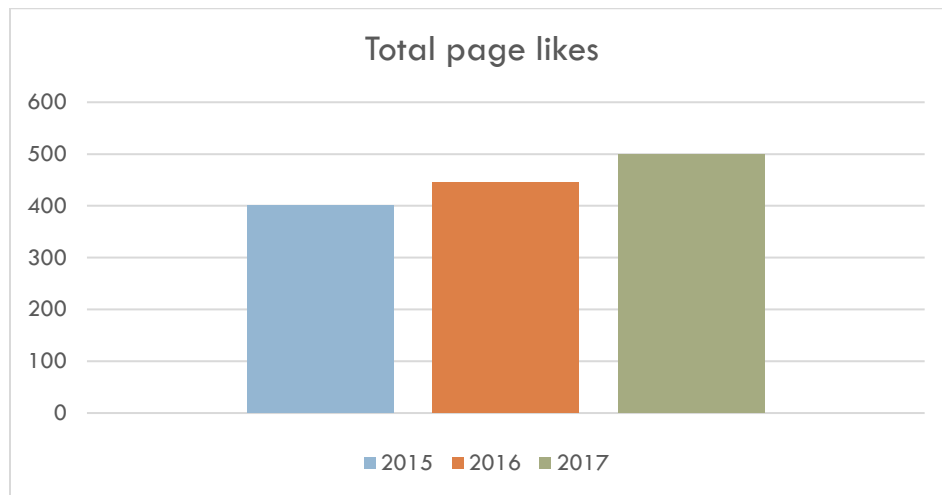
Attendance: 9

4/17/2017 1:00pm Potter Talk: Mendelian genetics of wizards

Attendance: 6

Marketing: Social Media

Facebook



Total posts	Average reach	Max reach	Average post stories	Max post stories
196	116	828	2.5	35

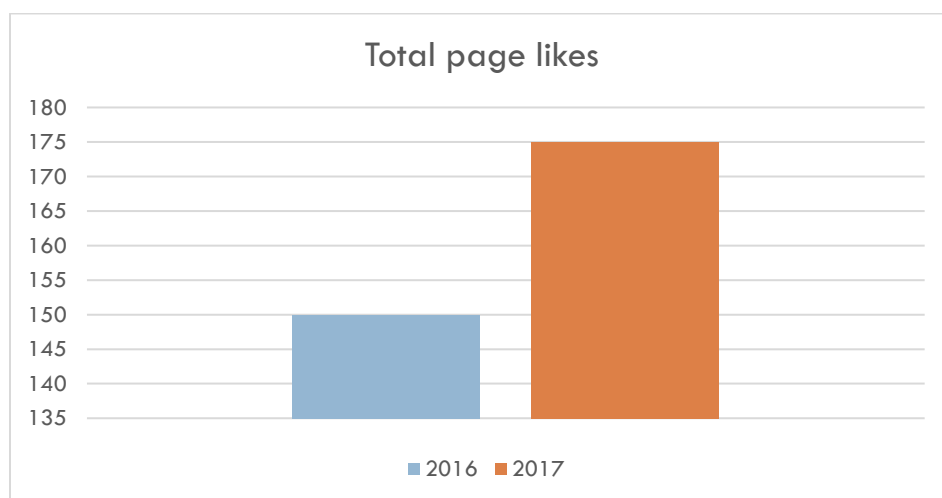
Reach: The total number of people your Page post was served to. (Unique Users)

Post stories: The number of stories created about your Page post, by action type (like, comment, share, etc.)

Post with highest reach and stories: Live video of Potter Talk: Potions and Psychology 4/5/17

<https://www.facebook.com/claytonstatelibrary/videos/10154899021095660/>

Twitter



Total tweets	Average impressions	Max impressions	Average engagement	Max engagement
346	207	3660	3	82

Impressions: Number of times users saw the Tweet on Twitter.

Engagement: Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the Tweet, retweets, replies, follows, and likes.

Post with highest impressions: NLW photo booth w/Stephen King quote 4/28/17:

<https://twitter.com/claytonstatelib/status/858048347722194944>

Post with highest engagement: Happy Birthday Alice Walker 2/9/17:

<https://twitter.com/claytonstatelib/status/829790494880362497>

Instagram

(Follower stats not available for less than 100 followers)

Total posts	Average love rate	Max love	Average talk rate	Max comments	Average engagement rate	Max engagement
191	4.47%	15	0.13%	3	4.6%	16.49%

Love rate: Number of likes divided by number of followers at the time of the post

Talk rate: Number of comments divided by number of followers at the time of the post

Engagement rate: Number of likes and comments divided by number of followers at the time of the post

Most liked post: 4/17/17 Questions from Money Smart Week

Most commented post: 3/23/17 Jelly bean prize winner from Harry Potter's World

Most engaged post: 4/17/17 Promoting Money Smart Week speaker sponsored by Peer Financial Counselors and hosted at library

Assessment: Tools and Tracking

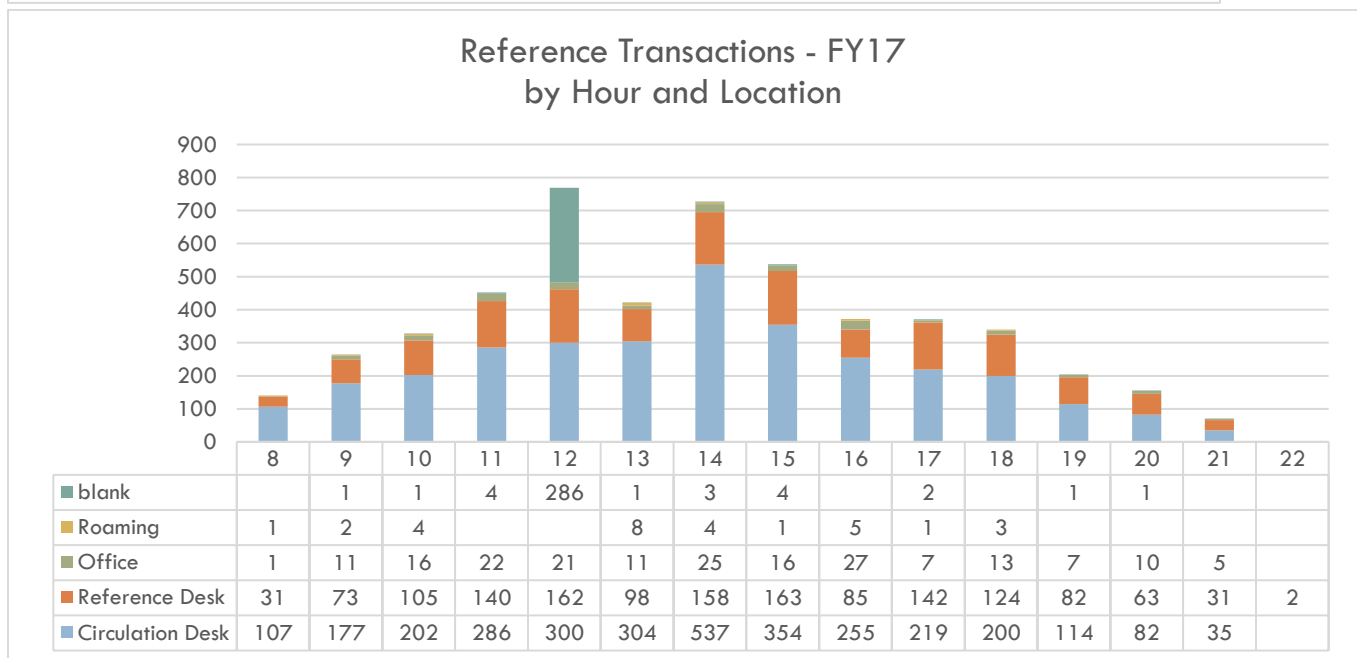
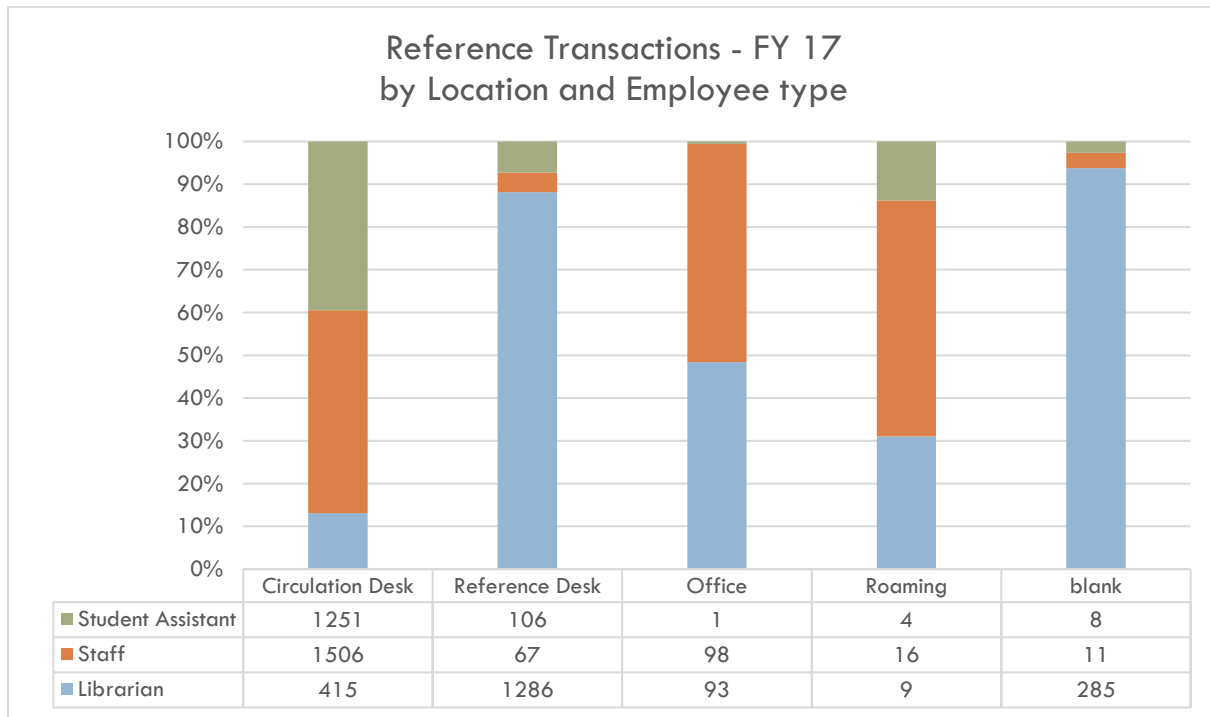
RefAnalytics

RefAnalytics data were shared with heads of Access & Electronic Services and Reference & Instructional Services. One outcome of this was to analyze how the RefAnalytics tool was being used. As predicted, transactions at lower levels on the READ scale are being answered at the Circulation Desk and by Student Assistants. Higher effort transactions are taking place at the Reference Desk and recorded by librarians. Data further show that the RefAnalytics tool

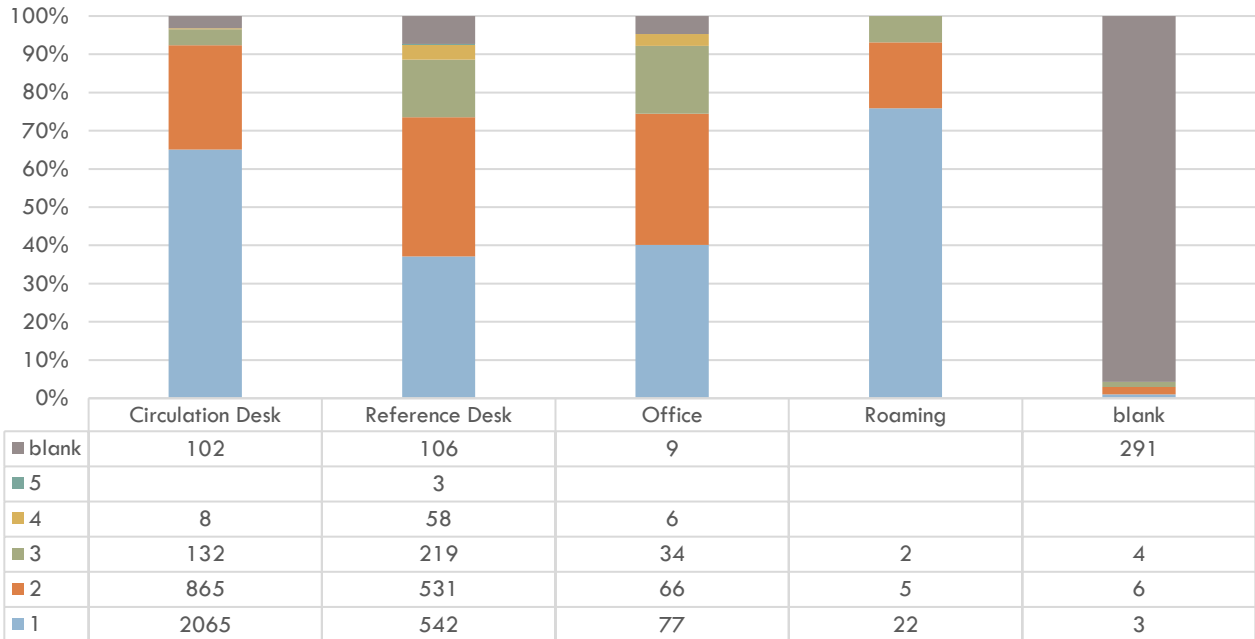
is being used more often at the Circulation Desk than the Reference Desk. Anecdotal data suggest that some transactions are not being recorded at the Reference Desk.

Future objectives:

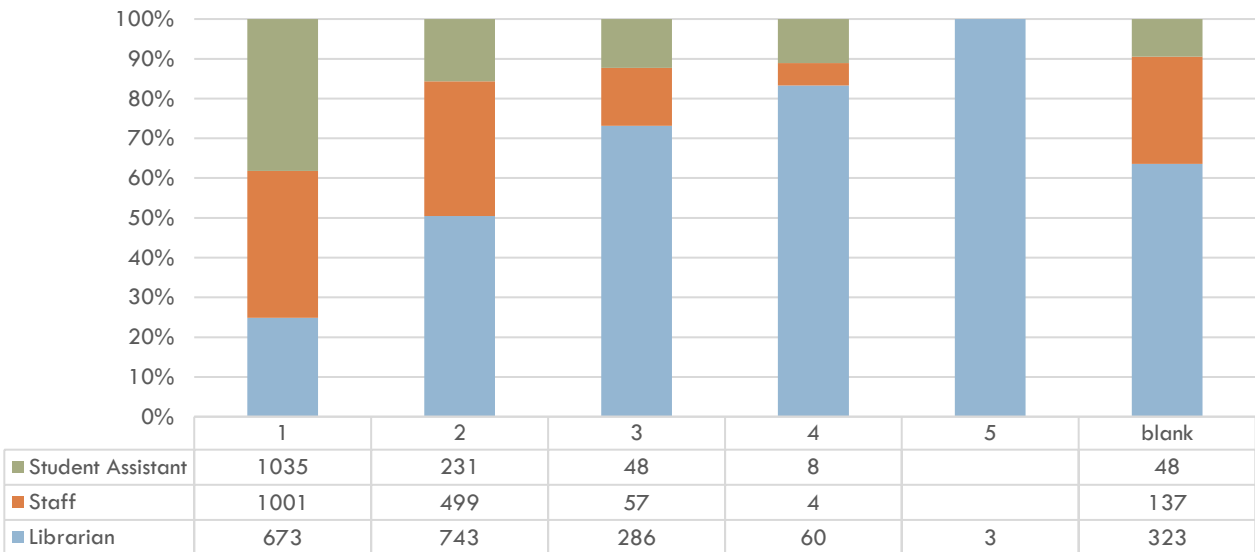
- Update training and instruction material, specifically for READ scale use and Learning Outcomes
- Revise online form to make more user-friendly (Complete)

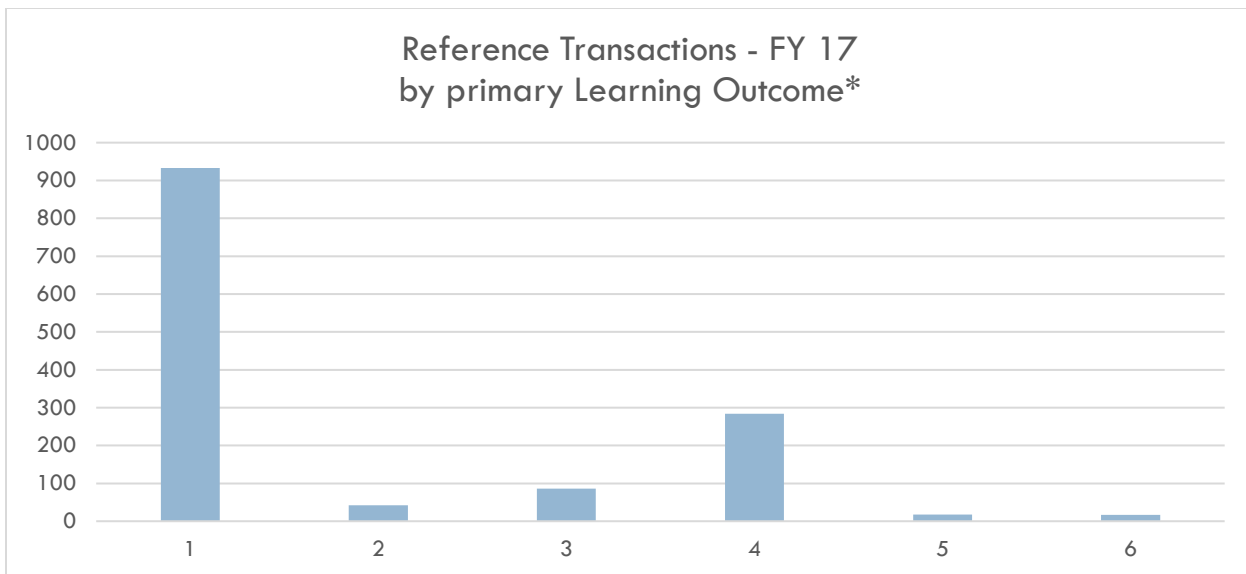


Reference Transactions - FY 17
by Location and READ scale



Reference Transactions - FY 17
by Employee Type and READ scale





*This feature is not being used reliably. Additional training needed.

1. Identify physical and virtual areas and functions of the library	933
2. Recognize an information need and formulate research questions	42
3. Identify a variety of types and sources of information	86
4. Efficiently access information relevant to the identified need	284
5. Critically evaluate information using applicable criteria	18
6. Appropriately use information to fulfill the identified need	17
blank	3776

Instruction

Instruction data were shared with Head of Reference & Instruction. Over 57% of sessions included some kind of assessment method, and 54% reported assessment results. Forty-three percent planned some type of modification based on session feedback or assessment results.

Sessions	Assessment Method	Assessment Results	Modifications
93	53	50	40

Future objectives:

- Provide more training and support for developing and implementing assessment in one-shot sessions.
- Convert Instruction Statistics form from LibAnalytics to more user-friendly Springshare product LibWizard.

GOALS for 2017-18

Provide additional Assessment support for Instruction team

Revise RefAnalytics training and support materials

Continue Alma Analytics training

Set up system for long-range marketing planning



Joan Taylor, Head, Reference & Instructional Services

Reference & Instructional Services
Annual Report Summary for 2016-2017

Joan Taylor

Observations about Reference & Instructional Services

Reference and Information Head Count

Through our observations and noted counts, peak times of service occur during certain slots of the day and in certain months of the year. There may be a correlation between the times and activities when students are most likely to visit the Clayton State University Library. Factors may include completion of morning classes, arrival on campus for afternoon and evening classes, readiness/motivation to work on their assignments, readiness to take a break from classes in the Library's casual spaces, to ask for assistance from librarians and other staff, or to meet with a study group. The busier months, as expected, seem to correlate with mid-term dates, final assignments, and with preparation for final exams using library research resources, library computer stations, other campus services such as Smartprint, and spaces for gathering to study in a group setting, or for individual studying. Based on these numbers I try to make sure that enough staffing is in place, coordinating our full time and part time librarians, with Thomas Jackson, Jr. who serves as coordinator/primary supervisor of reference student assistants.

In reviewing our reference analytics we noted that there was inconsistency in the recording of statistics of upper and lower level staff. To a rather large degree, upper level staff-both librarians and reference student assistants had neglected consistently to enter statistics and details of the question/answers. Also, there has been a gap in interpreting the READ Scale level of questions, enough for Erin Nagel, Assessment & Marketing librarian, to revisit the form and questions since this was our first year of using the READ Scale.

Erin set up a bank of test questions and utilized library staff and student assistants across the different staffing areas of the library to answer those test sampling of a variety and level of typical questions. Based on the paths used to answer or guide someone in the hypothetical

library questions/answers, and the READ scale assigned, she tweaked our Reference Analytics page to be a bit more streamlined in line with the noted results from the text sampling exercise. I also sent out an email to direct that all reference & instructional services librarians and reference student assistants to be more vigilant and to consistently and intentionally record any type of interaction and assistance that we provide to students, staff, faculty, and visitors.

Instruction Statistics

There seems to be an increase in the number of instruction sessions that we taught during this fiscal year. Part of this stems from the new library classrooms and our invitation to faculty, primarily teaching first year English classes to bring their classes to see the newly renovated space and to hopefully, become more familiar with library services and with the location of the Clayton State University Library. We especially target our first year English faculty because this is one of the best ways to reach a large number of new students attending Clayton State University.

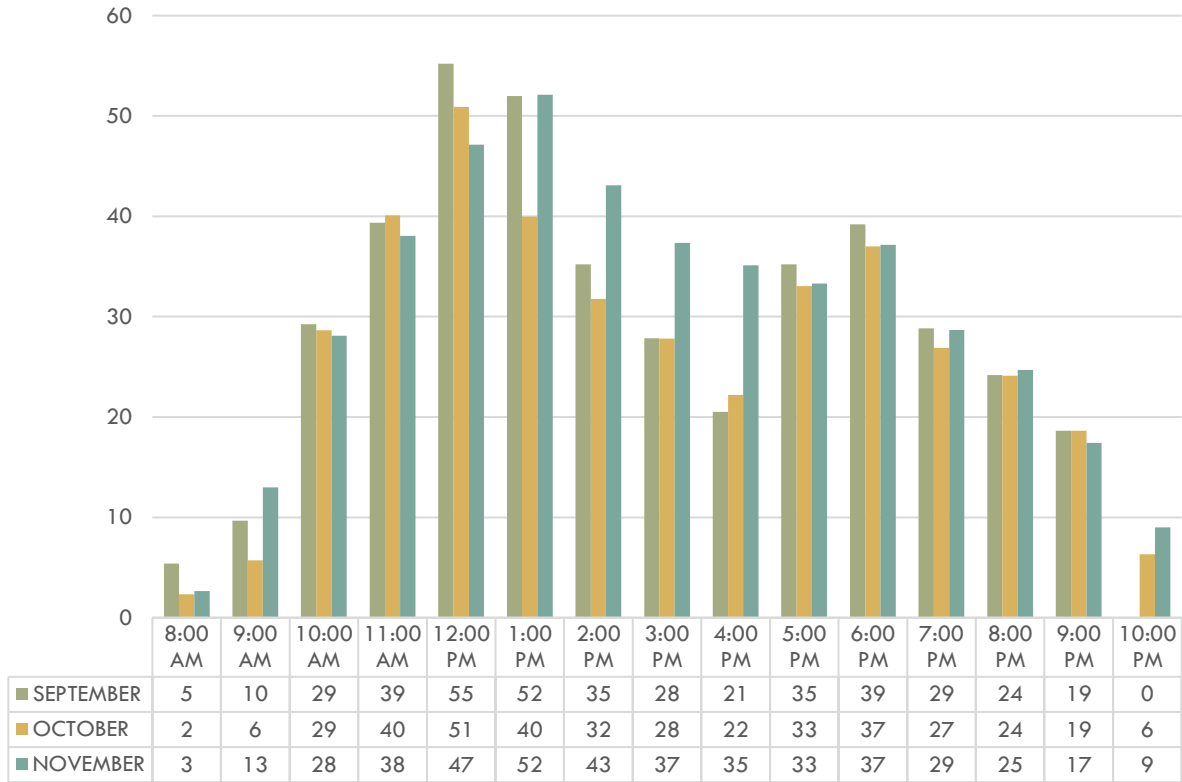
One of the challenging factors is the large number of English classes offered at the Fayette County Instruction site. Balancing staffing on main campus with librarian coverage while other librarians are teaching off site requires planning. We depend heavily on reference student assistant staffing, and also for part time librarian staffing to help us to have enough coverage at our information desk and with the various services that we provide to our students, staff, and faculty.

Our liaison librarians have outreach to faculty across all of the curricular areas and two librarians from the Access and Electronic Services Department also do instruction in healthcare management, nursing, Language Arts/Education, and the SIMS program.

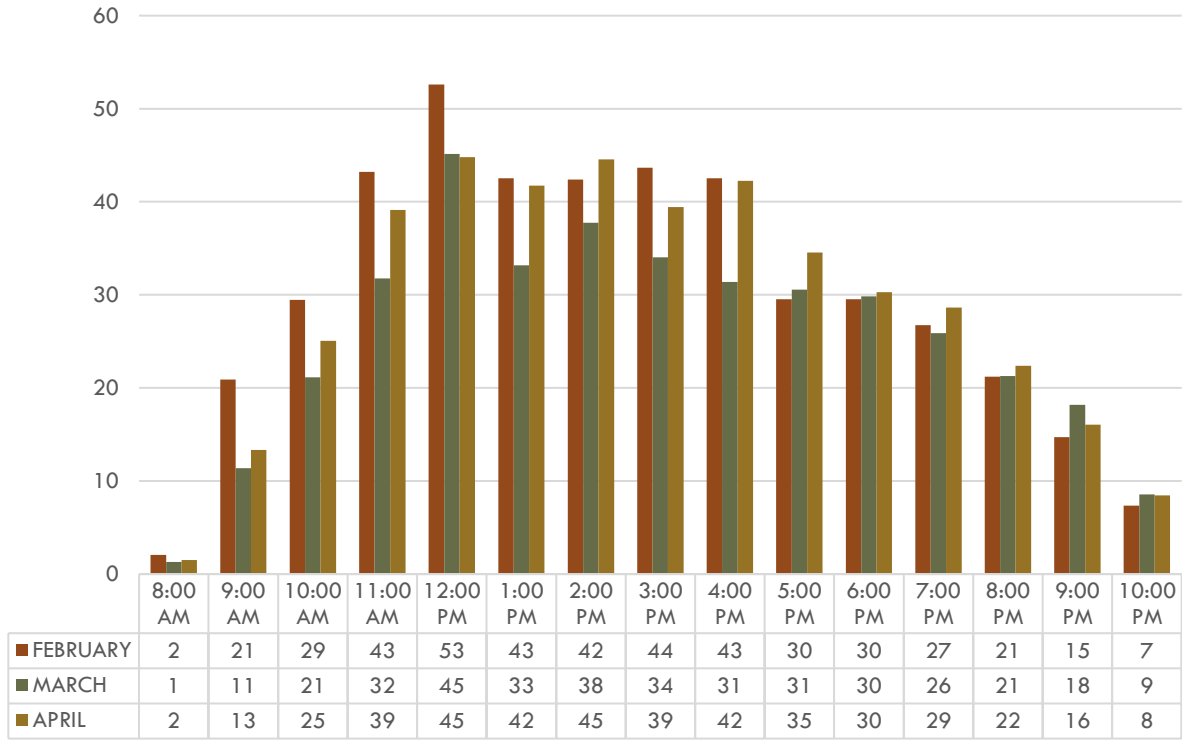
For the remaining pages of this report, are three types of charts:

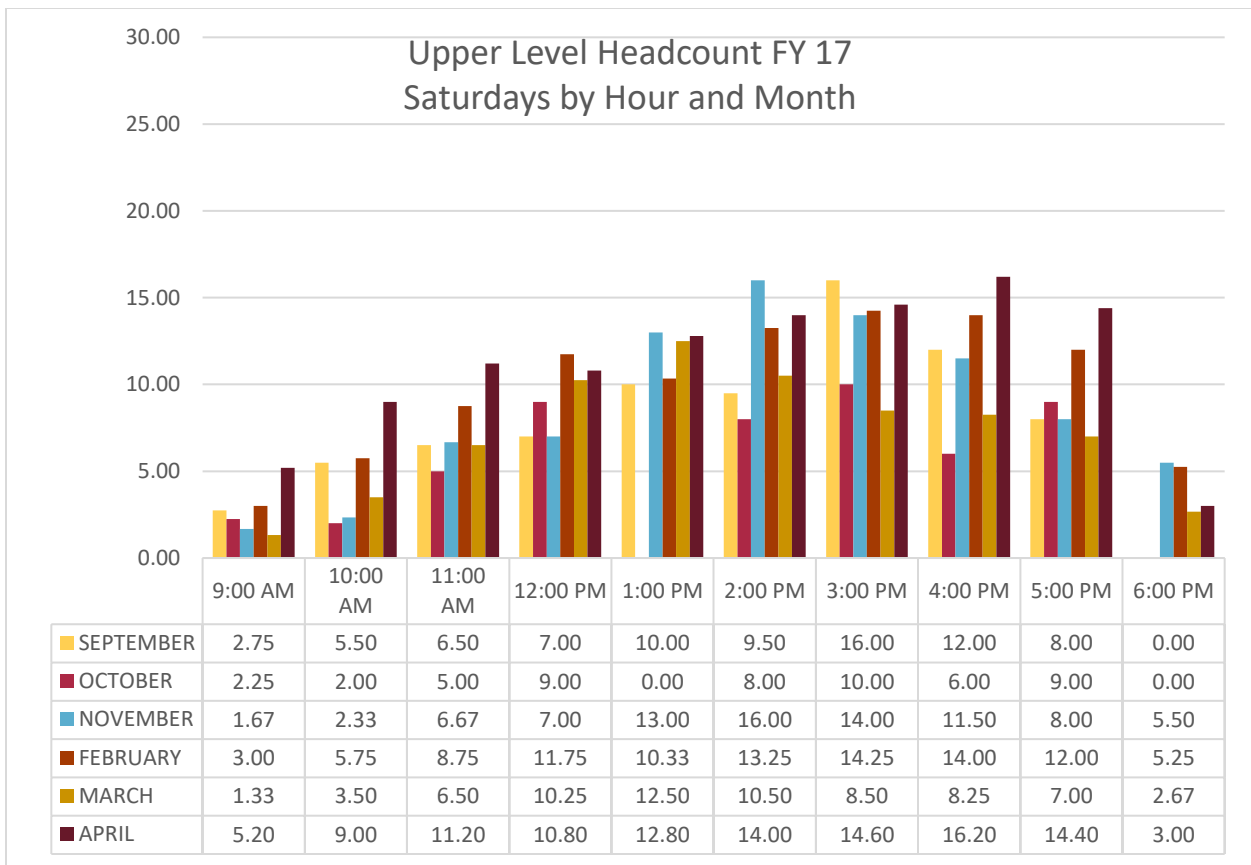
- a) Head count patterns for various times, months, and days.
 - b) Library info./reference questions divided by level, times, days using the READ Scale
 - c) Library instruction divided by subject and librarian.
-

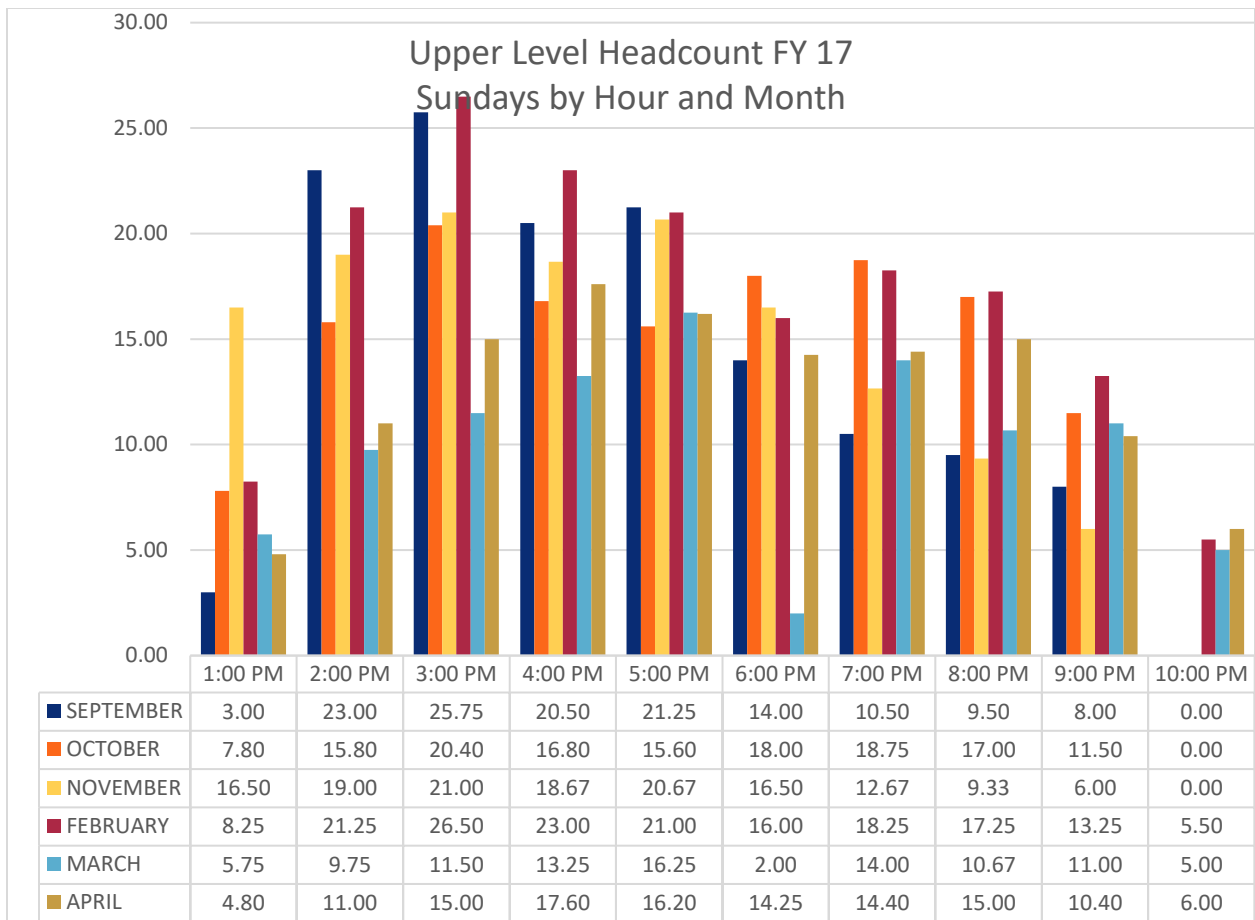
Upper Level Headcount FY 17
by Hour and Month



Upper Level Headcount FY 17 by Hour and Month





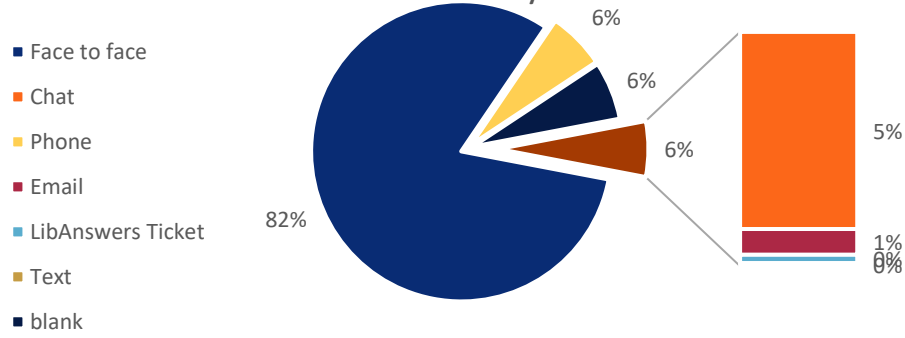


LIBRARY Annual Report

Reference Transacti

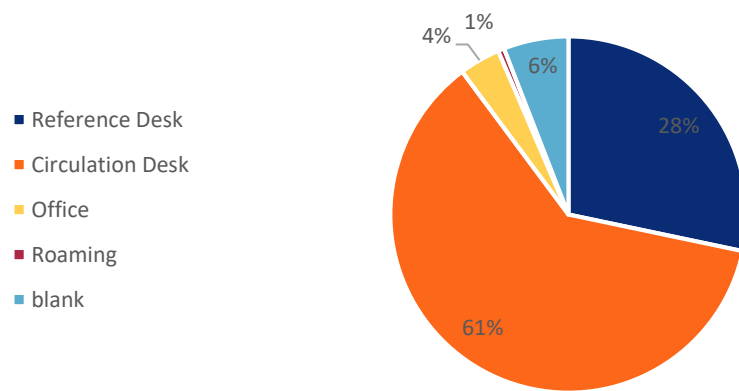
	4202
Chat	260
Phone	320
Email	34
LibAnswers Ticket	11
Text	4
blank	325
Grand Total	5156

Transactions by Mode

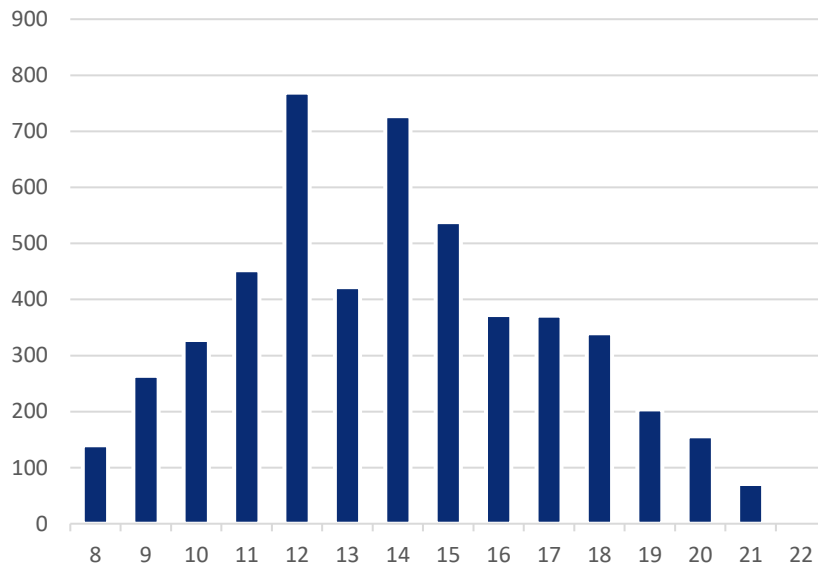


Reference Desk	1459
Circulation Desk	3172
Office	
Roaming	29
blank	304
Grand Total	5156

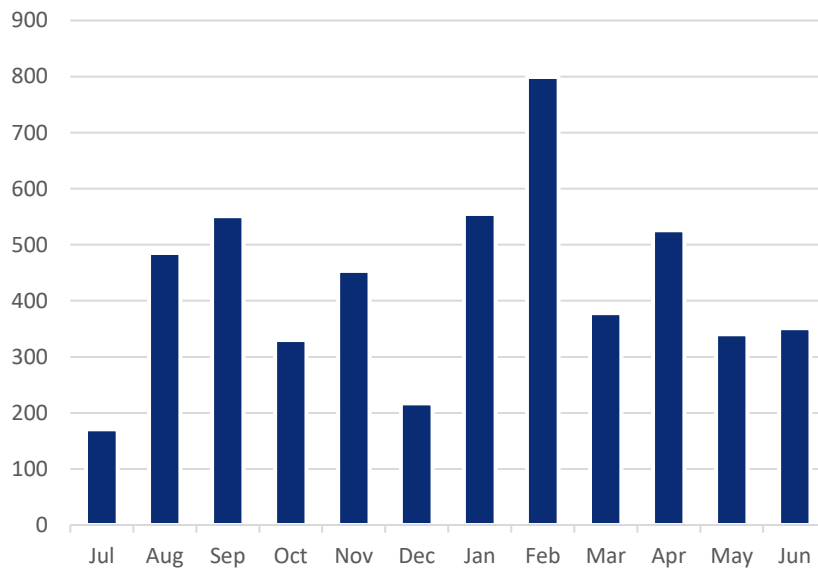
Transactions by Location

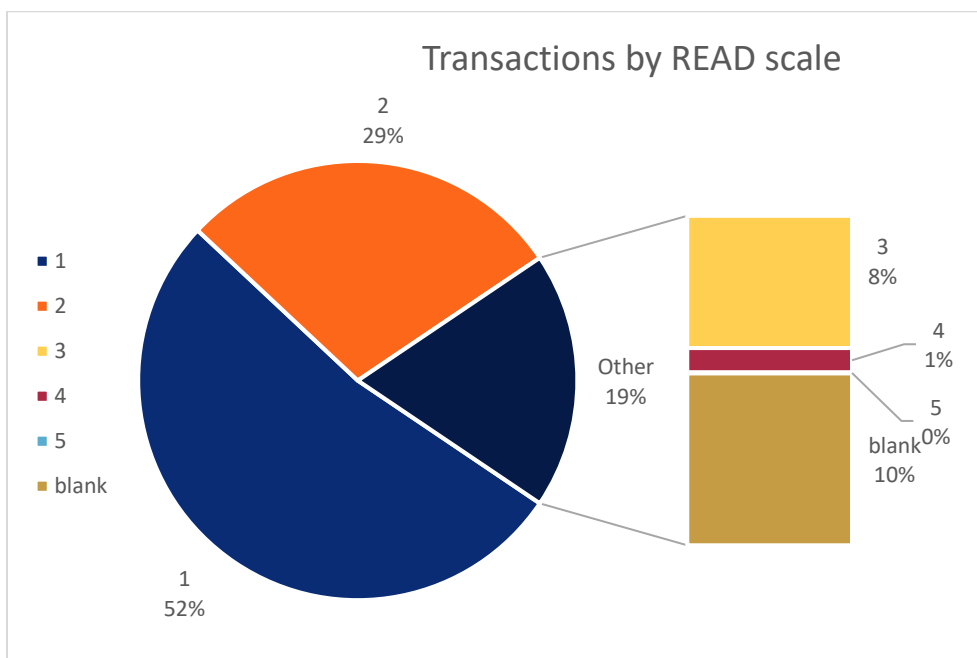
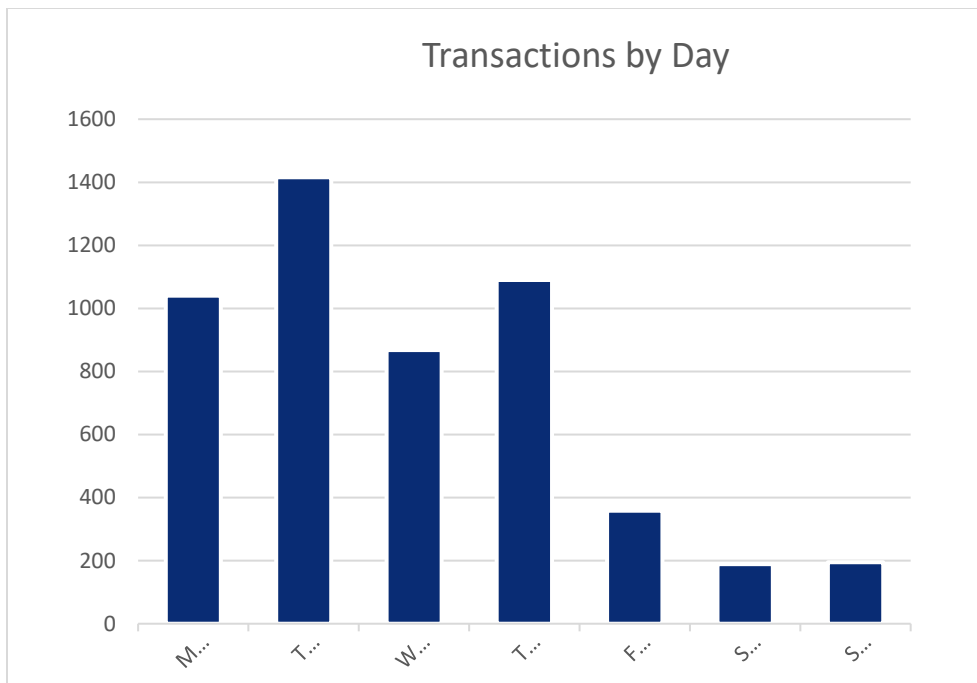


Transactions by Hour

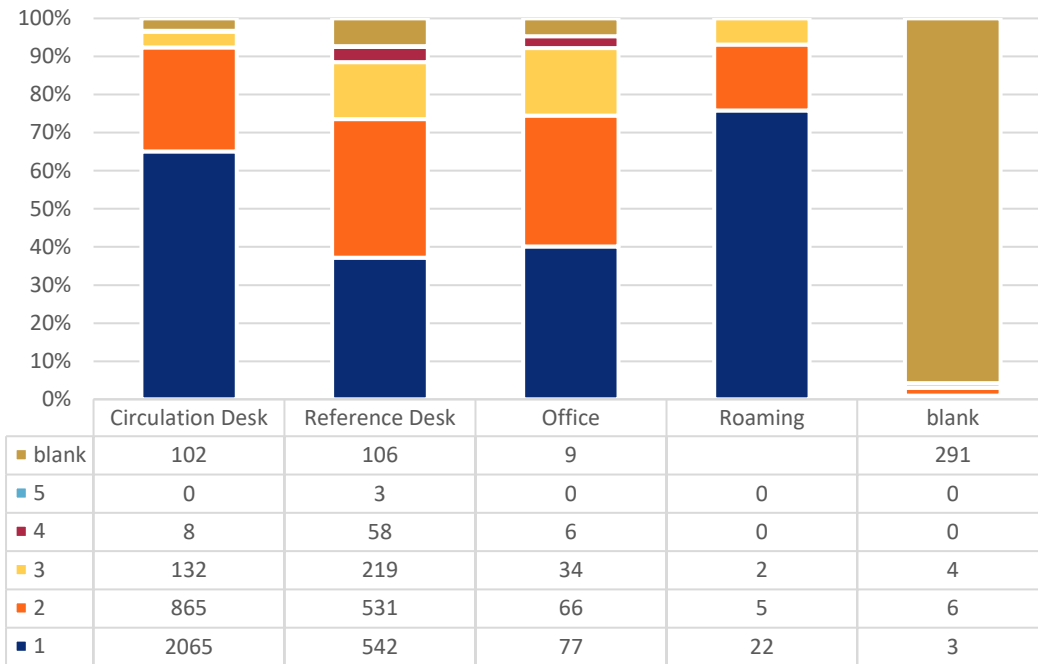


Transactions by Month

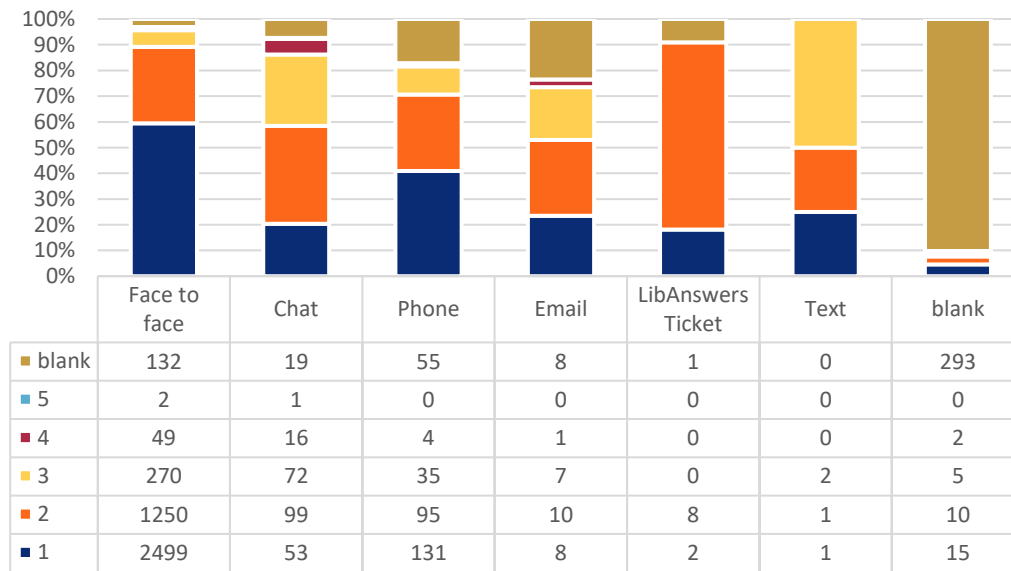




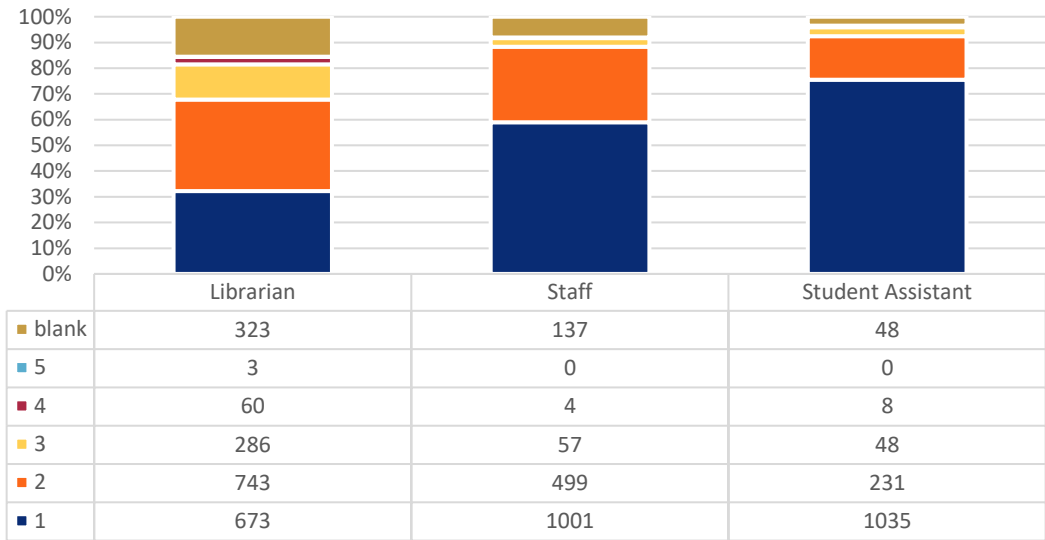
Transactions by READ scale and location



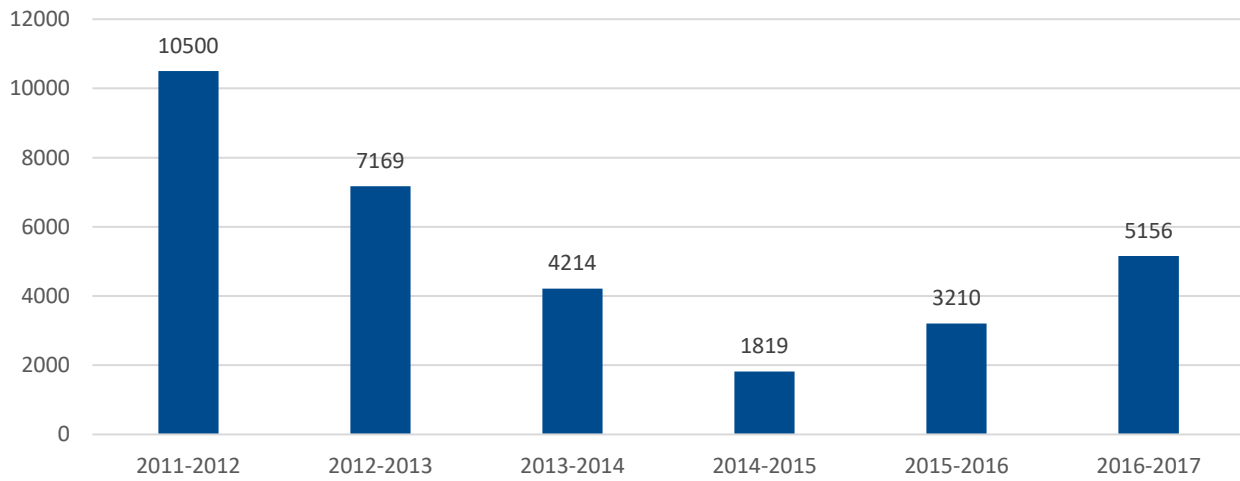
Transactions by READ scale and location

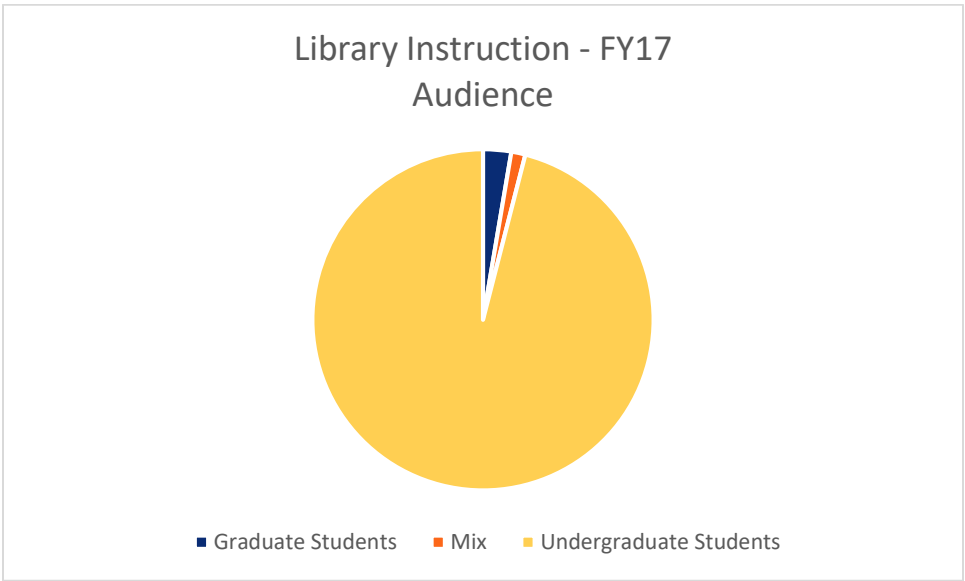
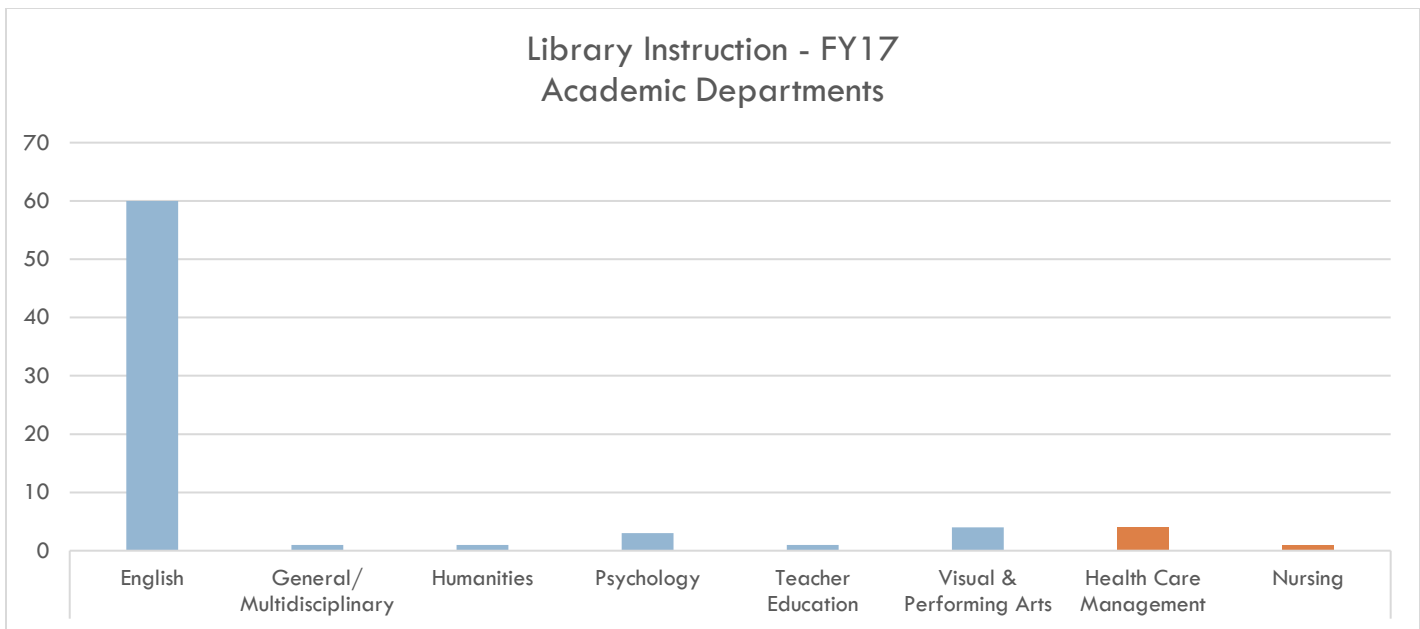


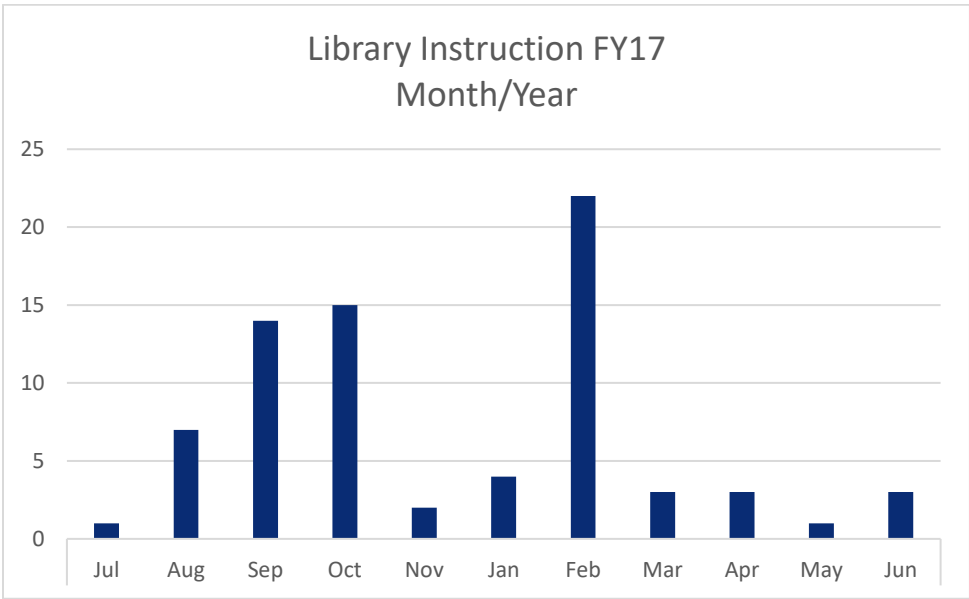
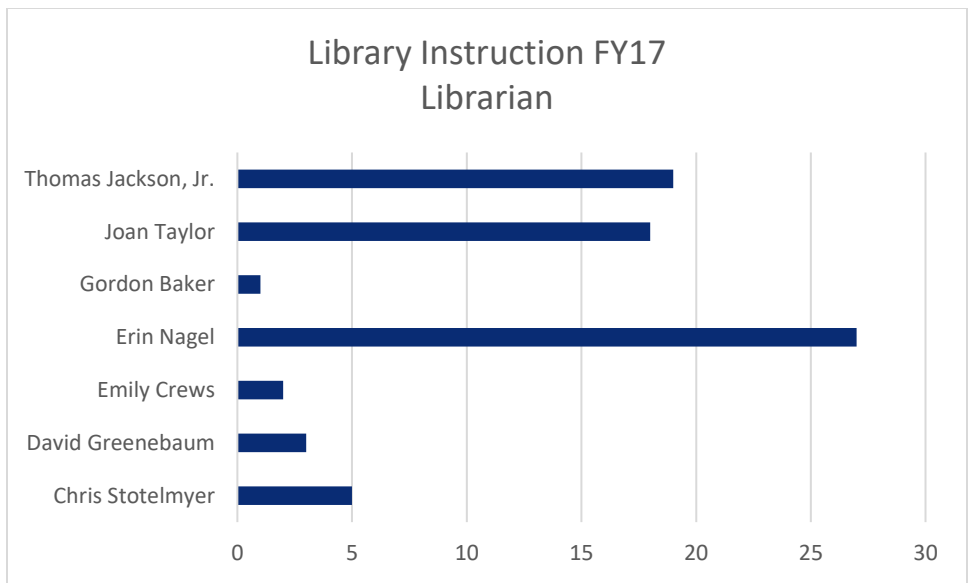
Transactions by READ scale and employee type

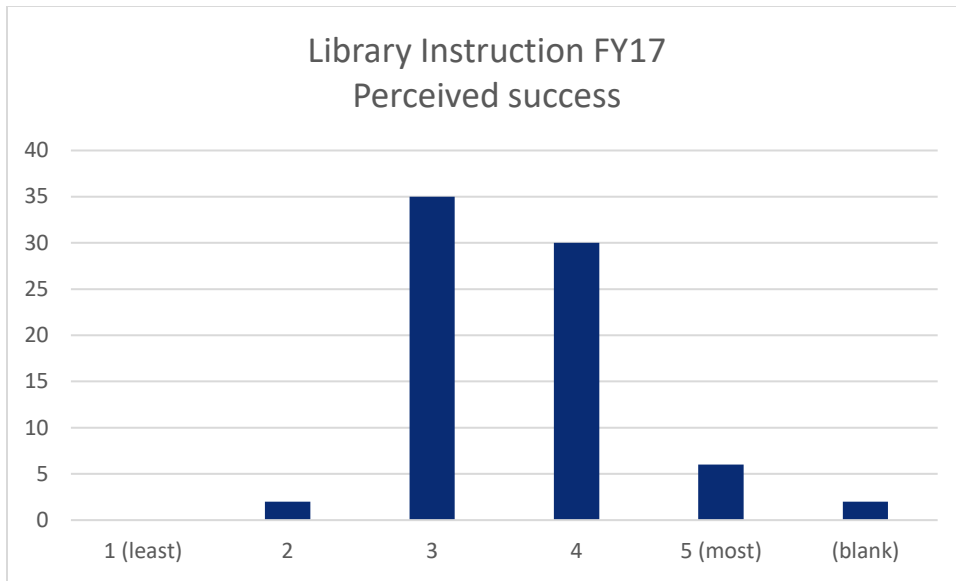


Reference Totals





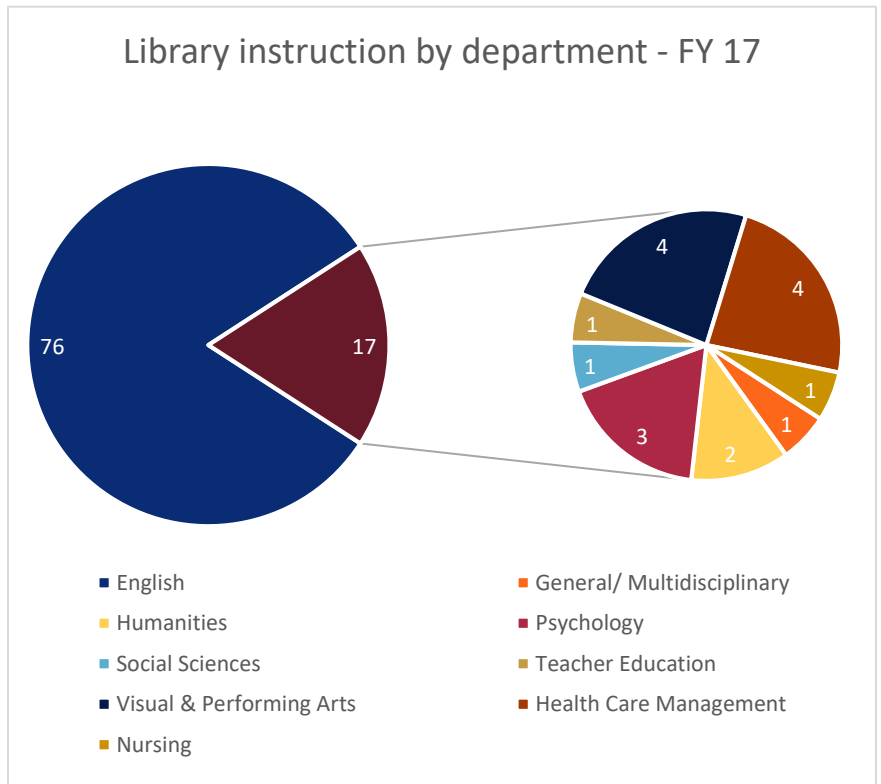




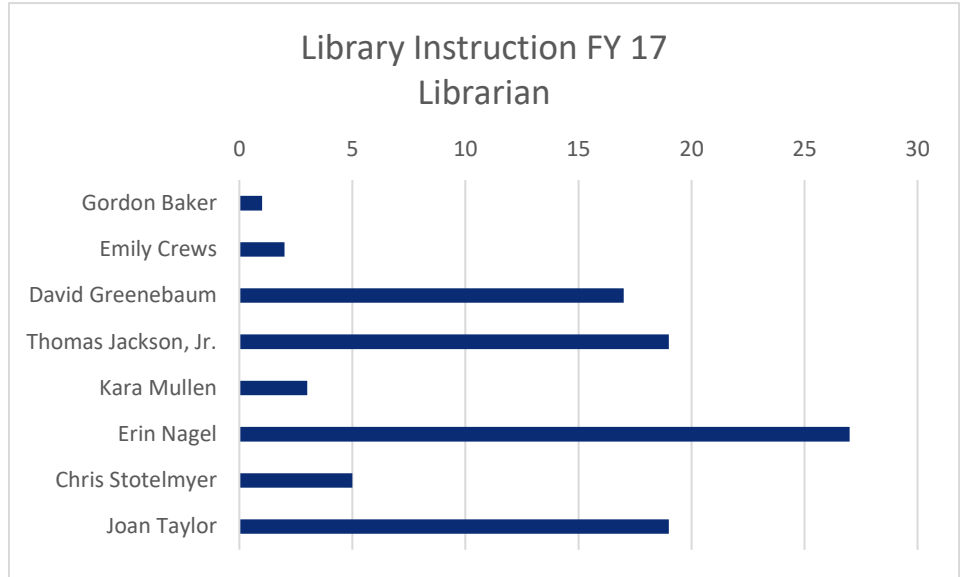
**Library Instruction – FY 17 -
Department**

Arts & Sciences	
English	76
General/ Multidisciplinary	1
Humanities	2
Psychology	3
Social Sciences	1
Teacher Education	1
Visual & Performing Arts	4
Health	
Health Care Management	4
Nursing	1
Grand Total	93

Sum of Attendance	1704
Total Instruction Time	93.25 hours



Librarian Instructor	
Gordon Baker	1
Emily Crews	2
David Greenebaum	17
Thomas Jackson, Jr.	19
Kara Mullen	3
Erin Nagel	27
Chris Stotelmyer	5
Joan Taylor	19



Library Instruction FY 17 - Audience

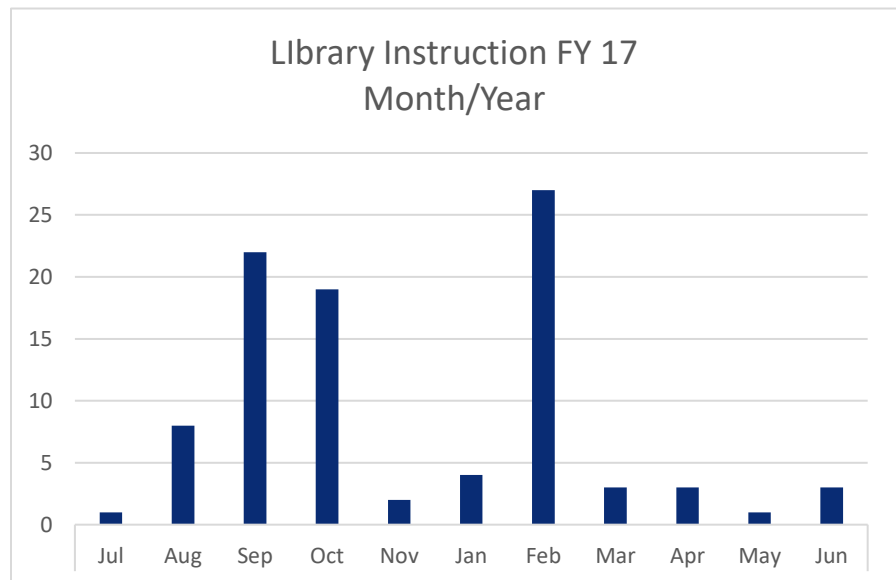
Graduate Students	2
Mix	1
Undergraduate Students	90

Library Instruction FY 17 – Location

Henry County	5
Main campus	57
Peachtree City	10
(blank)	21

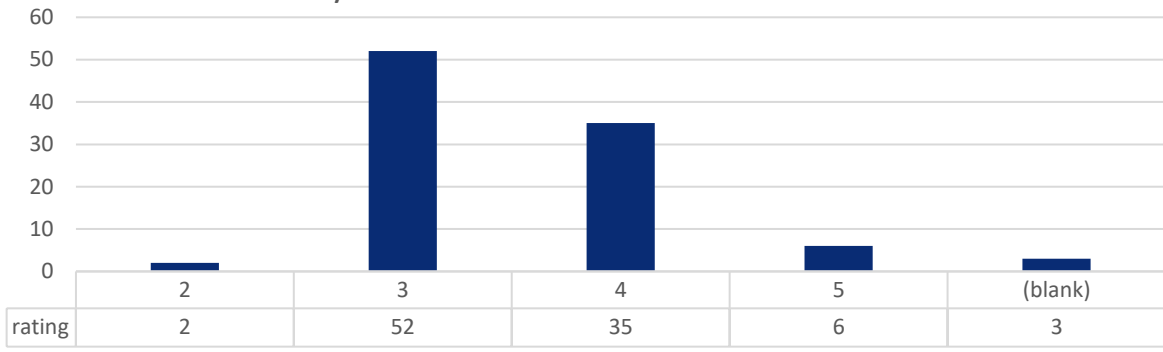
Library Instruction FY 17 – Month/Year

2016	
Jul	1
Aug	8
Sep	22
Oct	19
Nov	2
2017	
Jan	4
Feb	27
Mar	3
Apr	3
May	1
Jun	3



Library Instruction FY 17 – Success (as reported by librarian instructor)

Library Instruction FY 17 - Perceived success

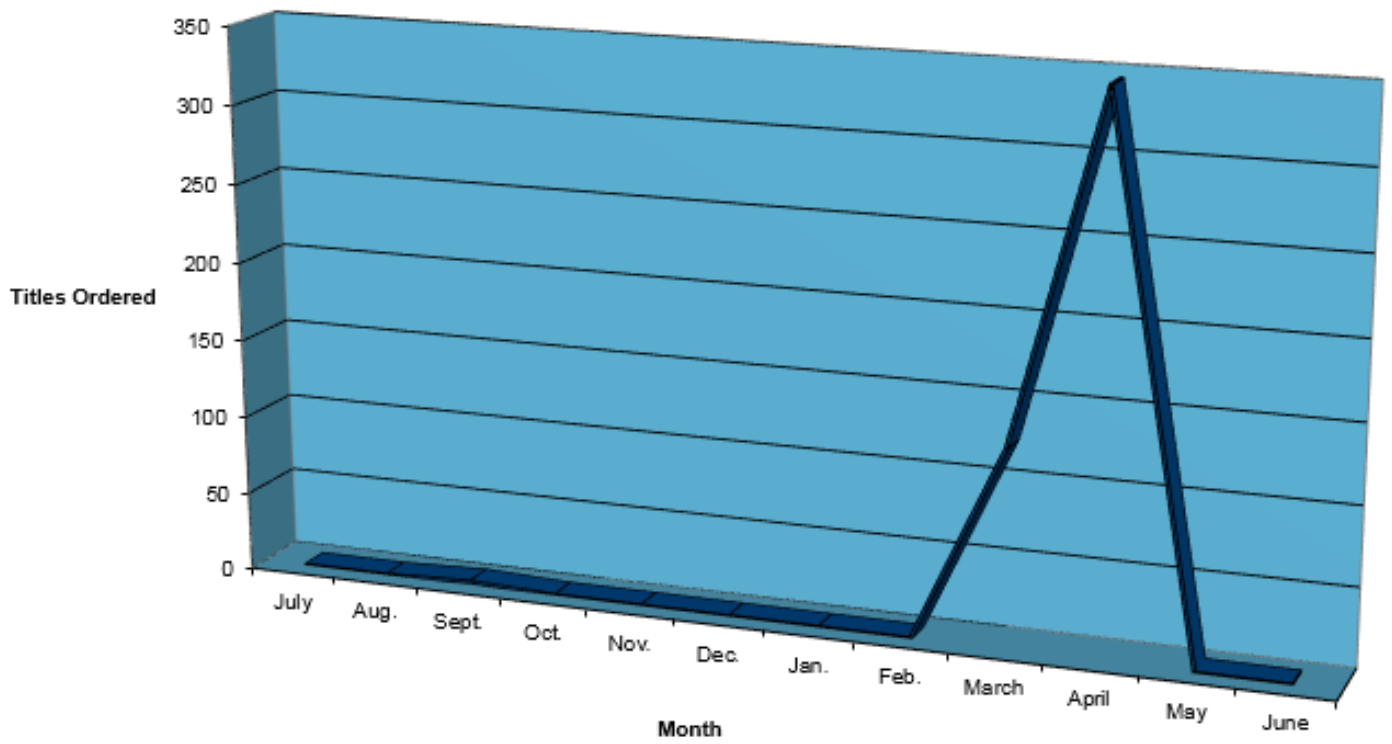




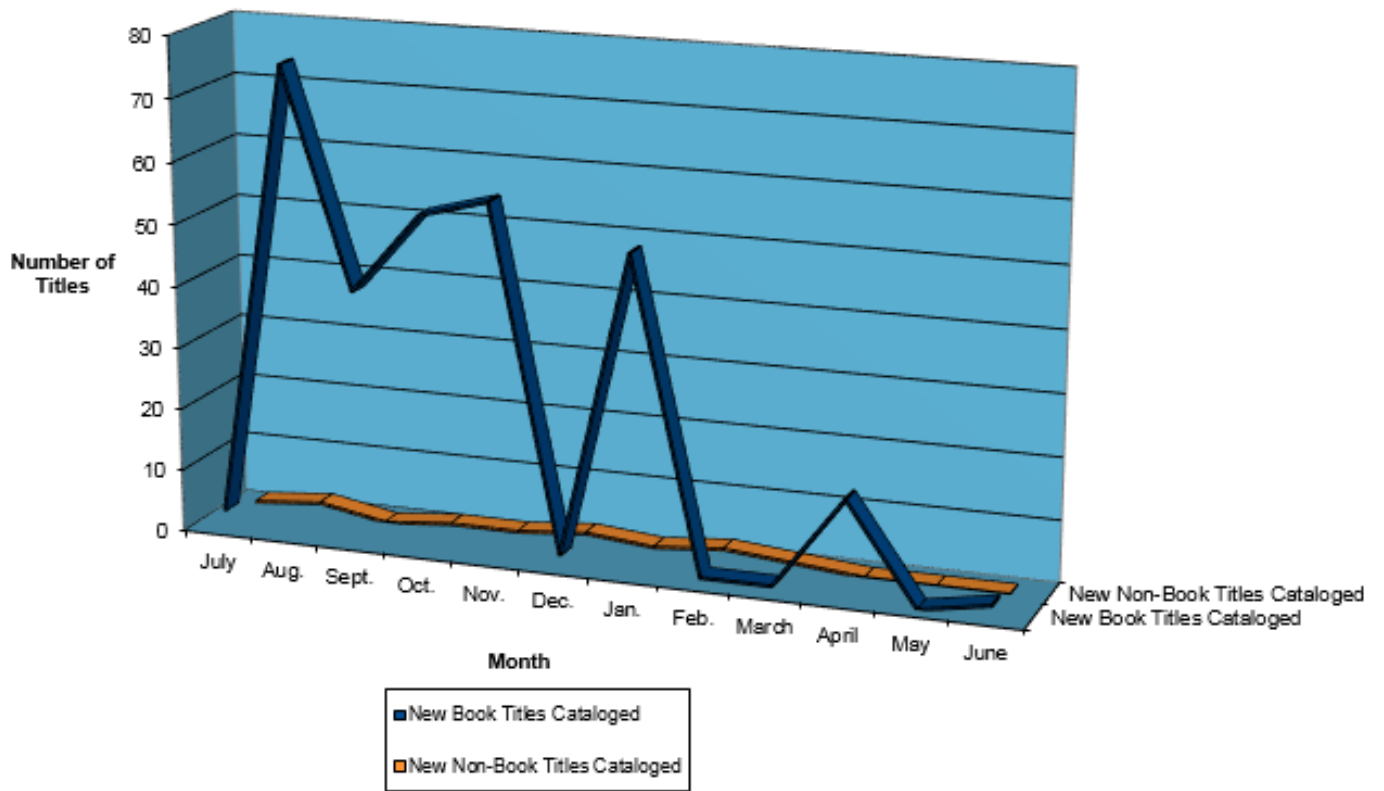
Technical Services

Adam Kubik, Head of Technical Services

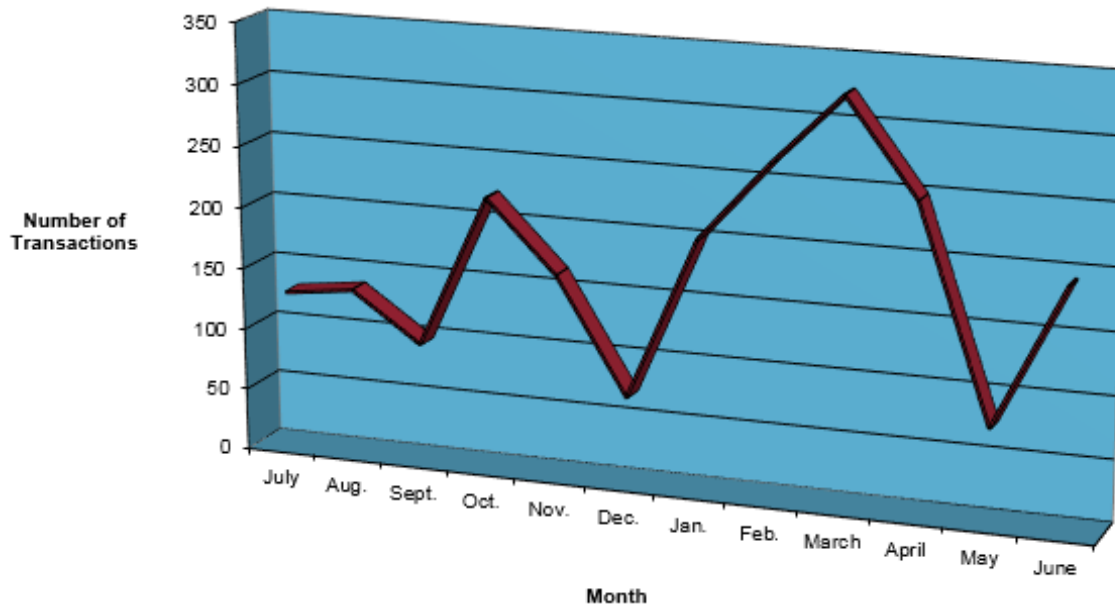
Clayton State University Library
Titles Ordered FY2017



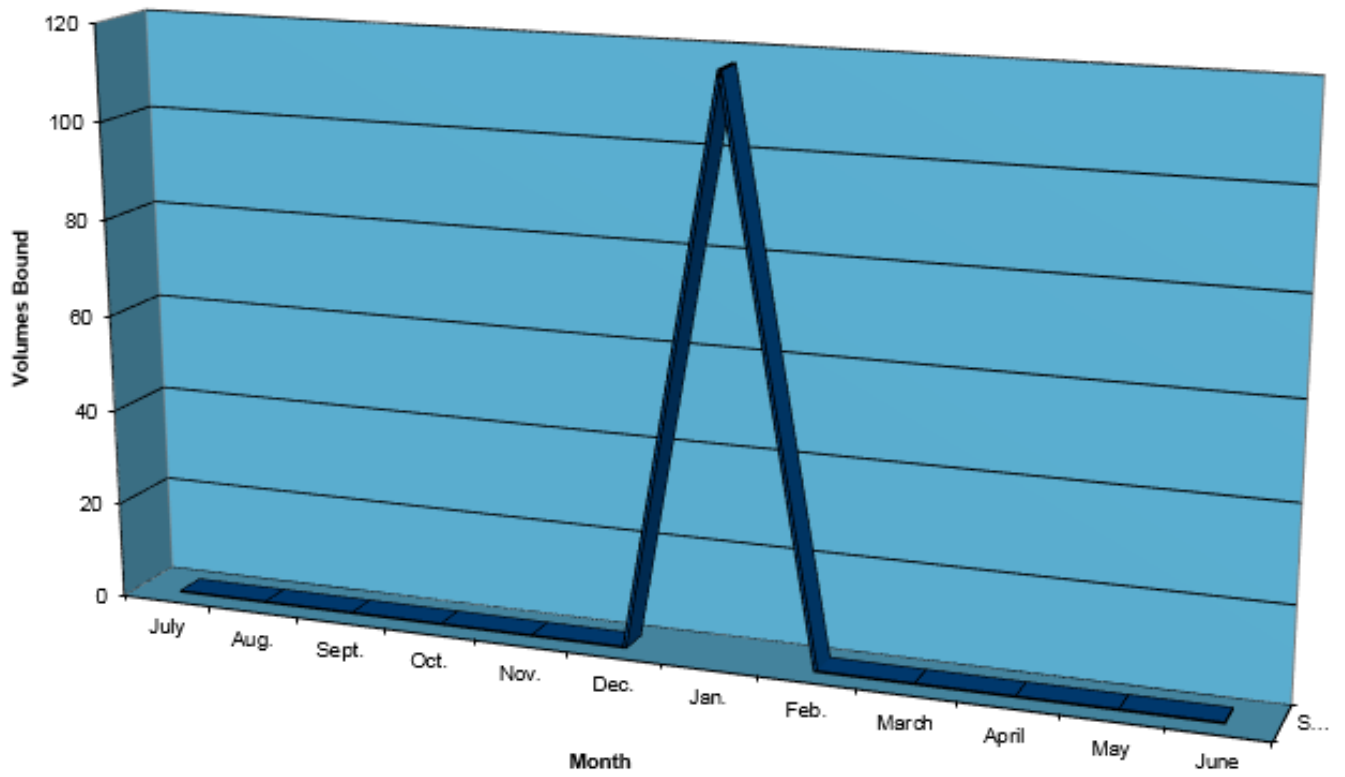
Clayton State University Library
Titles Cataloged FY2017



Clayton State University Library
InterLibrary Loan Transactions FY2017



Clayton State University Library
Volumes Sent to the Bindery FY2017



Clayton State University Library
Reserves Activity FY2017

