

Nelson Poynter Memorial Library
USF St. Petersburg

Annual Report 2005/2006

The mission statement of the library, developed as part of the USF SP strategic planning initiative of 2003, reads as follows:

Nelson Poynter Memorial Library supports the mission and goals of USF SP in three ways: In cooperation with the USF Library System, we provide print, media, and electronic information resources required for teaching, learning, and research. We provide the services and instructional opportunities required for using this information effectively. We support student learning by providing and maintaining classroom technologies.

In the 2005/2006 academic year, its thirty-seventh year of service to USF SP, Poynter Library's staff, collections, and services made significant contributions to each of the five strategic directions of the university.

Strategy One: Promote nationally and internationally distinctive research and academic programs that value collaborative learning.

- Poynter Library's contributions to the academic mission of the university were affirmed in the report of the SACS accreditation committee and cited for "serious attempts to examine data and make changes as needed" for its record of assessment activities over the past five years. In addition to preparing SACS responses and assessments, the library assisted the graphic arts program with collection reports for its assessment efforts and began collection reports for the College of Education NCATE evaluation.
- According to its mission to provide print, media, and electronic resources to further teaching, learning, and research at USF SP, Patricia Pettijohn and her Collections and Technical Services staff added 5,302 cataloged volumes, for a total collection of 219,723 volumes as of June 30, 2006. The USF Library System added notable new resources including Academic Search Premier (containing full text for more than 3,600 peer-reviewed publications), the Annenberg Online Media Collection of more than 1,500 streaming video titles, Smithsonian Global Sound, and new electronic books and electronic audio collections through NetLibrary. Reference librarians collaborated to examine library holdings to support the proposed health sciences initiative and selected and ordered over 700 monographs and reference sources to supplement materials in the "Q" and "R" science and medicine classifications. Special Collections librarian Jim Schnur added over sixty linear feet of archival and manuscript collections, including significant resources and research files on the Tampa cigar industry contributed by Glenn Westfall.

- Poynter Library's record of outreach to the community continues. Jim Schnur's archival collections and his outstanding exhibit to commemorate USF SP's 40th Anniversary were invaluable contributions to the year's events. Jim presented a program on the history of the university on Pinellas County's cable television station and identified and organized historical artifacts that significantly enhanced media presentations throughout the anniversary year. Librarian Tina Neville served on the Seminole Library Board and Assistant Librarian Jim Schnur continued as president of the Pinellas County Historical Society
- Kaya Townsend replaced Assistant Librarian Karilyn Jaap on her retirement. In addition to a master's degree in library science from Simmons College, she has a master's in geography from McMaster University in Canada and has published in peer-reviewed journals in the field. Kaya will serve as library liaison to the College of Education.
- Co-authors Tina Neville and Deb Henry and Jim Schnur each published articles in peer-reviewed journals. Several librarians continued to contribute book and media reviews to *Library Journal* and other review publications.
- Jim Schnur worked with various Florida Studies students on their research projects, including Shelley Hoffman, whose book on the Bayboro Harbor Maritime Service base appeared in 2006. Two other students were given opportunities to explore archival techniques through Florida Studies assistantships in the special collections department.
- In a notable new development, Poynter Library Media Services' David Brodosi, assisted with systems and web support by Berrie Watson, took a crucial role in Vice Chancellor for Academic Affairs Mark Durand's distance learning initiative. Media Services' technical support enabled six innovative distance learning courses distributed to over 1000 students over the academic year.

Strategy Two: Promote the intellectual, cultural, and social development of all students through high-quality academic and student-life programs.

- Public Services librarians renewed their efforts to enhance the research skills and information literacy of USF SP students. Tina Neville attended the prestigious Association of College and Research Libraries' "Immersion" conference on information literacy, and returned to form a team of reference librarians to re-examine existing library instruction efforts. Although a series of vacancies among the professional staff precluded all of her planned new initiatives, the foundation has been set for new activities next year, including expansion of the Research Assistance Program (RAP) sessions that provide individualized tutorials for student research projects. Deb Henry, Kaya Townsend, and newly-hired librarian Marcy Carrel will be instrumental in these library instruction efforts.

- Popular media formats are now options for student learning and recreation. In addition to our well established DVD, videotape, and audio collections overseen by Jerry Notaro, the USF Libraries have added new streaming audio and video resources noted under Strategy 1. A donation from the Society for Advancement of Poynter Library also kicked off a collection of audio books on CD that has proven very popular.
- Poynter Library contributes to the student experience through exhibits and displays throughout the year. Most notably, the impressive 40th Anniversary campus history exhibit created by Jim Schnur with the assistance of Sudsy Tschiderer created considerable interest throughout the fall and most of the spring. The library applied for and received a generous contribution from Town and Gown to subsidize the cost of the exhibit and the opening reception at a “Final Friday.” For the third consecutive April, Family Services, Inc., and Florida Craftsmen Galleries collaborated on an art exhibit to create public awareness for Survivors of Sexual Abuse month. A well-attended public reception marked the opening. These two major exhibits in the library atrium were supplemented by several smaller displays created by Jim Schnur and L.T.A. Carissa Santana in the various glass exhibit cases throughout the library. Topics included the papers of Clearwater politician Gabriel Cazares, research in Antarctica, and Hispanic Heritage month.

Strategy Three: Shape the enrollment profile to reflect the educational goals of an urban research institution that provides a student-centered learning community.

- For the first time, Poynter librarians participated in College Day on February 28, staffing a table of library information for potential students and their parents.
- Although the library staff does not formally participate in most recruitment activities, Poynter staff members are frequently the first point of contact for prospective students visiting the campus in the evenings or on weekends. With this in mind, Frank Hohengarten and Kevin Coughlin were invited to attend a library staff meeting to discuss how library staff members could better facilitate interaction with prospective students. Recruitment literature is now prominently displayed and the IB and AP students who sign up for library privileges are encouraged to fill out contact cards that are forwarded to the admissions office.

Strategy Four: Enhance technology support for students, staff, and faculty.

- Thanks to significant support from Academic Affairs, Poynter Media Services staff designed and implemented technology upgrades in 19 classrooms. All large and medium USF SP classrooms are now equipped with instructor’s workstations, computer projectors for data or video, and DVD/VCR units. Many are now equipped with document cameras as well, and other standard audiovisual equipment is available on request.

- USF SP's outdated television studio was completely updated by Media Services staff members from analog to digital technologies. The storm-damaged satellite dish was repaired with the assistance of Facilities staff, and video-conferencing and satellite download capabilities are now restored.
- Berrie Watson expanded the library's wireless LAN to additional 2nd floor areas. The Society for Advancement of Poynter Library purchased 3 new laptops for student checkout.
- Berrie Watson also expanded the "Reference Horseshoe" by 40%, but total log-ins increased by 52% from 2004/2005. Statistics generated by such computer log-ins demonstrate Poynter Library's contributions to the USF System, since approximately 30% of patrons were identified as faculty or students from other USF programs or campuses.
- He also installed a firewall for the library network that, along with other network security enhancements, prevented any virus incidents and resulted in a "no vulnerabilities" result from a recent Tampa Incidence Response Team Nessus scan.
- Berrie Watson and David Brodosi worked together to create and install an Instructional Media iPod/ Enhanced Video Lecture Lab. The lab consists of two computers in POY238 where students can view podcasts & USF streaming media or move podcasts to their Video iPods for Distance Learning.
- Poynter Media Services' innovative distance learning course platform, developed by David Brodosi to make courses available through iTunes for portable video devices, cell phones, video iPods, or computer, received kudos from local media outlets and attracted significant increases in student enrollment in 6 distance learning classes. In recognition of David's outstanding work on this project, he received a reclassification to Coordinator, Educational Media and Communications.

Strategy Five: Achieve full fiscal self-sufficiency and develop a stable economic base for university programs and services.

- The Library administers three auxiliaries, receiving revenue from ID card production, printing and photocopying, and occasional media or system services for outside agencies using library resources. These auxiliaries subsidize five OPS positions and make substantial contributions to resources available for technology. Poynter Library also receives an annual allotment from Marine Science's grant with USGS to subsidize the agency's library and interlibrary loan services. The library's funds purchase materials in geology and related sciences as well as covering the library's costs attributable to interlibrary loan services for USGS researchers, a heavily used service.

- The library's community support group, the Society for Advancement of Poynter Library, now in its twenty-sixth year, was invited to participate in 40th anniversary year celebrations as well as in its annual meeting that featured Gary Mormino as invited speaker. The Society sponsored the first Bayboro Fiction Contest that was limited to USF SP students, and three students received cash awards and were recognized during Honors Week. The Society also purchased three laptop computers and contributed \$2,000 for purchases of new fiction and audio books.
- In order to enhance the effectiveness and accountability of library departments, the existing organizational structure was consolidated and re-aligned to create Public Services, Access Services, and Collections and Technical Services departments.
- Recent retirements of several librarians and USPS staff members with long experience at USF SP released funds that could be used for salary increments to recognize the contributions of four key USPS staff members. Three other USPS employees received reclassifications or promotions, including Virginia Champion who was promoted to Coordinator, Academic Support Services, and will supervise Access Services functions. These actions recognized high-performing employees and will ideally contribute to staff retention and create a more stable library workforce.

Kathleen H. Arsenault, Dean, September 11, 2006