



UNIVERSITY OF OREGON LIBRARIES

Statistical Abstract

for Fiscal Year 2012-2013

University of Oregon Libraries Assessment Team
Nancy Slight-Gibney, David C. Fowler, and Helen Chu



UNIVERSITY OF OREGON
Libraries

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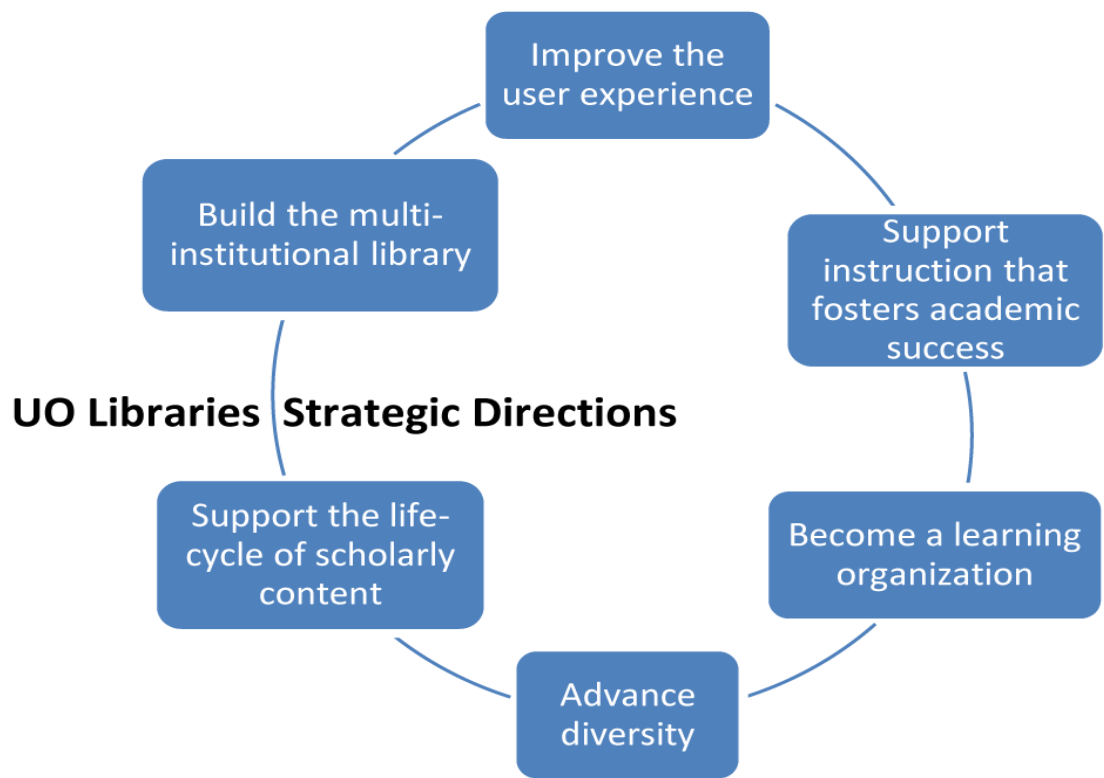
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Library Mission Statement

The University of Oregon Libraries enriches the student learning experience, encourages exploration and research at all levels, and contributes to advancements in access to scholarly resources.

Vision

The UO Libraries will be an active and visible partner in the enhancement of learning and creation of new knowledge. We will engage students, faculty, and campus leadership in dynamic, user-centered processes for planning, delivering, and assessing all programs, services, and information resources.





TRENDS AND HIGHLIGHTS

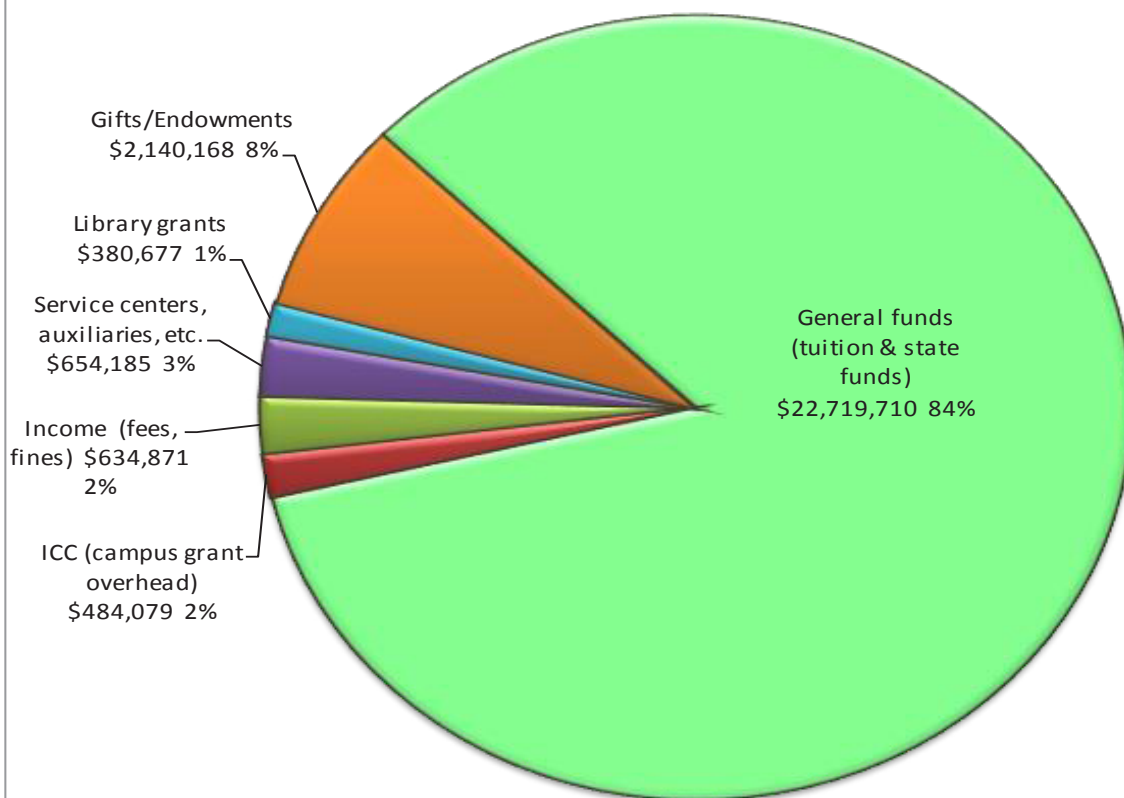
- This was a banner year for development – the library is among the top fund-raisers at the UO.
- Campus service reorganization brought more academic technology support services into the library portfolio – along with budget increases to fund the services.
- The build out of technology equipped classrooms significantly lowered the need for on-demand equipment deliveries, creating campus-wide efficiencies.
- The library increased strategic investments in organizational development and improvements to our heavily used facilities.
- While the circulation of print materials continues to decline, there has been huge growth in the number of e-books available to our patrons and the usage of e-books.
- The number of items in locally produced digital collections and the use of these collections have grown dramatically, primarily with the addition of historic newspaper content.
- The use of virtual reference and research assistance (text and chat) continues to rise.
- Two major assessment efforts were conducted this year: web site usability testing and redesign; and focus groups with graduate students.

Library Development

With the generous support of more than 2,000 donors, the library raised \$9,225,318 in gifts and pledges in fiscal year 2012-2013. The UO Libraries' current endowment totals \$23.43 million as of June 30, 2013. Major highlights for the year include:

- \$3,450,000 raised for the future Allan Price Science Commons and Research Library (in addition to \$5 million pledged the previous year)
- \$3,193,000 from Google, Inc. for the Network Startup Resource Center
- \$1,100,000 gift-in-kind from Chambers Communications
- \$500,000 unrestricted endowment from the Estate of Peter Proctor
- \$140,000 to enable the purchase of the Ken Kesey manuscript collection

Sources of Expendable Funds

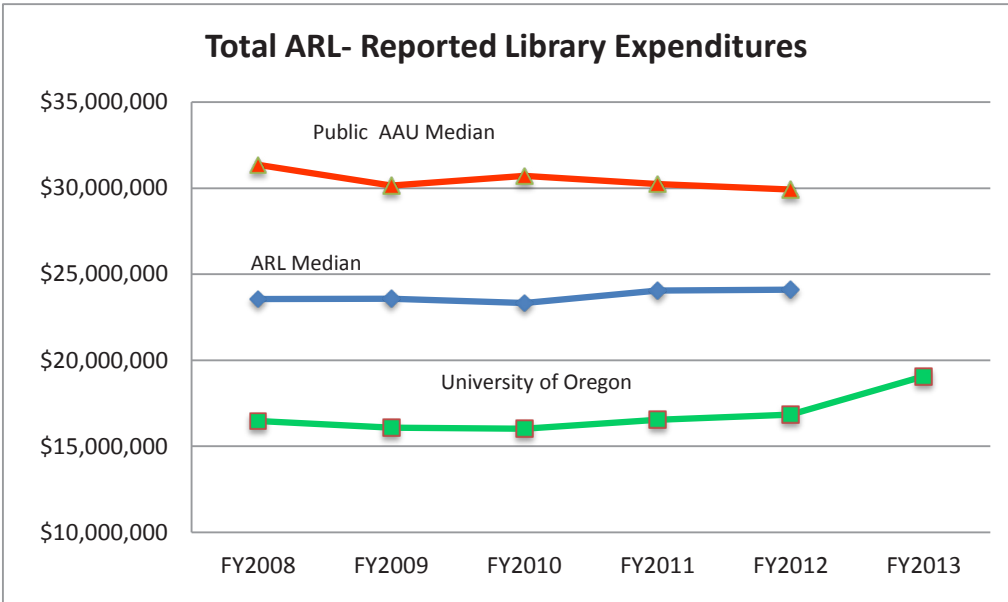


U.S. Public AAU Institutions' Investment Index Ranking FY12, by the Association of Research Libraries		Previous Rank
MICHIGAN	5	4
CALIFORNIA, BERKELEY	6	8
PENNSYLVANIA STATE	8	10
CALIFORNIA, LOS ANGELES	11	6
ILLINOIS, URBANA	12	15
TEXAS	15	23
OHIO STATE	17	14
MINNESOTA	20	21
WASHINGTON	21	22
NORTH CAROLINA	22	19
WISCONSIN	25	18
TEXAS A&M	27	24
INDIANA	29	27
RUTGERS	30	33
VIRGINIA	32	30
PITTSBURGH	34	36
IOWA (peer group median)	35	35
MICHIGAN STATE	38	39
MARYLAND	39	44
ARIZONA	40	41
FLORIDA	42	28
CALIFORNIA, SAN DIEGO	48	53
PURDUE	63	55
KANSAS	65	64
COLORADO	73	70
SUNY-BUFFALO	80	81
IOWA STATE	81	71
CALIFORNIA, IRVINE	87	75
CALIFORNIA, DAVIS	88	89
MISSOURI	93	102
OREGON	99	98
CALIFORNIA, SANTA BARBARA	101	93
SUNY-STONY BROOK	103	106
GEORGIA TECH	108	110

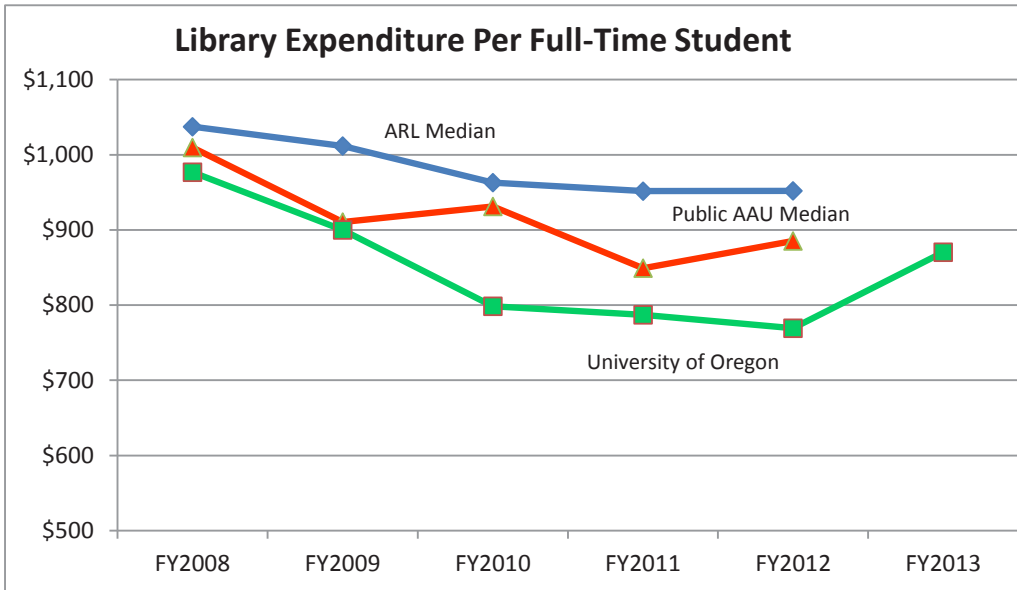
The Association of Research Libraries (ARL) Investment Index comprises four metrics:

- *Total library expenditures*
- *Salaries and wages for professional staff*
- *Information resources (collections) expenditures*
- *FTE professional plus support staff*

Note: While public institutions in the U.S. that are members of the American Association of Universities (AAU) are listed here, the numeric Investment Index ranking refers to the entire cohort of 115 academic ARL libraries, including private and Canadian institutions.

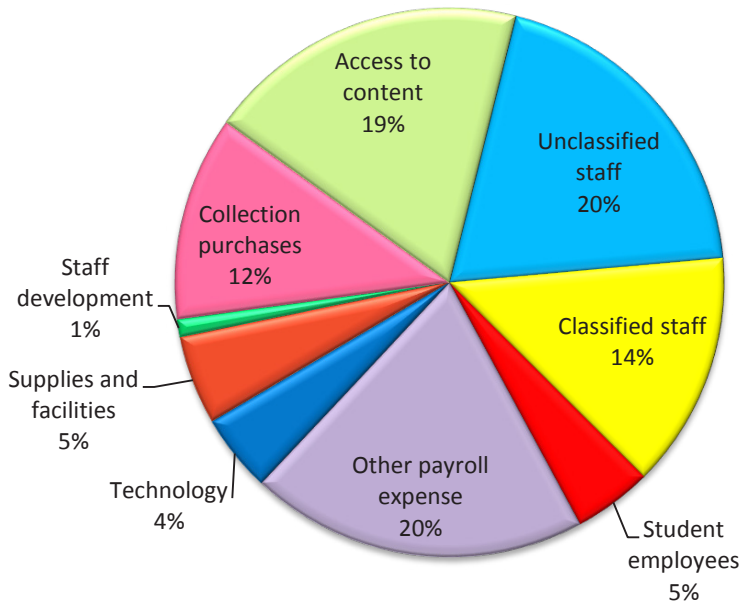


Note: For comparative purposes, expenditures reported to the Association of Research Libraries (ARL) exclude benefits or “Other Payroll Expense.” Roughly half the increase for the UO in the last year reflects the reorganization of Academic Technology, bringing more staff into the libraries; and the acquisition of the Ken Kesey manuscript collection.



This graph normalizes the data for size of institution. The 34 U.S. public institutions that are members of the AAU have larger enrollments than the median of the 115 ARL academic institutions.

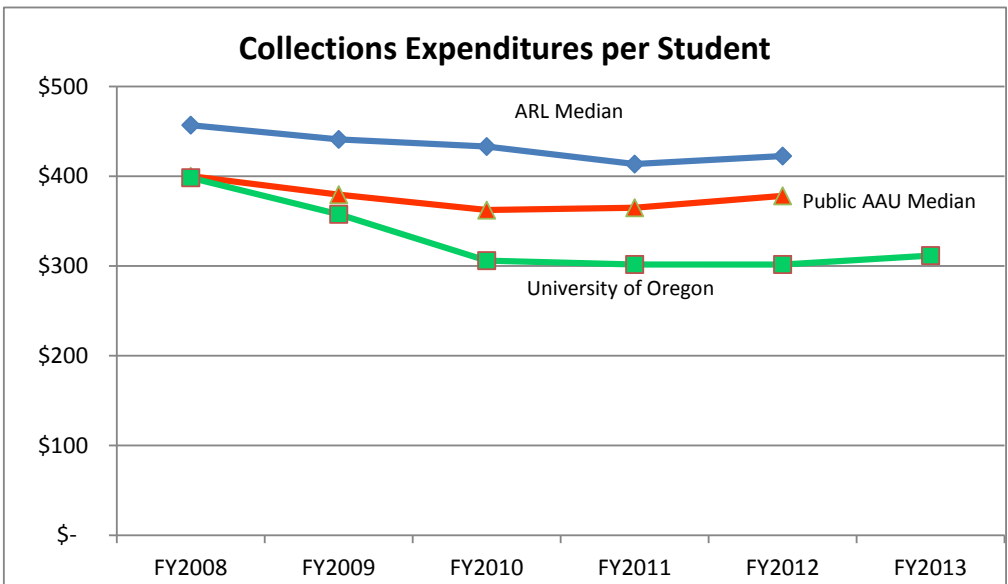
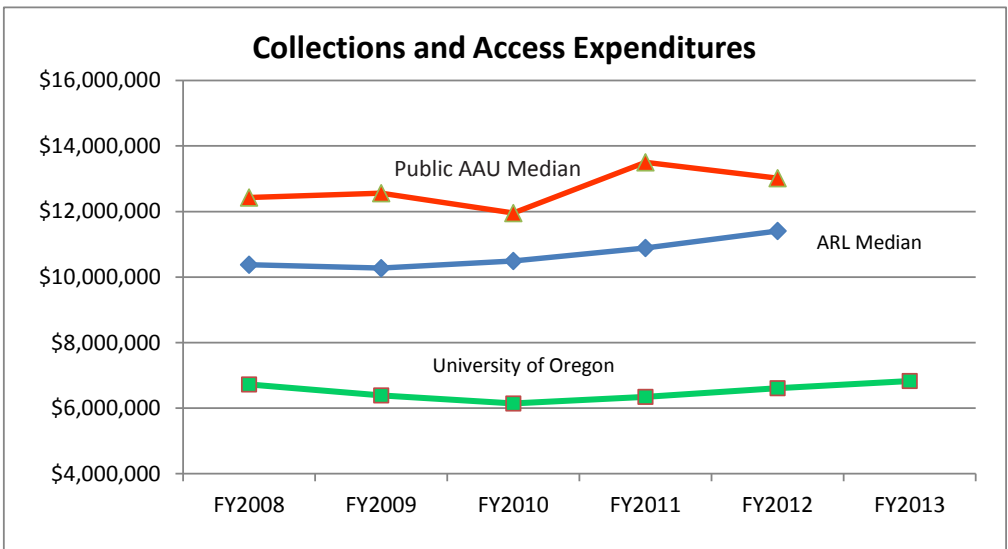
Categories of Expenditures



Personnel-related expenses, including benefits and professional development, account for 60% of total expenditures. Collections and access to electronic resources account for a combined 31% of the total. Supplies and technology account for the remaining 9%.

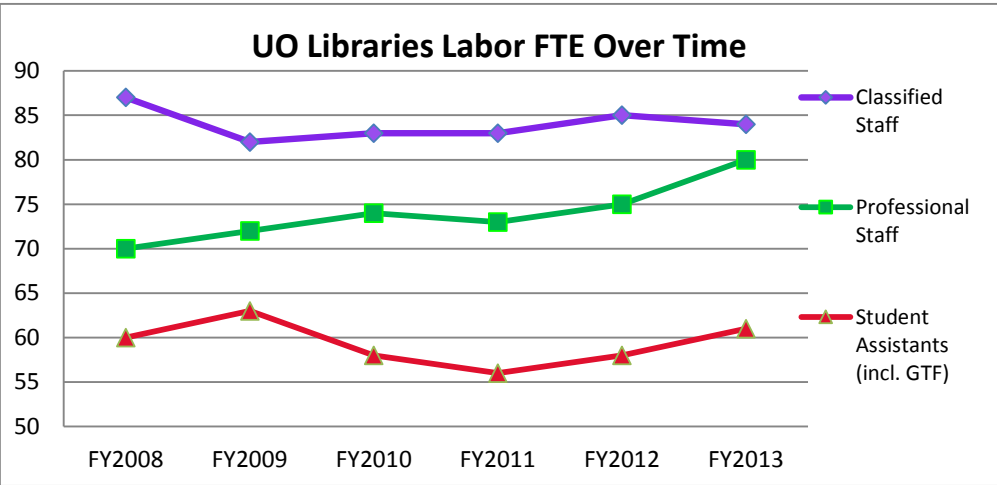
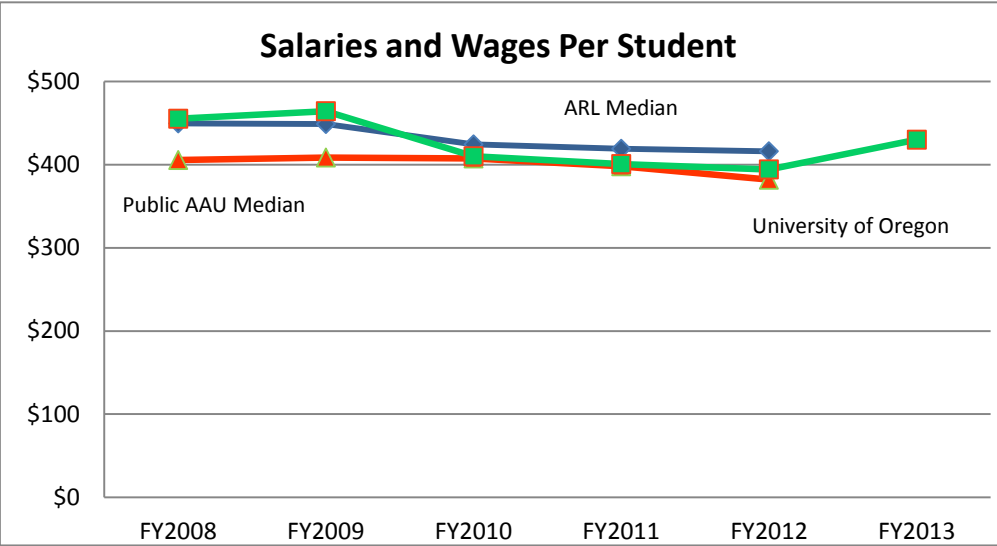
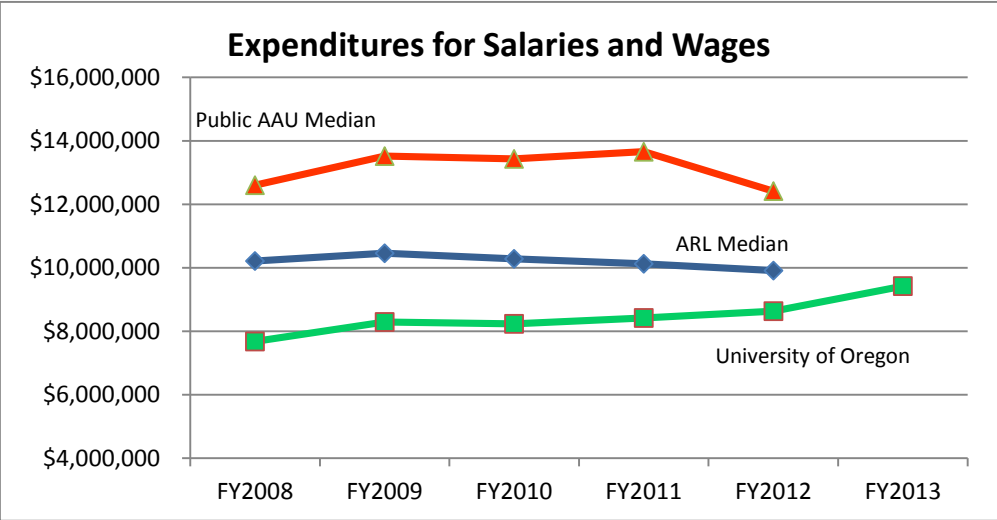
Five Year Expenditure Trend	FY08	FY13	Change
Unclassified staff	\$3,741,606	\$4,739,022	26.7%
Classified staff	\$2,888,147	\$3,352,437	16.1%
Student employees	\$830,218	\$1,113,153	34.1%
Other payroll expense	\$3,614,237	\$4,784,426	32.4%
Technology	\$933,162	\$1,104,371	18.3%
Supplies, services & facilities	\$645,571	\$1,261,362	95.4%
Travel, staff development	\$172,570	\$251,202	45.6%
Collection purchases	\$3,545,964	\$2,906,326	-18.0%
Access to content	\$3,282,121	\$4,563,308	39.0%
Total expenditures:	\$19,653,596	\$24,075,607	22.5%

Expenditures for licensed electronic information sources have grown rapidly over the last five years as we have shifted resources away from purchasing print. We have made strategic investments in staff development and in facilities in the last year.

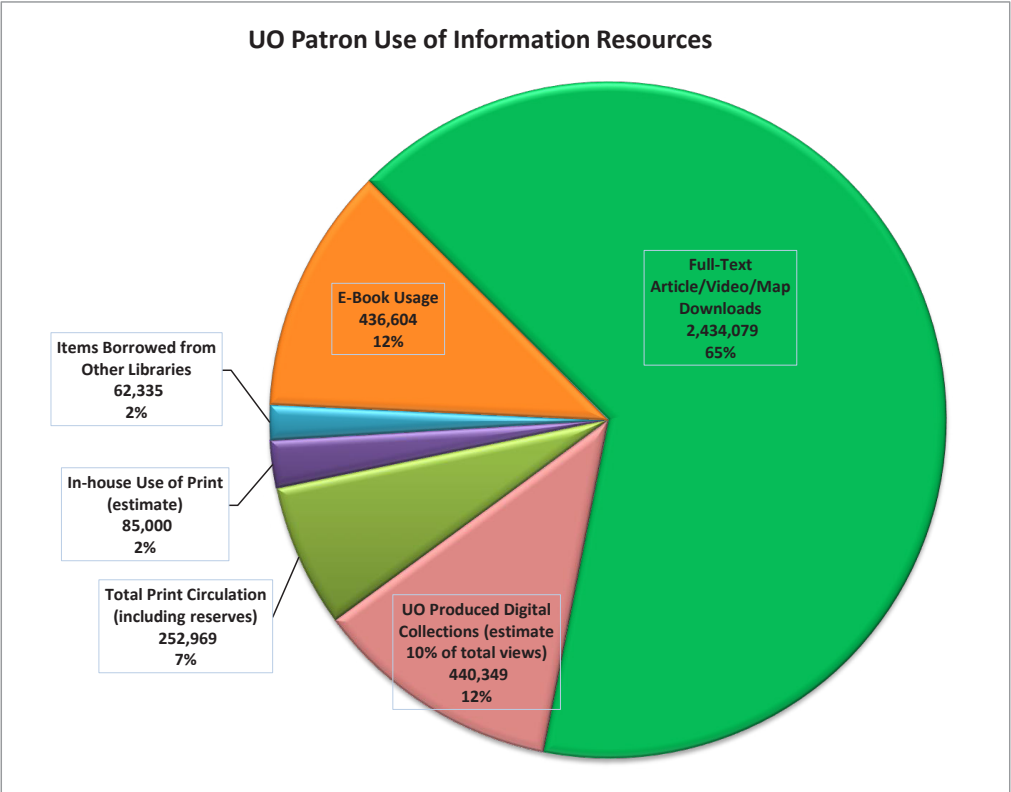


This reflects the trend over the last several years, especially at the UO, of growing enrollments paired with relatively flat library collections budgets. Overall, library budgets are improving slightly and enrollment growth is slowing.

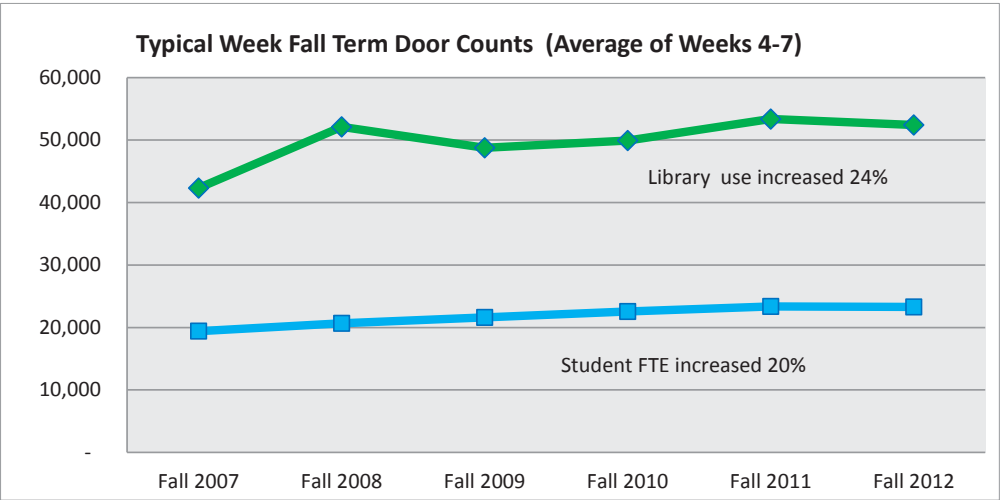
The following page reflects the increase in library staffing from the campus Academic Technology reorganization.





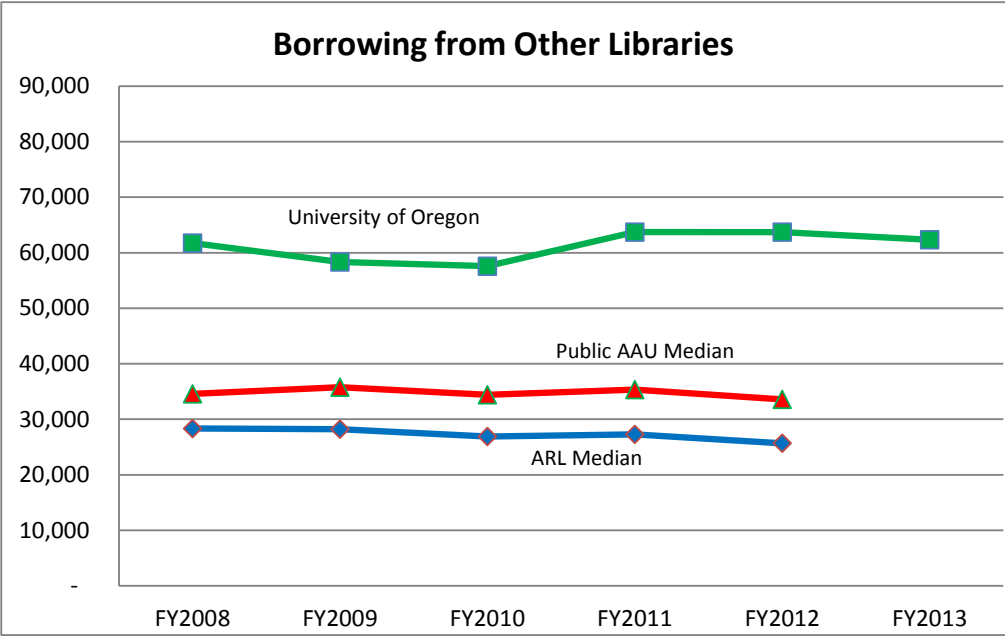


A total of 89% of the use of library-provided content is in electronic format, a trend that is increasing gradually every year. Nevertheless library building use is still high and the increase is greater than what would be expected just from increased enrollment.

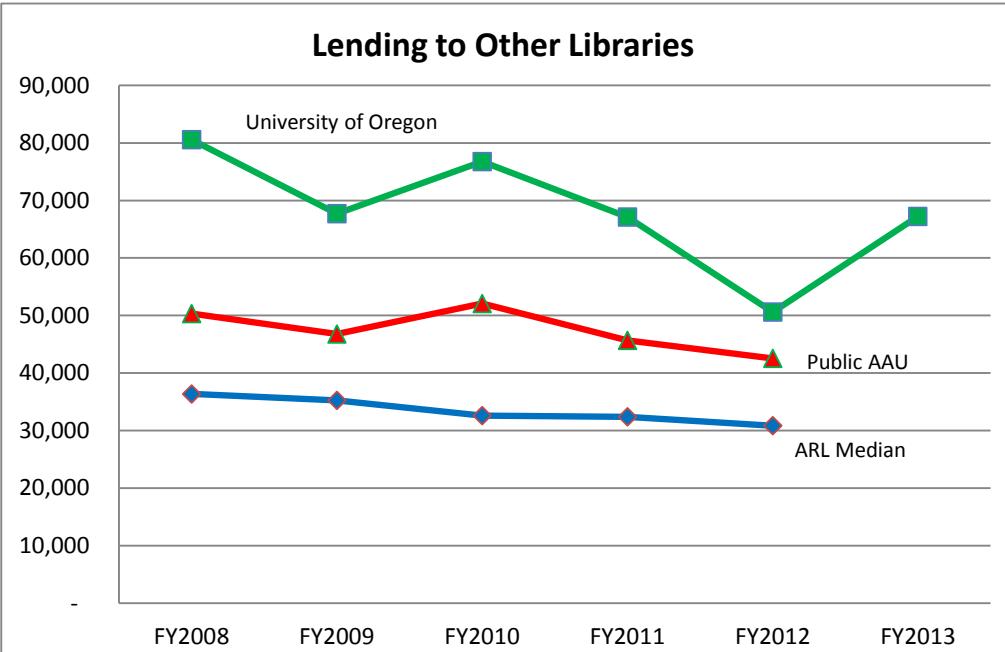


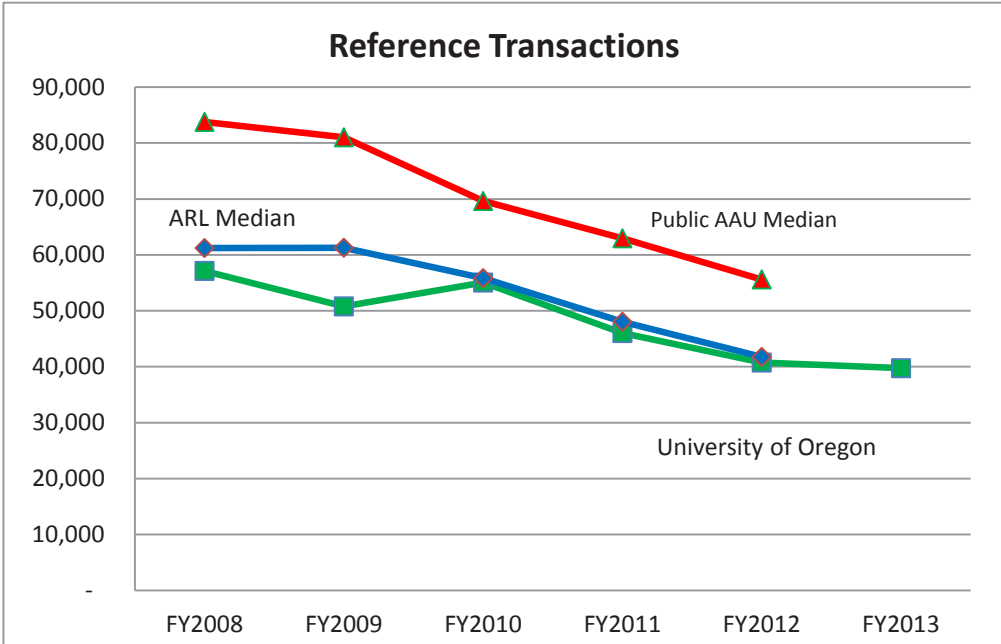


Collections and Services	One-year change	Percent Change
Titles held (various formats)	2,129,406	3.3%
Volumes held (including 285,341 ebooks)	3,231,345	2.9%
Orbis Cascade Alliance titles	9.2 million	<i>n/a</i>
Orbis Cascade Alliance items	28.7 million	<i>n/a</i>
Door count - typical week Fall Term 2012	52,398	-1.8 %
Initial circulation (excluding reserves)	158,786	-11.5%
Reserves circulation	48,442	-4.1%
Total circulation (includes reserves and renewals)	252,969	-7.8 %
Items borrowed <i>from other libraries</i>	62,335	-2.2%
Items loaned <i>to other libraries</i> (change in Summit algorithm)	67,230	32.9%
Full-text articles/videos/maps retrieved from licensed resources	2,434,079	2.8 %
Full-text e-books retrieved (some growth is from better counting)	436,604	196.7%
Virtual visits to library website (libweb)	1,377,372	-4.7%
Number of items in local digital collections (increased newspapers)	718,965	50.5%
Item views in local digital collections (increase from newspapers)	4,403,488	49.7%
Reference questions answered - total	39,750	-2.4%
In person or by telephone	25,185	-11.3%
Virtual (e-mail, chat)	14,565	18.0%
Classroom instruction, presentations	11,478	5.9%
Classroom instruction, participants	16,420	-1.4%

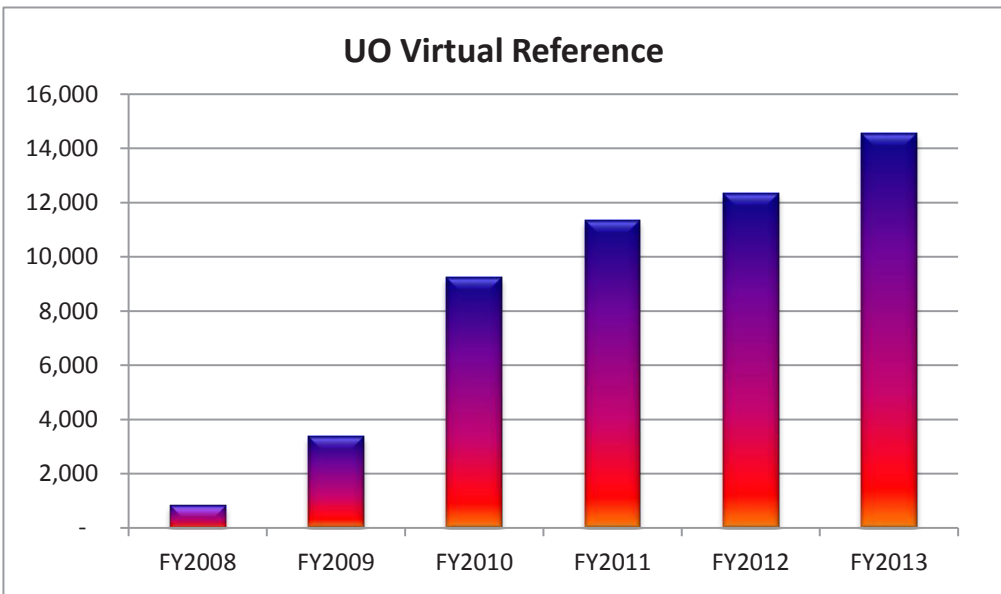


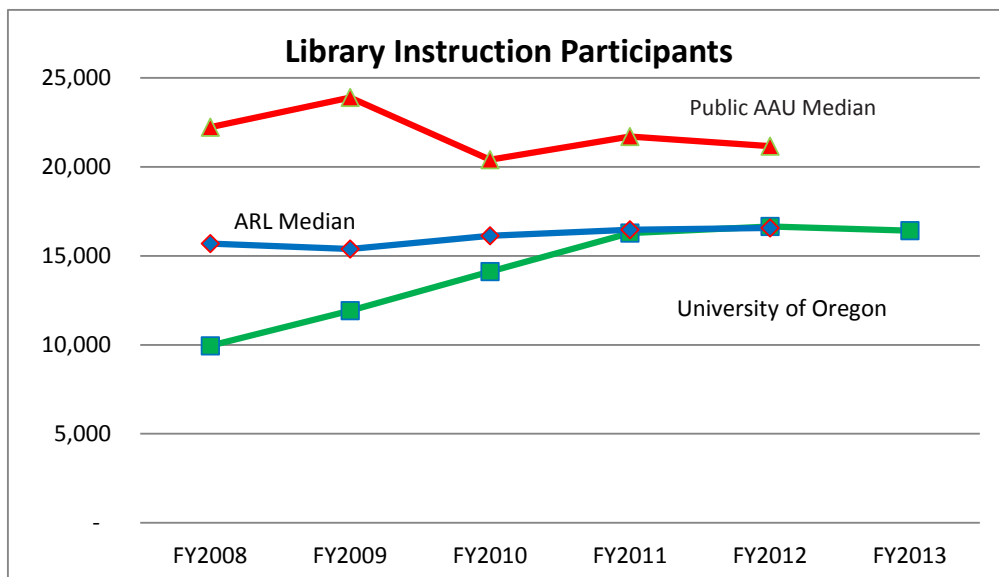
Resource sharing is a signature service of the UO Libraries; borrowing and lending are both significantly higher than would be expected for an institution our size. The lending rate is influenced by the Orbis Cascade Alliance “Summit” algorithm for selecting a lender among multiple libraries that hold an item. This explains the variability in the UO lending rate.



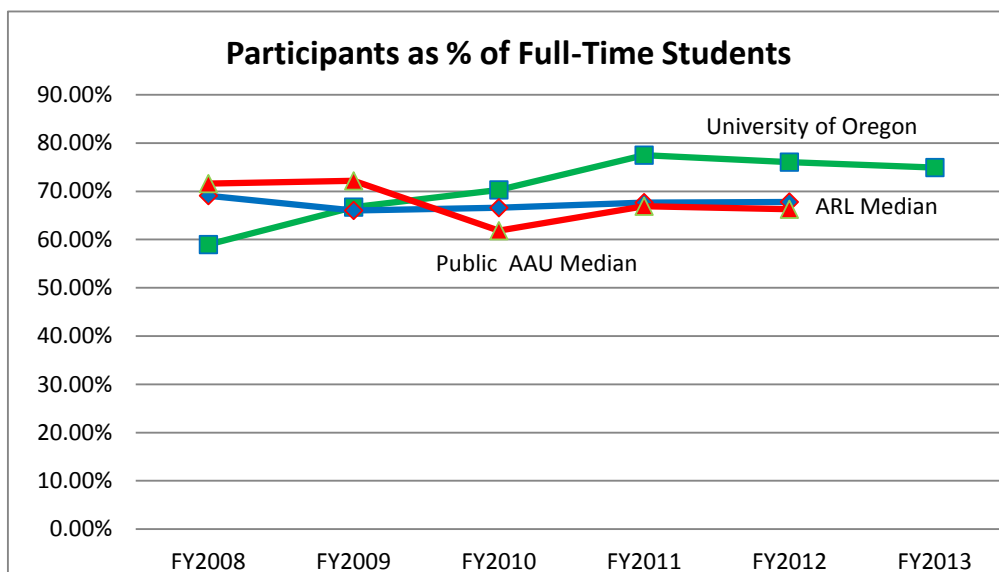


Although the total number of reference transactions (one-on-one instruction) continues to decline both locally and nationally, most of the decline is with in-person visits. Virtual interactions via the web, chat, and e-mail have increased significantly.





The library's involvement in UO first-year programs, campus partnerships, and credit classes demonstrates a diversified instruction program that has grown with campus enrollment.



Assessment: Learning From and About Library Users

Website Usability

Objective: Continue to assess the usability and impact of updates to the library website that were based on findings from earlier usability testing during Spring Term, 2012.

Methodology: One-on-one, task-based usability testing of the redesigned library homepage. Feedback was collected by recording participant comments as tasks were completed and via a one-on-one debrief at the end of each study.

Featured Changes Implemented Based on Findings:

- Enable users to construct complex searches from library homepage
- Increase visibility of online databases and format-specific search tools
- Organize resources by audience - targeting their specific interests and needs
- Implement how-to and resource features to assist users with high priority tasks
- Increase visibility of library hours
- Simplify high use pages such as Blackboard help, off-campus access, computers and technology

Grad Connect

Objective: To understand the graduate student user experience with UO Libraries and the support the libraries provide them in their roles as students, researchers and teachers.

Methodology:

- Eugene and Portland Libraries (on separate days, January/February 2013): 2.5 hour Non-Traditional Focus Groups with 64 graduate students using story-telling, graphic facilitation and brainstorming
- Oregon Institute of Marine Biology (January 2013): 1.5 hour Roundtable Focus Group in Charleston with 4 graduate students
- Extensive group debriefing and review of qualitative data

Key Themes that emerged - “Aspirations & Wish-fors”:

Better Website and Discovery Tools	More Access to Technology
Better Collections and Resources	More Building Access and Hours
More Help and Orientation	More and Better Study Space
More Relaxation Space	Better Campus Environment

Action Items and Accomplishments (partial list):

- Changes to website, discovery system, and learning management system
- Incremental improvements to “Find Text” and linking to e-resources
- Electronic delivery of journal articles and book chapters to grad students
- Process review to shorten delivery time in sending collections to Portland and Charleston
- Purchase of two additional book-eye scanners and laptop lock boxes
- Examination of library hours, loan periods and policies, and recall policies
- 24/7 access to the Portland computer classroom
- Further examination of technology needs and instruction/orientation needs
- More collaboration with the Graduate School to shape services

Academic Technology Support

Learning Management System

The Blackboard learning management system (LMS) has been used at the UO since 1999 to provide online course materials such as the syllabus, course readings, and grade information. The learning management system is also used for online class discussions and homework submissions. Several fully online courses at the UO are conducted using Blackboard. It is one of the most heavily used web services on campus. Nearly all of our students are enrolled in at least one active credit-bearing course site each term.

Academic Year 2012-2013	Fall 2012	Winter 2013	Spring 2013	Summer 2013	Total AY2013
Courses	2,231	2,210	5,887	2,180	12,508
Course Users	24,268	22,921	22,187	8,677	78,053
Course Instructors	2,154	2,140	2,103	746	7,143
Course Users Actually Enrolled	23,206	21,824	21,023	7,844	73,897
Course Enrollments	103,082	80,412	78,075	20,164	281,733

Broadcasting, Video Production, and Distance Education

Broadcasting and Video Production

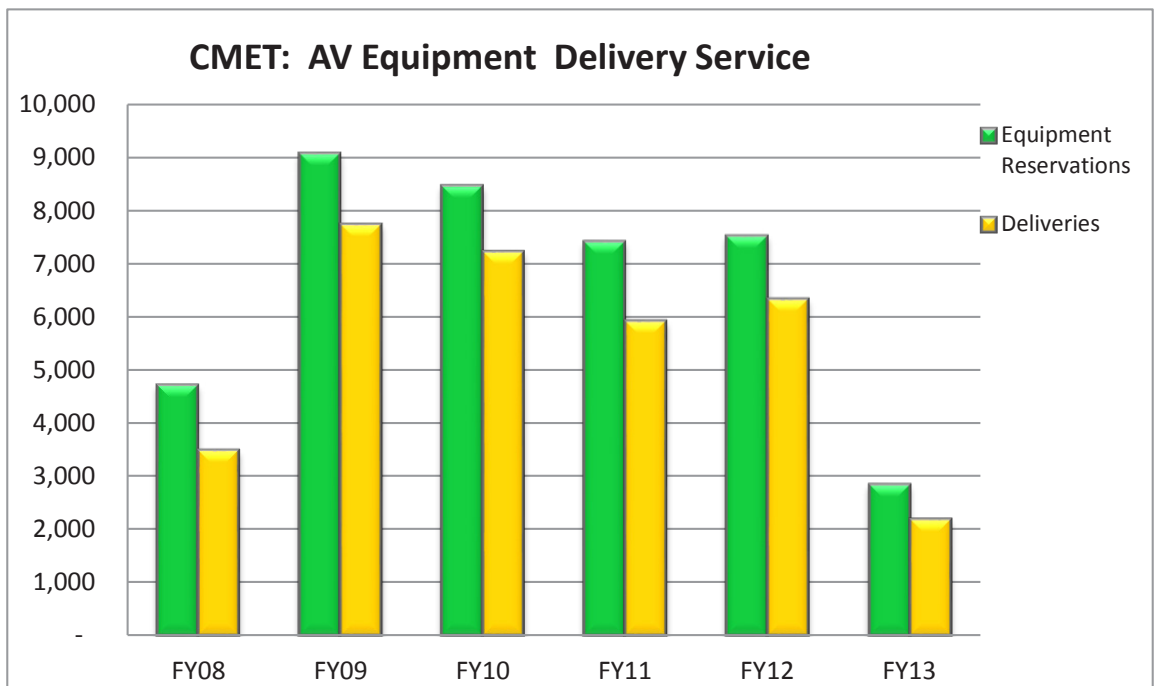
The UO Libraries Center for Media and Educational Technologies (CMET) offers professional video production and distribution services to the University of Oregon community, state agencies, and non-profit organizations. Facilities include two broadcast studios, single-camera and multi-camera field production units, a computerized video editing suite, digital video effects, complete audio mixing and processing, sophisticated computer graphic arts, and a video duplication facility. Broadcasting and distribution options include internet streaming and up-linking via microwave or satellite.

Video Conference Courses, Distance Education, Streaming Media and Podcasts

CMET also originates and receives synchronous (live) distance education courses and guest lectures offered at the UO's main and branch campuses and partner sites worldwide. CMET can produce live webcasts (capturing and transmission of live courses and events) in Windows Media, RealMedia, Quicktime and MPEG formats as well as convert traditional video to almost any digital format including CD-ROM and DVD.

CMET Classroom Technologies - Equipment Delivery Services

The UO Libraries Center for Media and Educational Technologies (CMET) provides classroom design and equipment distribution services to support the instructional technology needs of the university community. CMET staff will design and engineer classroom technology solutions to support a wide range of teaching styles and presentation requirements, consult with faculty members and departments on technology purchases, and maintain and repair installations throughout the UO campus. CMET installs and maintains equipment in over 180 general pool and jointly controlled classrooms. Where this is not possible or otherwise funded, equipment is reserved and delivered for both regularly scheduled courses and ad hoc academic use. CMET's classroom technology delivery service responded to a dramatic increase in demand for the delivery of portable equipment in FY2008-2009. This demand gradually declined as an increasing number of classrooms were equipped with permanently installed instructional technology. During this past year the laptop loan service to faculty was discontinued by the library and picked up, in part, by the College of Arts and Sciences' IT services.



(Note: Deliveries can include more than one piece of equipment.)

Library Systems and Campus Computer Labs

The Library Systems Department supports information technology used throughout the UO Libraries, both by library staff and library patrons. The ten members of the department maintain computer hardware and software for approximately 500 computers and laptops used in the libraries and computer labs, more than 350 staff computers, and computers used in library classrooms. Library Systems staff also manage the computer help desks in the Knight Library Learning Commons and three campus computer labs: McKenzie, Klamath, and the EMU Lab.

Department staff maintain and support a large suite of servers, including Web servers; staff application and file servers; digital data storage servers; the library’s integrated library system used for the library catalog; application servers for finding and linking to journal articles (OneSearch and FindText); and Pharos, the campus pay for print system.

TECHNOLOGY:		one year % change
Public computers in libraries and labs (including classrooms)	497	38.4%*
Laptops available for student checkout (limited to Science Library)	10	-50.0%
Virtual visits to library website (libweb)	1,377,372	-4.7%
Searches in the library catalog (based on sampling)	291,302	-5.1%
Number of items in local digital collections (increased newspapers)	718,965	50.5%
Item views in local digital collections (increase from newspapers)	4,403,488	49.7%
Library catalog, public interface: WorldCat Local (OCLC, Inc.)		
Library catalog, technical platform: Millennium (Innovative Interfaces, Inc.)		
<i>*academic technology reorganization added campus computer labs</i>		



University of Oregon Libraries





YE SHALL KNOW
THE TRUTH



UNIVERSITY OF OREGON LIBRARIES

- Architecture and Allied Arts Library
- Global Scholars Hall Library Commons
- John E. Jaqua Law Library
- Knight Library (main library)
 - Center for Media and Educational Technologies
 - Digital Scholarship Center
 - Network Startup Resource Center
 - Special Collections and University Archives
- Mathematics Library
- Rippey Library, Oregon Institute of Marine Biology
- Science Library
- UO Portland Library and Learning Commons



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