

**Nelson Poynter Memorial Library
USF St. Petersburg**

Annual Report 2003/04

Poynter Library celebrated its 35th year of service to USF St. Petersburg in December 2003, marking the occasion with an outdoor reception featuring balloons and birthday cake for the USF SP community. The celebration also noted the end of a busy and challenging semester and the beginning of another, as 60 new faculty members and increasing student enrollments began to impact library services.

Library Collections:

Volume count, the library's most frequently requested statistic, was 210,946 on June 30, 2004, with 6107 volumes added. The library materials budget was \$420,990, a decrease of approximately \$31,000 from 2002/03. An additional \$63,472, USF SP's share of the electronic resources jointly purchased by all of the USF Libraries, was transferred to USF SP from the USF library account in 2003/04, so this was not a true increase in funding for library materials.

Subject liaison librarians, particularly in the new curriculum areas of art history, graphic design, and natural sciences and environmental studies, were sometimes frustrated in their efforts to provide appropriate instructional support, although they continued to identify desirable acquisitions for deferred purchase in 2004/05. Although budget reductions prevented purchase of new journals, Karilyn Jaap, collection development librarian, managed to identify various serials for cancellation so that new periodicals could be ordered Fall 2004. Technical services staff worked to resolve lingering subscription issues related to the Faxon Devine bankruptcy, as well as other problems with our microform subscription vendor. Unfortunately, these subscription problems led to some reallocations in the library materials budget and further limited purchases of new monographs and serials. On a positive note, however, the USF Libraries added significant new sources to the electronic library, including Westlaw Campus, Environmental Policy Index, Hoover's Company Information, JSTOR Business (46 titles), JSTOR Language and Literature (46 titles), Congressional Quarterly's Homeland Security module, the Historical New York Times, and new journals from Oxford University Press, IEEE, and Wiley. Since December 2003, USF St. Petersburg students have had access to the new Florida Electronic Library as a supplement to the existing resources offered by USF Libraries and state universities.

The special collections librarian continues to add appropriate monographs and primary source materials that complement the academic mission of USF St. Petersburg. Notable gifts since July 2003 include the Gary Ross Mormino Collection of Floridiana, the Papers of Gabriel Cazares (former mayor of Clearwater), a research collection focused on Henrietta Poynter (Nelson Poynter's first wife and the founder of Congressional Quarterly), and the Papers of the Pinellas County Chapter of the National Organization for Women. Jim Schnur, special collections librarian, plus graduate assistants from the Florida Studies Program for Distinction and the USF library school,

have also expanded and organized research and subject files and assisted with oral history interviews of notable individuals in the campus' history.

Library Services:

Service statistics, in spite of an unusually quiet summer term, continued to increase in most areas since 2002/03. The door count was up 9% and reference transactions increased 28%. Interlibrary loan borrowing was up 8%, contributing to an 18% increase over 5 years. (42% of ILL requests were submitted by Marine Science and USGS researchers.) Circulation and renewals, however, declined 11%, following an unusual 14% increase for 2002/03. Librarians presented 104 library instruction classes and 59 individual research tutorials, as well as several orientation tours each semester for new students. Reference librarians also reached out to library users at remote locations, and contributed hours to two different cooperative "chat" services as well as offering e-mail and telephone reference assistance. Library circulation desk staff coped with increased requests for electronic reserve reading and conversion to a new electronic reserves system, while changes in USF's financial software systems required them to master Banner and FAST functions to bill for fines and lost books.

Tina Neville and the reference staff developed plans for a new reference desk to be installed Fall 2004, as well as other measures to make library service to students more accessible and welcoming. Librarians are considering ways to enhance the library as a space for collaborative work and intellectual exchange, augmenting its traditional function as a space for individual research and study. (Fortunately, the Poynter facility can incorporate both learning styles.) In an effort to add a social dimension to energize the library's role as an "intellectual commons," librarians developed plans for a coffee bar on the first floor. Unfortunately, plans for this facility are on hold, but we hope that the issue will be reconsidered shortly. (See appendix for an example of such a library at Columbia University.)

Technology and Media Services:

The library media department had an extremely busy year in 2003/04. During the summer, media staff retrofitted three large Davis Hall classrooms with computer projector systems and various other improvements. The campus added five new classrooms in Bayboro Station and two in Pianoman, as well as an off-site classroom at Campbell Park Elementary, and the media department assisted with installations and service. A SACS assessment indicated that the 36" television monitors installed in older classrooms remain a faculty concern, since the optimum viewing distance of the monitors is 11.5 feet and most classrooms are 30 feet deep. Funds for two more classroom upgrades were thus made available the end of the fiscal year, and installations of new equipment will begin in Fall 2004. Media Services was also active in the design and equipping of campus research labs for the Family Studies Center and in Building One. Cabling for broadcast transmissions was redirected from KORC to POY, providing an upgraded network for Video Brick technology as well as expansion of the campus network to FCT, the Terraces, and Physical Plant. David Brodosi worked with the Florida Department of Education to procure and install a satellite dish on the northwest

corner of the library that will allow for downloads of teleconferences and other satellite broadcast transmissions directly to campus sites, a further enhancement to the campus broadcast network. Finally, media staff worked with Poynter Jameson Chair Deni Elliot to provide the necessary audio broadcast equipment for the library's Distance Learning Studio and will eventually assist with the production of her weekly Public Radio talk show "Ethically Speaking." Media statistics increased significantly, showing a remarkable 45% increase in deliveries and set ups and a 29% increase in ID card production. Distance Learning and other broadcasts were also up 13%.

In January 2004, Berrie Watson, library coordinator of computer applications, completed a major facelift of the library web site, incorporating the new USF SP standards for design and accessibility. After receiving training in Contribute, a software program that facilitates web page development, reference librarians developed a standard template for resource pages for each curriculum area, providing links to useful databases, reference sources, new acquisitions, and various help pages. Working with the technology team, Watson added additional computer stations for the first floor reference areas, "locked down" various computers to ensure that USF students and faculty would receive first priority for computer use, and continued to enhance the network's efficiency and security. Using revenue from the Danka contract for networked printing, the library purchased a new and upgraded printing station, significantly expediting the printing of large files for online periodicals.

Library Research and Service:

Library staff members continue to participate in significant campus service activity. Senior AV equipment operator David Brodosi chairs the USF SP USPS Council and LTA Virginia Champion also serves on the Council. Librarian Deb Henry is the library representative to the Faculty Council, while other library faculty and USPS staff serve on the Undergraduate, Graduate, and Research Councils and several significant campus search committees. Librarians are also serving on regional, state, and national committees. Kathy Arsenault is currently president of the Tampa Bay Library Consortium (TBLC), a multi-type library cooperative that provides valuable services to 12 counties in west central Florida. Tina Neville is a board member for the Florida Association of College and Research Libraries, member of the TBLC/CCLA Virtual Reference Advisory Committee, as well as an American Library Association/Reference and User Services committee. Jerry Notaro serves on the USF Diversity Committee, and Mika Slaughter is a member of the SUS Distance Learning Committee.

Special collections librarian Jim Schnur and his student interns developed visual displays in the library on a variety of topics, including "When Hi-Tech Was Low-Tech," "Florida History and Culture," "Messages from a Bottle: Digging Under the Campus," "Understanding Our History: Celebrating Our Heritage [Black History Month]," and a D-Day exhibit in June. He maintains strong connections with other cultural organizations in the Tampa Bay area. He regularly volunteers time as part of community service to historical organizations, including Heritage Village/The Pinellas County Historical Museum and the Pinellas County Historical Society. He assisted with the development of the "Sunshine State of Mind" symposium, co-sponsored by the Florida Humanities Council and other community partners, held at USF St. Petersburg in October 2003. In

June, he helped to facilitate the “Florida in the Civil Rights Movement” conference as well. His outreach activities include recent presentations for the Pinellas Genealogical Society, Heritage Village, and the Peace River Center for Writers in Charlotte County. He has offered oral history workshops or courses to intergenerational programs in Pinellas County, including a project to document the heritage of Southeast Asian immigrants in our community.

Librarians also contributed to USF SP’s research productivity. Jim Schnur completed a lengthy study of the history of northern Pinellas County for the Pinellas County Historical Society, later submitting a paper based on that document to the *Florida Historical Quarterly*. Deb Henry and Tina Neville researched and wrote an article that will be published in the November 2004 issue of the *Journal of Academic Librarianship*, a prestigious refereed publication in the library field. Mika Slaughter has two articles in process that she will have ready for submission to publishers in 2004/05. Following publication of a chapter about children’s author Lois Lenski in a book on Florida women in social reform, Kathy Arsenault presented a workshop on her research at the Florida Suncoast Writers’ Conference. Several librarians are active book reviewers as well for *Library Journal* and other library and media review publications.

The Society for Advancement of Poynter Library:

The Society for Advancement of Poynter Library (SAPL) celebrated its 20th anniversary of library support at its annual meeting on April 30, 2004. Dr. Karen White, USF SP Regional Chancellor, was the featured speaker. SAPL President Betty Jean Miller concluded her term at the annual meeting. She will be replaced by Kristina Thyrré in 2004/05. SAPL contributed a new lap-top computer for student checkout, \$2500 for reference books in new program areas, and \$1000 for its traditional support of the library’s fiction collections. Regrettably, SAPL’s 20th annual Bayboro Fiction Contest was postponed until Fall 2004 so as not to compete with a similar contest held on the Tampa Campus.

Library Staff:

Poynter Library’s 21.8 FTE staff faced eight personnel changes in 2003/04, including disruptive turnovers in six of its twelve USPS staff. Dan Richard’s LTA line was transferred to Administration and Finance in Fall 2003. Maria Xakis, library administration office assistant, resigned in May 2004, and has been replaced by Jean Ferguson. Media services lost two of its three USPS staff members in the spring, Bob McKenzie and Stephan Forseth, resulting in somewhat curtailed services during summer semester. Solitaire Kelly, senior clerk in technical services was replaced by book store employee Chris Heinrich. Circulation’s Senior LTA Rebecca Jones resigned in the spring and Candice Pascual replaced her following an extended search. Finally, Jackie Jackson, circulation and bibliographic instruction librarian, announced she would be retiring on August 31, 2004, and a library search committee was formed to begin the lengthy process to replace her. Fortunately, funds were identified to hire Kaya Townsend to assist extremely capably as a part-time OPS librarian with SACS assessments,

reference desk hours, and library instruction. As of June 30, 2004, Poynter Library's permanent staff totaled 20.8 FTE, an increase of only one position since 1999. Facing their commitments to growing affiliated programs and a significantly expanded student body and faculty, as well as increasing demands for new and often more complex services, both library and media services staff found 2003/04 to be an exceptionally challenging year.

SACS Assessments:

Classroom technologies assessment faculty survey, Fall 2003.
Effectiveness of new web site web-based survey, Spring 2004.
Instructional Materials Center survey of COE faculty and students, Fall 2003.
Log of daily journal use, Fall 2003 and Spring 2004.
Accessibility of reference librarians and services student survey, Fall 2003.
Library instruction program faculty survey, Fall 2003.

Appendices:

“Spaces for Social Study”
Service Statistics 2003/04
Collection Growth, rev. 9/04
Library organizational chart

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