



Statistical Abstract

Fiscal Year 2013–2014



UNIVERSITY OF
OREGON

Libraries



Statistical Abstract

Fiscal Year 2013–2014

UO Libraries Assessment Team

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University of Oregon Libraries

Architecture and Allied Arts Library

Global Scholars Hall Library Commons

John E. Jaqua Law Library

Knight 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

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 Statement

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.

Strategic Directions

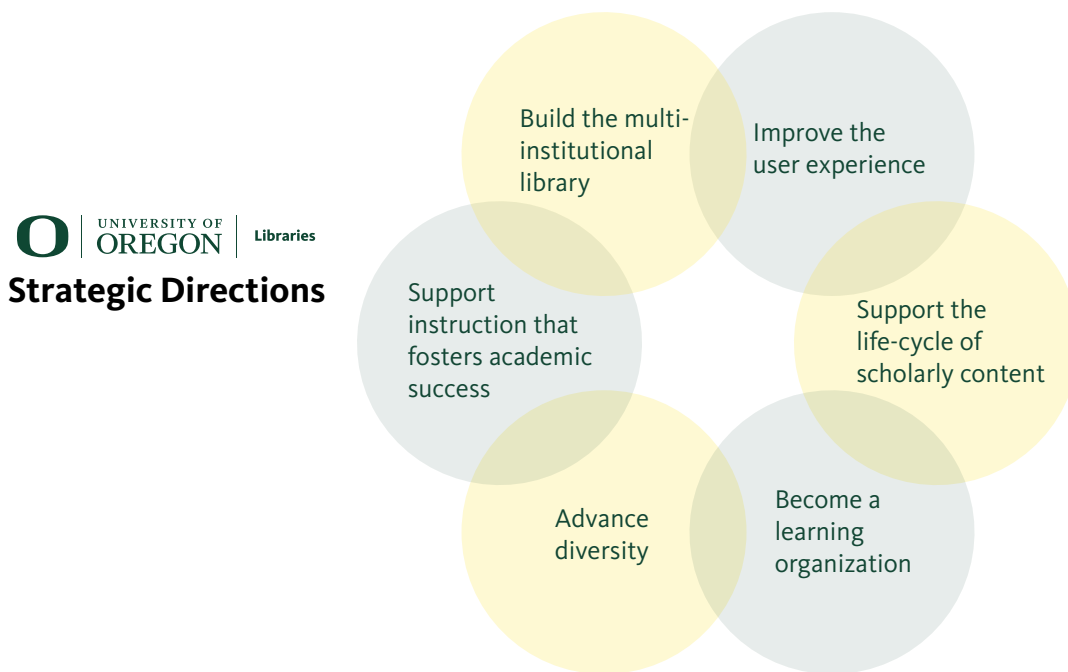


Fig. 1 Strategic Directions

Trends and Highlights

- Deborah Carver, Philip H. Knight Dean of Libraries retired April 30, 2014.
- Andrew Bonamici, Associate Dean for Media and Instructional Services, and Mark R. Watson, Associate Dean for Research Services, were appointed interim co-deans on May 1 and served in this role until the new permanent dean of libraries, Adriene Lim, started her appointment on July 28, 2014.



Former Dean
Deborah Carver



Interim Co-Dean
Andrew Bonamici



Interim Co-Dean
Mark Watson



Incoming Dean
Adriene Lim

- Prepared for and began the implementation of the Ex Libris shared Integrated Library System.
- Conducted extensive evaluation of possible Learning Management Systems.
- Began migration to a new Digital Asset Management System for digital cultural objects.
- Administered the LibQual+ service quality survey.

Library Development

Thanks to the generous support of nearly 1,800 donors, the library raised more than \$3 million in gifts and pledges during the fiscal year 2013–14. The UO Libraries' current endowment totals over \$26 million as of June 30, 2014. Major highlights for the year include:

- Received \$1 million—from siblings Dan Giustina, Gennifer Giustina, Gregory Giustina, Nicholas Giustina, and Thomas Giustina—to enable the purchase of the Ken Kesey papers, keeping this precious archive in Oregon.
- Received \$100,000 from the Laughton Family to create an endowment to process and preserve the Kesey archive.
- Created the Doris Scharpf Library Student Employee Endowment with an anonymous gift of over \$200,000. This will enable the library to hire additional student workers, giving them valuable hands-on experience.
- In addition, \$100,000 was pledged to establish the Barbara B. and Milton C. Sparks Student Employee Endowment Fund.
- Received an addition of over \$144,000 to the Proctor Library Endowment.
- Continued fundraising for the Allan Price Science Commons and Research Library and raised over \$100,000 for the Deb Carver Classroom to be included in the project.

Sources of Funds

Sources of Expendable Funds

Total \$ 27,751,736

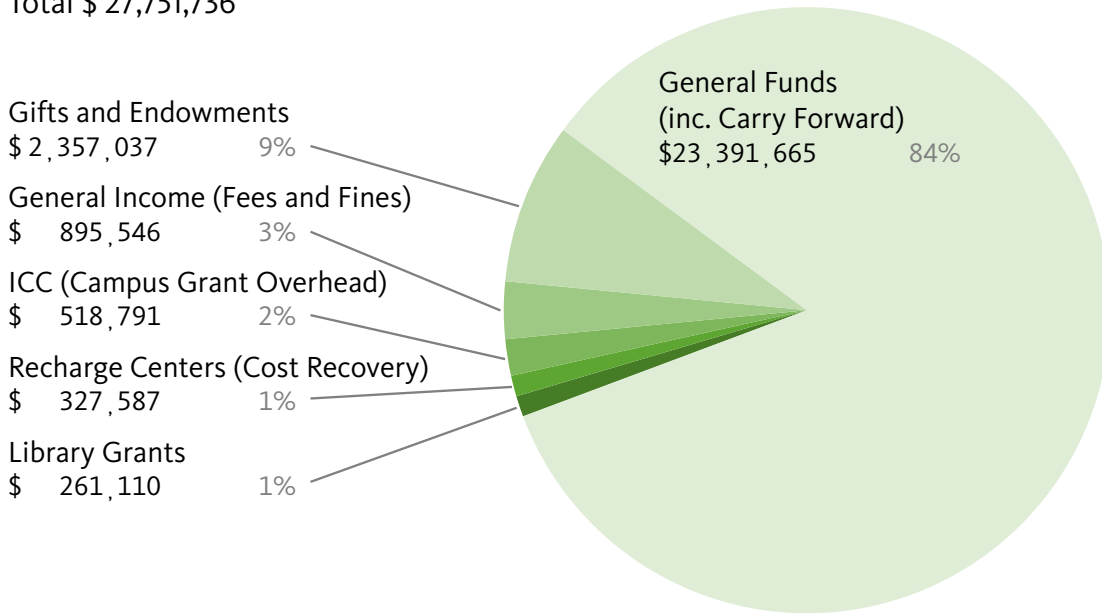
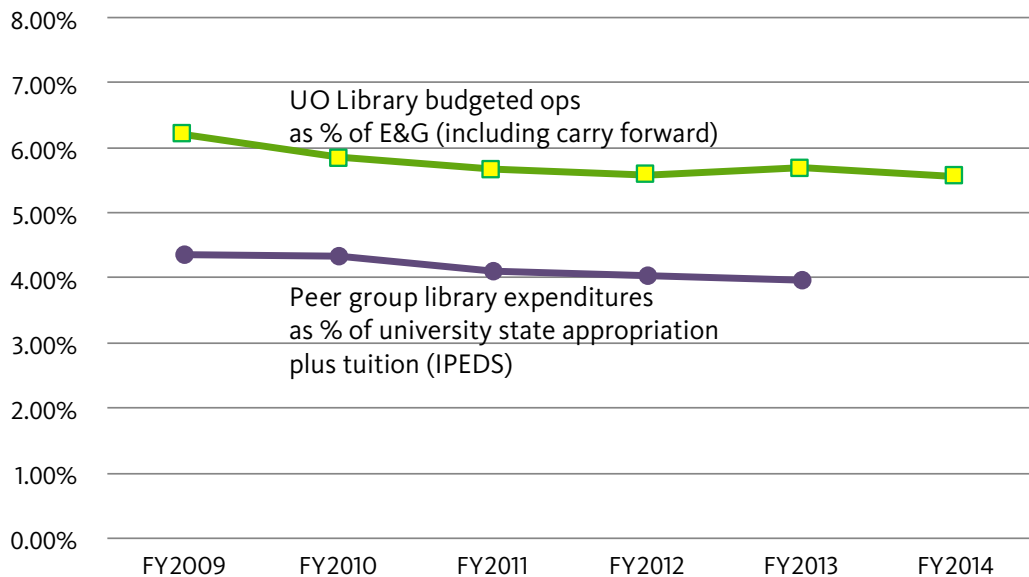


Fig. 2 Sources of Expendable Funds

Library Budget as Percentage of University Budget



Note: The UO Libraries budget includes the learning management system and classroom technology support, which is atypical.

Fig. 3 Library Budget as Percentage of University Budget

ARL Investment Index Ranking

ARL Investment Index Ranking

	FY13		Prev.
Michigan	5		5
California, Berkeley	7	▼	6
Pennsylvania State	9	▼	8
California, Los Angeles	11		11
Texas	12	▲	15
Illinois, Urbana	14	▼	12
Ohio State	15	▲	17
Washington	16	▲	21
Texas A&M	19	▲	27
North Carolina	20	▲	22
Minnesota	23	▼	20
Wisconsin	26	▼	25
Rutgers	28	▼	30
Indiana	31	▼	29
Pittsburgh	33	▲	34
Virginia	34	▼	32
Iowa (Median)	36	▼	35
Michigan State	37	▲	37
Arizona	39	▲	40
Florida	40	▲	42
Maryland	49	▼	39
California, San Diego	51	▼	48
Purdue	54	▲	63
Kansas	66	▼	65
Iowa State	69	▲	81
Colorado	73		73
Suny-Buffalo	84	▼	80
California, Irvine	85	▲	87
California, Davis	87	▲	88
Missouri	88	▲	93
Oregon	91	▲	99
California, Santa Barbara	102	▼	101
Suny-Stony Brook	104	▼	103
Georgia Tech	106	▲	108

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

- Total library expenditures
- Salaries and wages for professional staff
- Info. 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.

Fig. 4 ARL Investment Index Ranking

Expenditure Details

Total ARL-Reported Library Expenditures

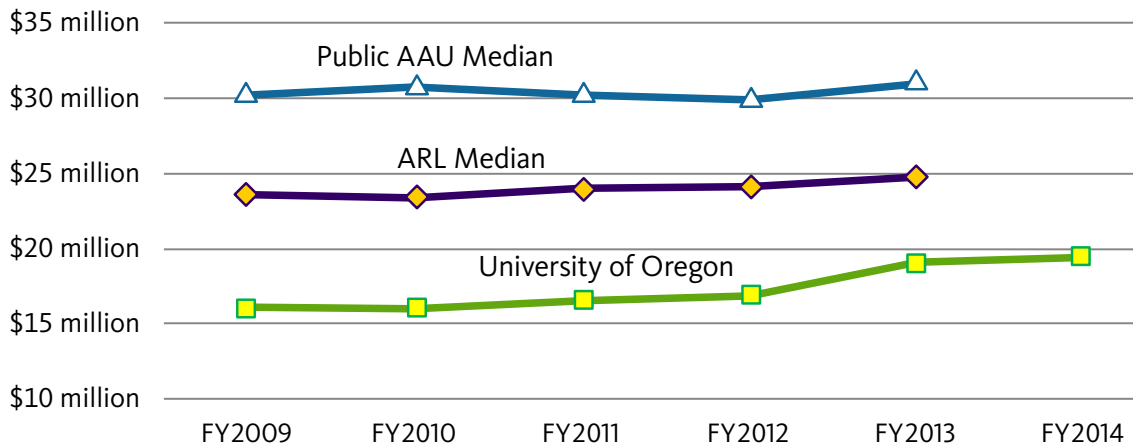


Fig. 5 Total ARL-Reported Expenditures

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 two years reflects the reorganization of Academic Technology, bringing more staff into the libraries.

Library Expenditure Per Full-Time Student

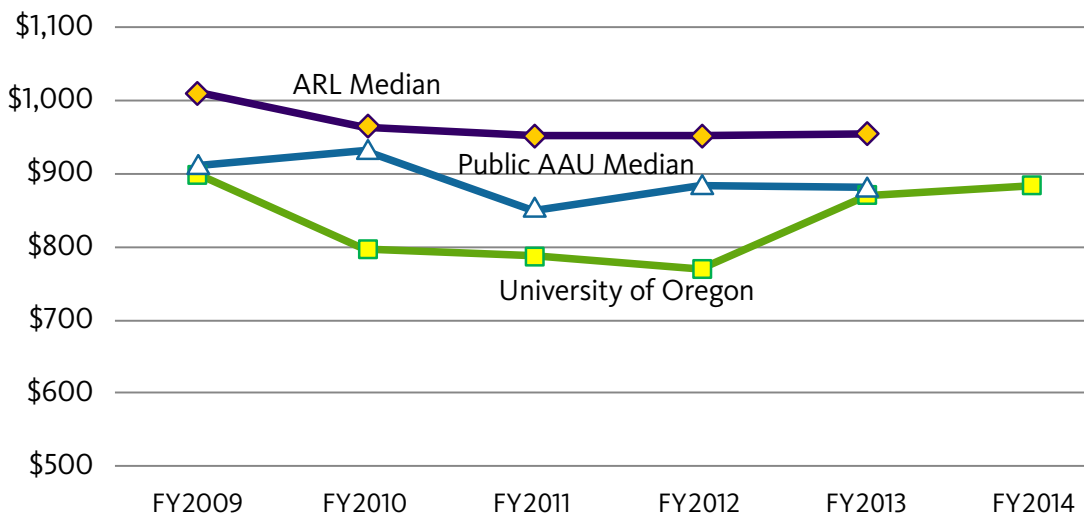


Fig. 6 Library Expenditure Per Full-Time Student

Library Expenditures

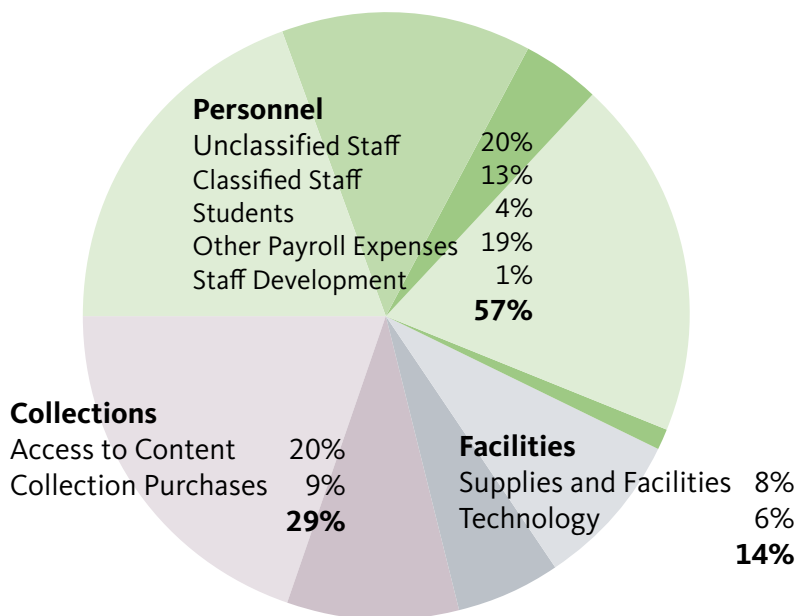


Fig. 7 Library Expenditures

Personnel-related expenses, including benefits and professional development, account for 57% of total expenditures. Collections and access to electronic resources account for a combined 29% of the total. Supplies and technology account for the remaining 14%. Technology expenditures now include campus computer labs as well as classroom educational technology.

Five Year Expenditure Trend

	FY09 in \$	FY14 in \$	% Change
Unclassified Staff	4,157,964	5,111,225	22.9 ▲
Classified Staff	3,080,170	3,495,396	13.5 ▲
Students	905,791	1,119,420	23.6 ▲
Other Payroll Expenses	4,042,573	5,009,065	23.9 ▲
Technology	752,866	1,454,918	93.3 ▲
Supplies, Services & Facilities	637,192	2,155,024	238.2 ▲
Travel & Staff Development	146,091	244,724	67.5 ▲
Collection Purchases	3,172,377	2,414,270	-23.9 ▼
Access to Content	3,281,537	5,133,216	56.4 ▲
Total	20,176,561	26,137,258	29.5 ▲

Fig. 8 Five Year Expenditure Trend

Collections and Access Expenditures

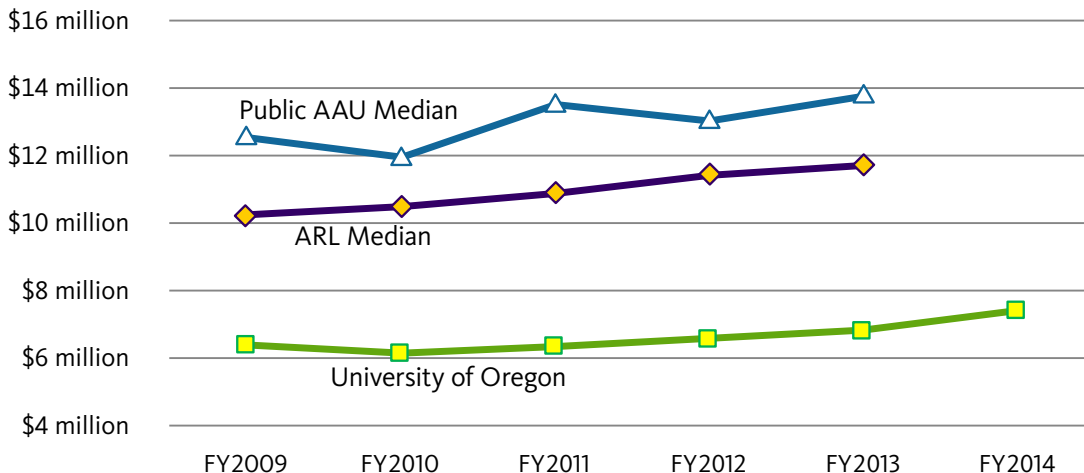


Fig. 9 Collections and Access Expenditures

Collections needs are driven more by the scope of the programs, particularly graduate programs that we support. There are some incremental costs, especially for licensed resources, that are impacted by student FTE.

Collections Expenditures Per Student

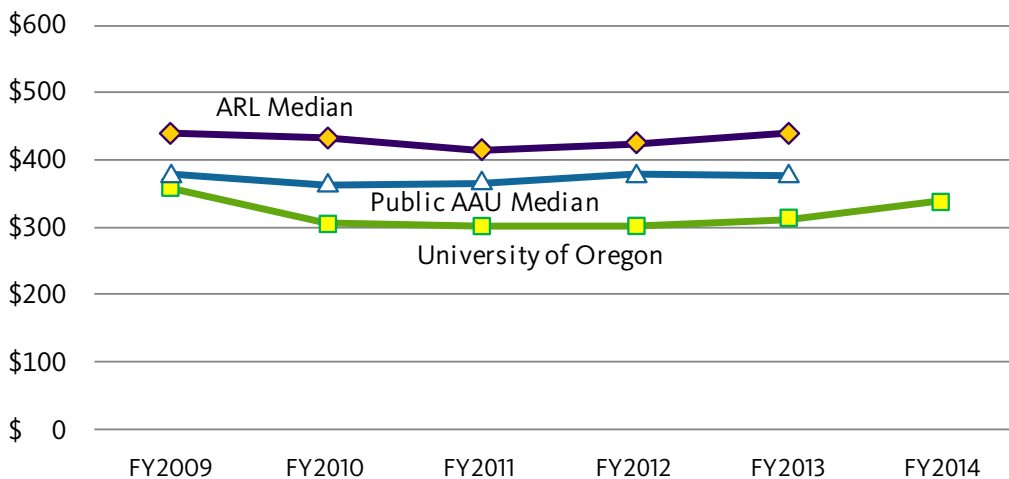


Fig. 10 Collections Expenditures Per Student

Expenditures for Salaries and Wages

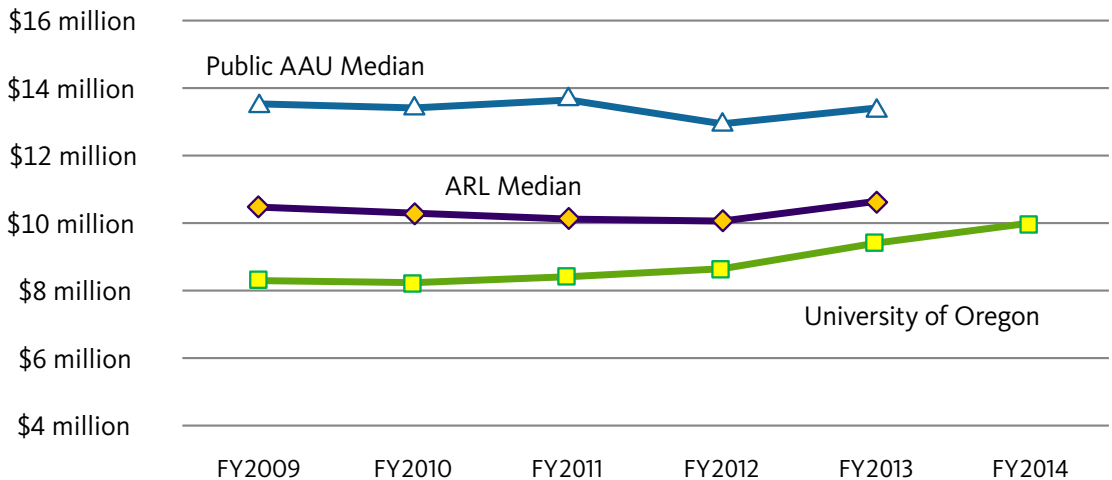


Fig. 11 Expenditures for Salaries and Wages

Expenditures for salaries and wages for the UO Libraries includes a broader scope of services than is normally found with our comparator institutions, including campus classroom technology, computer labs (added in 2013), and learning management system.

Salaries and Wages Per Student

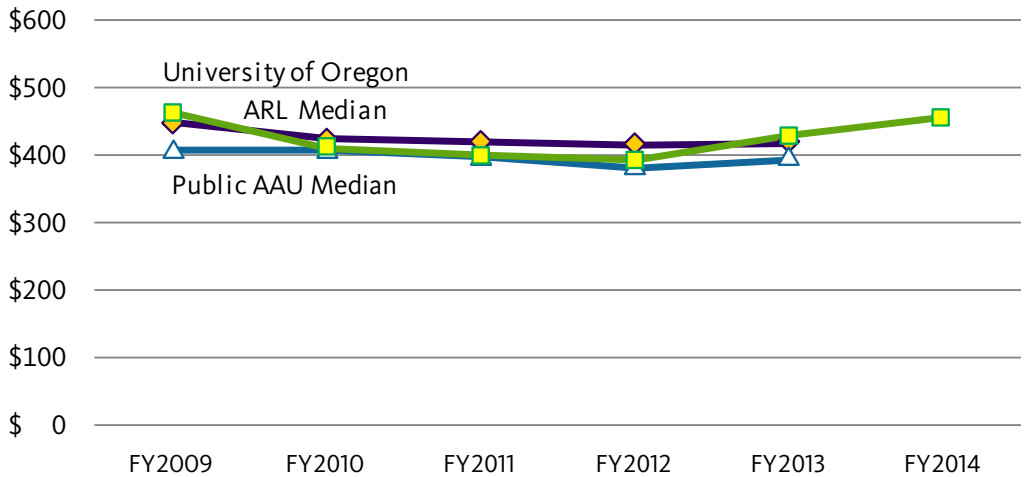


Fig. 12 Salaries and Wages Per Student

UO Libraries Labor FTE

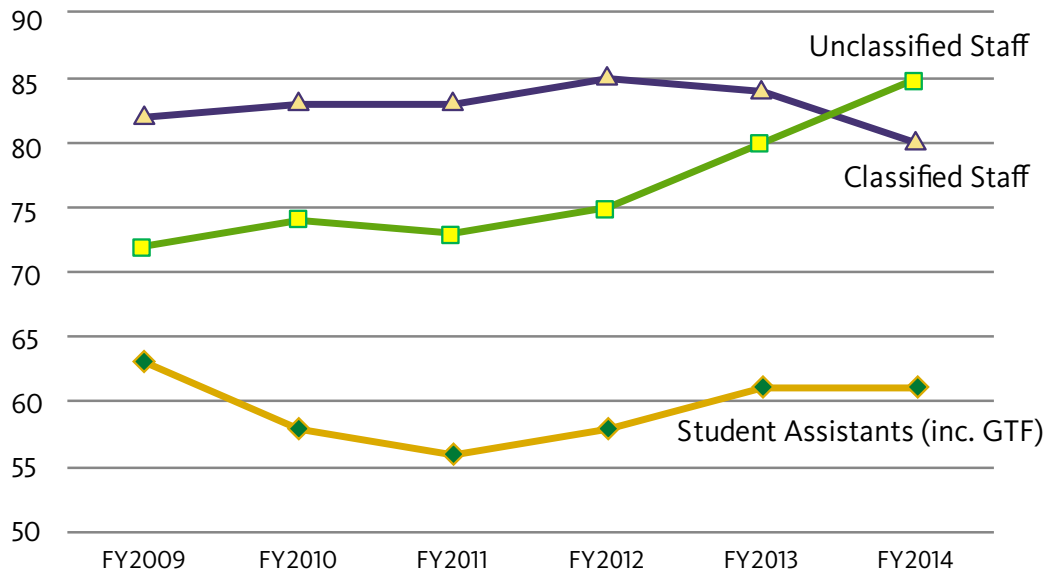


Fig. 13 UO Libraries Labor FTE

This reflects changes to the makeup of the libraries' staff, in particular the addition of staff related to the academic technology organizational change in 2013. This also demonstrates the changing nature of the work in libraries with a greater need for professional expertise.

Use of Library Collections and Services

Patron Use of Information Resources

Electronic Format

Full-Text Article/Video/Map Downloads	\$ 2,001,976	59%
E-Book Downloads	\$ 642,068	19%
UO-produced Digital Collections (est. UO use)	\$ 370,000	11%
	\$ 3,014,044	89%

Print Format

Print Circulation (inc. reserves)	\$ 230,228	7%
In-house Use of Print	\$ 85,000	2%
Items Borrowed from Other Libraries	\$ 59,165	2%
	\$ 374,393	11%

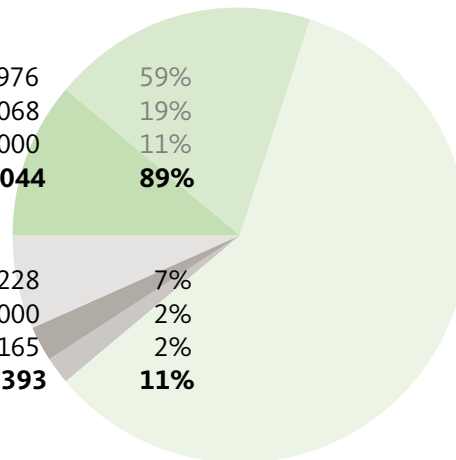


Fig. 14 Patron Use of Information Resources

A total of 89% of the use of library-provided content is in electronic format, a number that has stabilized over the last two to three years. Door counts are falling slightly, perhaps a reflection of new campus buildings with more study space.

Door Count — Typical Week in Fall Term

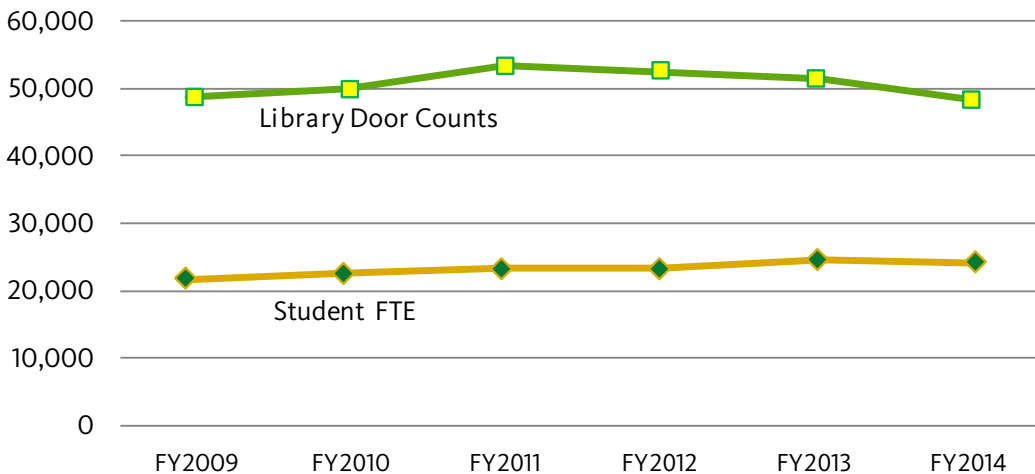


Fig. 15 Door Count

Collections and Services

	FY13 Change	% Change
Titles Held (various formats)	2,145,929 ▲	0.8
Volumes held (including 285,341 ebooks)	3,245,882 ▲	0.4
Orbis Cascade Alliance titles	9 million	N/A
Orbis Cascade Alliance items	29 million	N/A
Door count - typical week Fall Term 2013	51,382 ▼	-1.9
Initial circulation (excluding reserves)	140,724 ▼	-11.4
Reserves circulation	45,624 ▼	-5.8
Total circulation (includes reserves and renewals)	230,228 ▼	-9.0
Items borrowed from other libraries	59,165 ▼	-5.1
Items loaned to other libraries (change in Summit algorithm)	66,526 ▼	-1.0
Full-text articles/videos/maps retrieved from licensed resources	2,001,976 ▲	0.2
Full-text e-books retrieved (some due to better accountability)	642,068 ▲	47.1
Virtual visits to library website (library.uoregon.edu)	2,454,379 ▲	15.6
Number of items in local digital collections (increased newspapers)	832,915 ▲	15.9
Item views in local digital collections (increase from newspapers)	5,059,591 ▲	14.9
Reference questions answered total	38,963 ▼	-2.0
In person or by telephone	24,374 ▼	-3.2
Virtual (e-mail, chat)	14,589 ▲	0.2
Classroom instruction, presentations	845 ▼	-26.4
Classroom instruction, participants (50% in group tours)	22,070 ▼	34.4

Fig. 16 Collections and Services

Borrowing from Other Libraries

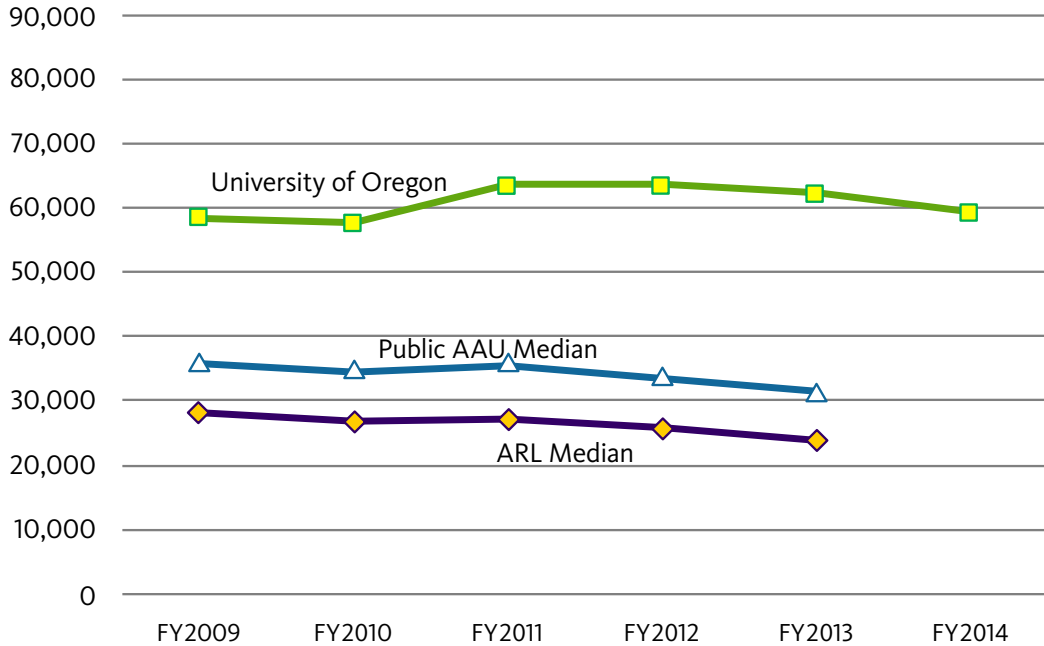


Fig. 17 Borrowing from Other Libraries

Resource sharing is a signature service of the UO Libraries reflecting our commitment to building the multi-institutional library. The lending rate is influenced by the Orbis Cascade Alliance algorithm for selecting a lender among multiple libraries that hold an item. This explains the variations in UO lending.

Lending to Other Libraries

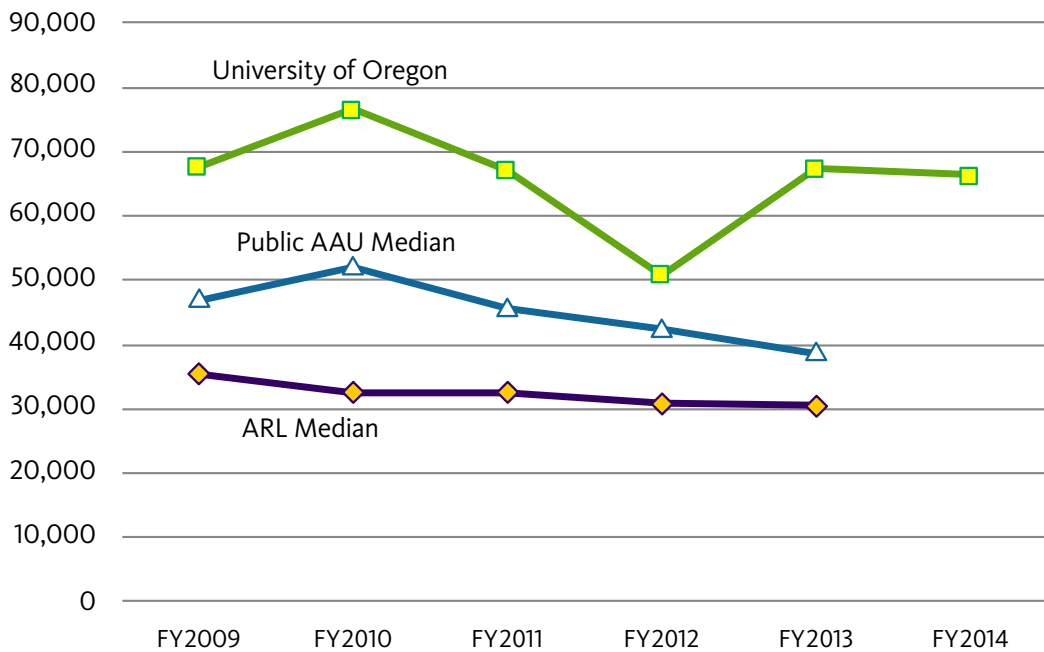


Fig. 18 Lending to Other Libraries

Reference Transactions

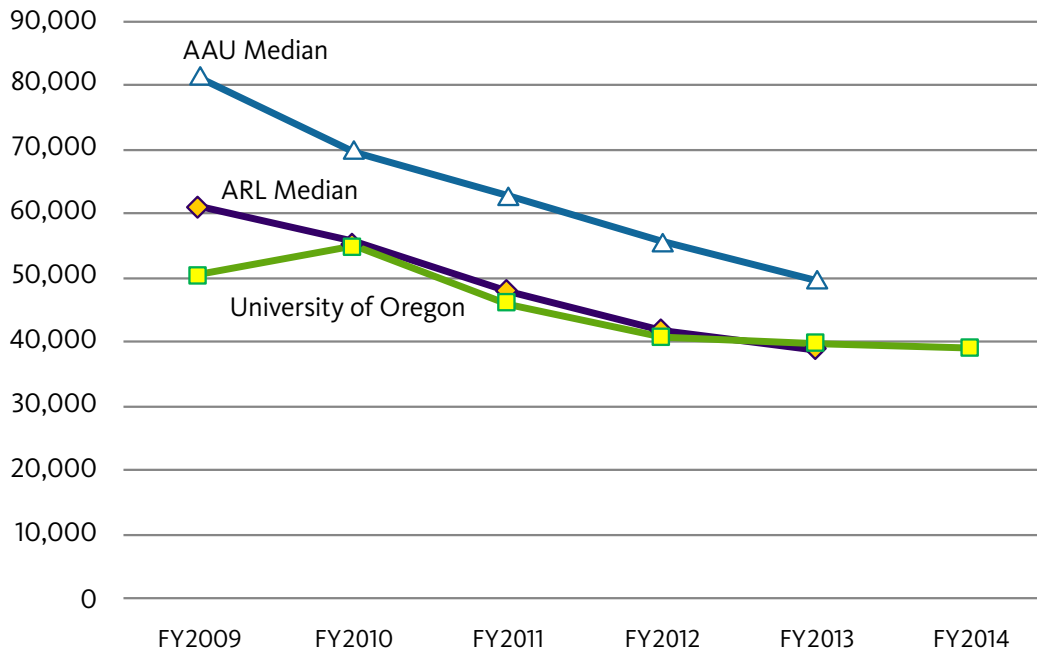


Fig. 19 Reference Transactions

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.

“Virtual” Reference in Chat or Email

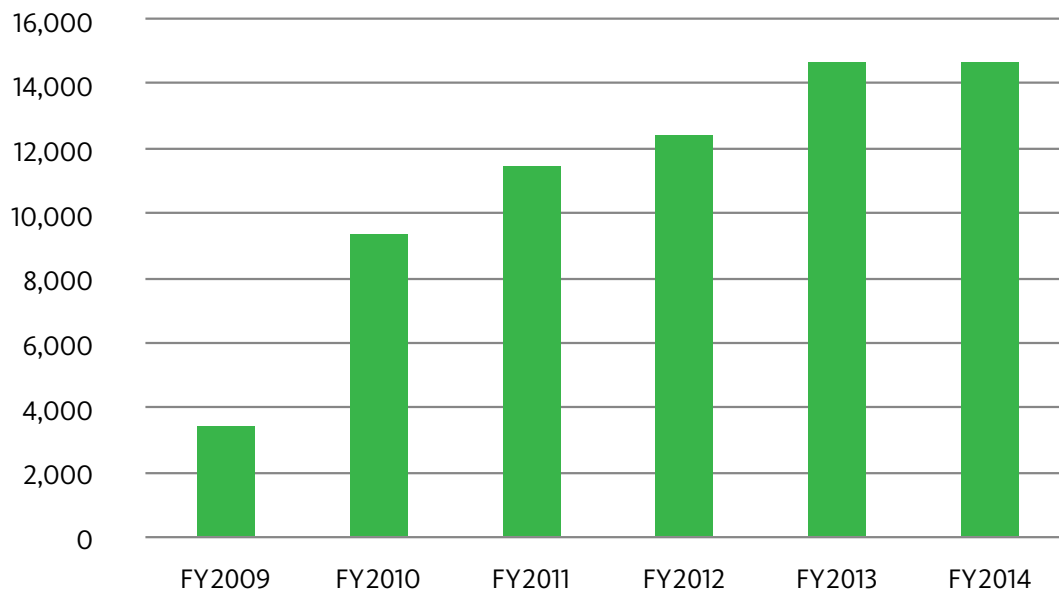


Fig. 20 “Virtual” Reference in Chat or Email

Library Instruction Participants

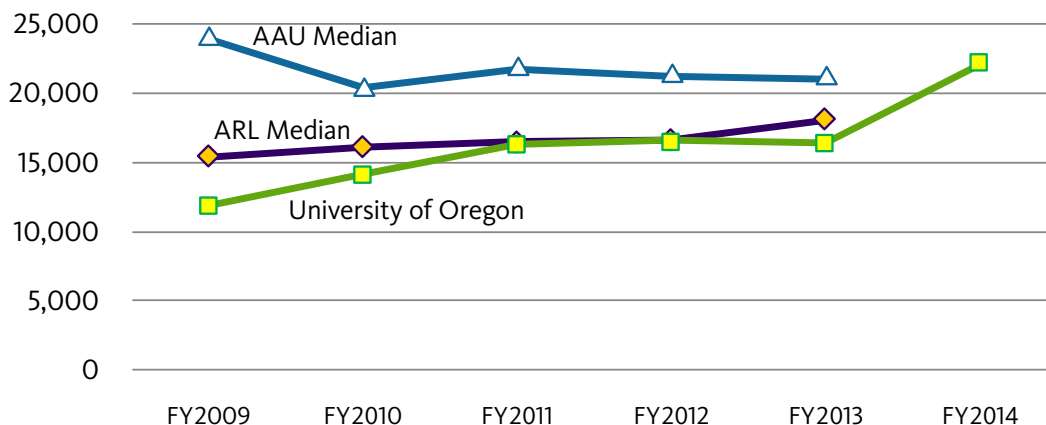


Fig. 21 Library Instruction Participants

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. These numbers include group tours, guest classroom presentations, and librarian-taught credit classes. This past year half the participation was in group tours, which accounts for the greater number of participants even with fewer presentation offered.

Number of Group Presentations

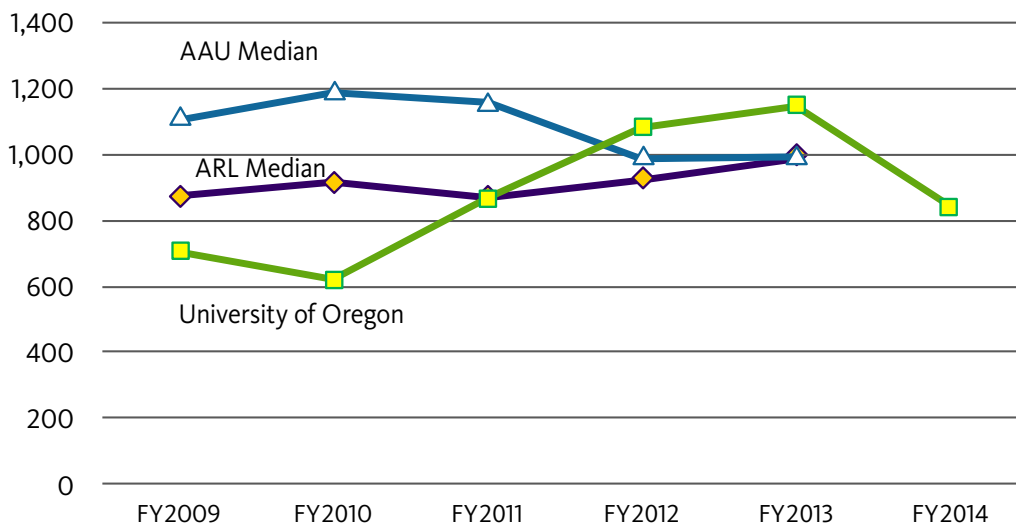


Fig. 22 Number of Group Presentations

Assessment: Learning From and About Library Users

Usability Studies/Assessing Learning Management System Options

The LMS review process is noted in detail later in this document. It included extensive pilot testing, surveys, focus groups, and usability testing.

Surveying User Satisfaction/LibQual+

The Assessment Team’s major project for the last academic year was conducting the LibQual+ survey. The survey was previously conducted in 2005 and 2010. We had an overall response rate of just 7%, in spite of multiple reminder messages. (The response rate was 11% in 2010.) The faculty response rate was 9%, graduate students 15%, and undergraduates 5%. We conducted a representativeness check comparing respondents with the overall campus population by discipline.

In this round the perceived level of service improved slightly along all three major dimensions:

- Affect of Service (how users feel they are treated)
- Information Control (library collections, website, and discovery tools)
- Library as Place (physical facilities)

Additional findings are reported in the summary online at https://library.uoregon.edu/sites/default/files/node156/libqual_summary_report.docx, with the full report from the Association of Research Libraries in Scholars’ Bank.

Perceived Level of Service LibQUAL+ Survey 2005–2014

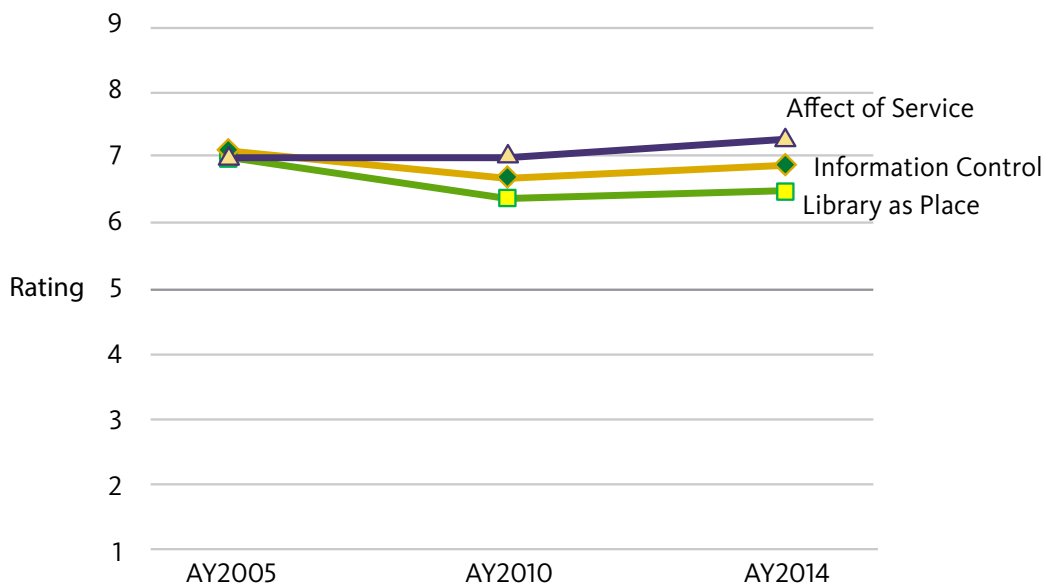


Fig. 23 Perceived Level of Service LibQUAL+ Survey 2005–2014

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. In addition, the Library Systems Department supports several campus computing labs.

Technology

	FY13 Change	% Change
Public Computers in Libraries and Labs (including classrooms)	524 ▲	5.5
Laptops Available for Student Checkout (limited to Science Library)	12 ▲	20
Virtual Visits to Library Website (library.uoregon.edu)	2,454,379 ▲	15.6
Number of Items in Local Digital Collections	832,915 ▲	15.9
Item Views in Local Digital Collections	5,059,591 ▲	14.9
Library Catalog, Public Interface: Primo (Ex Libris)		
Library Catalog, Technical Platform: Primo (Ex Libris)		

Fig. 24 Library Systems Technology

Academic Technology Support: CMET

The Center for Media and Educational Technology (CMET) is a central provider of academic technology support for faculty, GTFs and students. CMET design, installs, and manages audio visual, presentation and classroom technologies in over nearly 160 general pool and joint control classrooms on campus. CMET supports faculty and GTFs in using these technologies, checks out audio visual production equipment to faculty, staff and students, provides video production, live and on-demand streaming services, video conferencing services, as well as manages and supports the enterprise learning management system (LMS) for the University of Oregon. In Fiscal Year 2013-2014, CMET responded to 5920 support requests: 686 in classroom technology support and training sessions for faculty and GTFs, 1,188 audio visual production equipment circulation requests, 1,845 LMS (Blackboard, Canvas and Sakai) support requests, and 2,201 faculty and GTF instructional technology support and consultation requests.

Faculty, GTF & Student Service Requests Fulfilled

Academic Technology

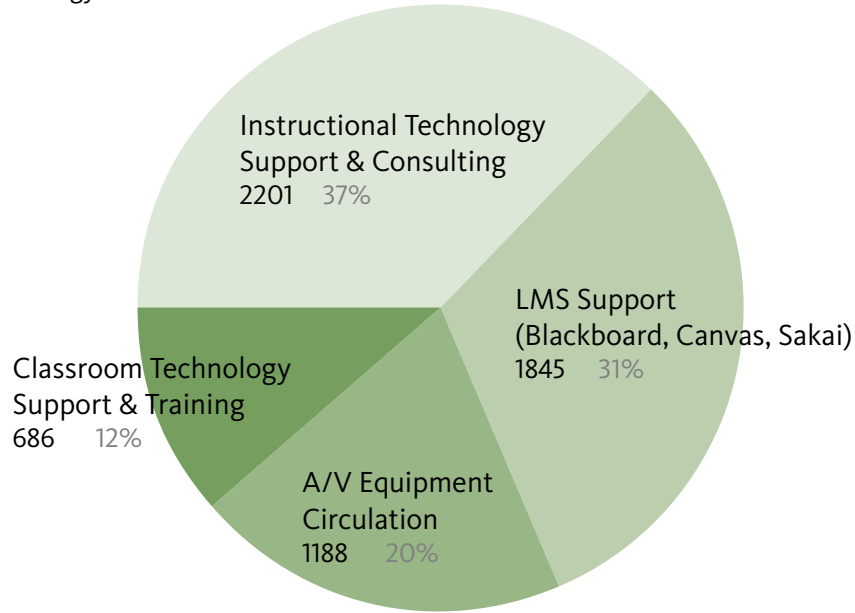


Fig. 25 Faculty, GTF & Student Service Requests Fulfilled

Learning Management System

Course and Enrollments Statistics for Blackboard, the University of Oregon’s enterprise Learning Management System, as well as Canvas and Sakai which were piloted during Spring term 2014 as part of the LMS review process.

Learning Management System Use Totals

	Fall '13	Winter '14	Spring '14	Summer '14	Total AY14
Courses	2,265	2,195	2,086	729	7,275
Course Instructors	2,167	2,211	2,096	741	7,215
Course Users	23,839	23,014	24,128	8,908	79,889
Course Users Actually Enrolled	22,611	21,815	23,091	8,126	75,643
Total Course Enrollments	83,207	80,774	86,706	24,789	273,421

Fig. 26 Learning Management System Use Totals

Usage and Access Statistics

Blackboard Learning Management System Usage

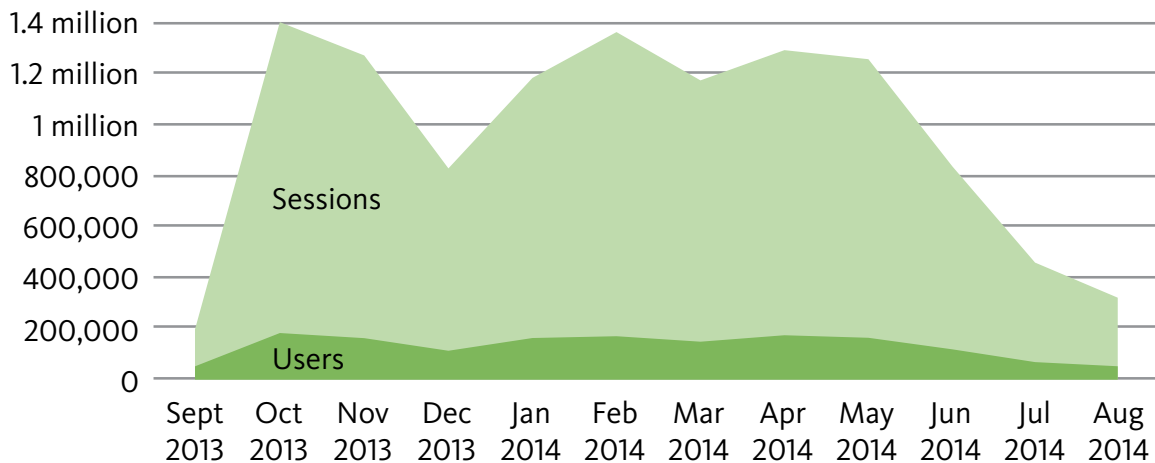


Fig. 27 Blackboard Learning Management System Usage

The LMS Review Process

The UO has been a Blackboard campus since 1999; usage and adoption has grown tremendously since, with Blackboard (Bb) becoming the UO’s enterprise learning management system (LMS). During this time, the number of LMS platforms, both proprietary and open source, has expanded. The campus community is also more experienced in using technology, and faculty, GTFs and students have new requirements and expectations. Well in advance of the expiration of the current Bb contract, the UO began a formal Request for Proposals process to determine our requirements, test various products, and competitively select an LMS.

The LMS Review process began last year with focused interviews with faculty. The UO invited several vendors to campus for open presentations and issued a formal “Request for Proposals,” to which we received multiple responses. Five products (Blackboard, Desire2Learn, Canvas by Instructure, Oba by the University of Oregon, and Sakai by Longsight) were advanced to the competitive range.



After extensive testing by dozens of faculty, GTFs and technical support staff during Winter 2014, two products were selected for further pilot testing. During Spring 2014, Canvas and Sakai were tested in 24 credit courses from across the curriculum. We gathered feedback from nearly 2,000 students, 24 faculty, 38 GTFs, and dozens of technical staff. In addition, the UO conducted focus groups and usability studies. Based on all these data, the UO LMS Task Force selected Canvas by Instructure as the university's new enterprise Learning Management System (LMS).

Extensive pilot testing indicates that Canvas will save faculty, GTFs, and students time and enhance student engagement that may lead to improved learning outcomes. Faculty, GTFs, and student pilot testers awarded Canvas very high ratings for its friendly and easy-to-learn user interface, grade book feature, e-mail communications and notifications system, overall navigation structure, and speed grader functionality. Canvas also provides a free mobile interface.

Broadcasting, Video Production, and Distance Education

The CMET video production team in conjunction with the Oregon Humanities Center has recorded, edited and broadcast 594 episodes of OHC's campus interview show, UO Today. Since 2007, CMET Video has produced 367 UO Today episodes, an average of 52 episodes a year.

CMET Classroom Technologies

During Fiscal year 2013-2014, CMET Classroom Technologies pioneered a new way of refreshing classroom audio-visual equipment and technologies. As a result, CMET installed new instructor podiums equipped with touchpanel control systems, DVD players, document cameras, wireless microphones and other presentation and instructional technologies in 35 of the nearly 160 general pool and joint control classrooms. This innovation paves the way for a new refresh cycle with consistently user-friendly controls.

CMET supports faculty and Graduate Teaching Fellows who teach in the general pool and joint control classrooms. During fiscal year 2013-2014, CMET responded to 686 support tickets.

When the UO migrated to a new library management system during Summer 2014, CMET implemented a new equipment reservation and checkout system. During summer and fall terms 2014, CMET served 504 patrons for a total of 1,188 separate transactions.

Library Administration Organization Chart



SmartDraw Academic Edition

Fig. 28 Administrative Organization