Maggie Farrell

Dean of Libraries at the University of Nevada, Las Vegas

John-Bauer Graham

Professor, Dean of Library Services, Jacksonville State University

Bethany Latham

Professor, Electronic Resources/Docs Librarian, Jacksonville State University

Jodi Poe

Professor, Head of Technical Services, Jacksonville State University

ARC17 #OCLCARC17

OCLC

Maggie Farrell

Dean of Libraries
University of Nevada, Las Vegas

OCLC

Connecting Academic Libraries to Their Communities

ARC17 #OCLCARC17

OCLC

What is Relevancy?

- Connecting to parent organization

- Tailoring library goals to organizational goals

- Common language

- Metrics

Traditional Metrics/Narrative

- Circulation of materials

- Library visits

- Instruction sessions

- Reference interactions

- Number of books and journals

- Size of library budget

Nontraditional Metrics

New Skills

- Assessment expertise
- Understanding of accreditation
- Understanding of higher education
- Understanding of university context
- Different data
- New language
- Communication

Selected Resources

ACRL Value of Academic Libraries
http://www.acrl.ala.org/value/

Association of College and Research Libraries. *Academic Library Impact: Improving Practice and Essential Areas to Research*. Prepared by Lynn Silipigni Connaway, William Harvey, Vanessa Kitzie, and Stephanie Mikitish of OCLC Research. Chicago: Association of College and Research Libraries, 2017.
http://www.ala.org/acrl/sites/ala.org.acrl/files/content/publications/whitepapers/academiclib.pdf

Visualizing Academic Library Impact: The ACRL/OCLC Literature Analysis Dashboard.
http://experimental.worldcat.org/valresearch

Association of College and Research Libraries. *Academic Library Impact on Student Learning and Success: Findings from Assessment in Action Team Projects*. Prepared by Karen Brown with contributions by Kara J. Malenfant. Chicago: Association of College and Research Libraries, 2017.
http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/value/findings_y3.pdf

Claire Creaser and Valérie Spezi. *Working Together: Evolving Value for Academic Libraries*. London: Sage, 2012.
https://libraryvalue.files.wordpress.com/2012/06/ndm-5709-lisu-final-report_web.pdf

Leslie Hill, Daniel Maier-Katkin, Roshni Ladny, and Kirsten Kinsley. "When in Doubt, Go to the Library: The Effect of a Library-Intensive Freshman Research and Writing Seminar on Academic Success," *Journal of Criminal Justice Education*, (2017): 1-21.
http://dx.doi.org/10.1080/10511253.2017.1372498

Adam L. Murray and Ashley P. Ireland "Communicating Library Impact on Retention: A Framework for Developing Reciprocal Value Propositions," *Journal of Library Administration*, (2017) 57:3, 311-326.
http://dx.doi.org/10.1080/01930826.2016.1243425

Oakleaf, Megan, Anthony Whyte, Emily Lynema, and Malcolm Brown. "Academic Libraries & Institutional Learning Analytics: One Path to Integration." *The Journal of Academic Librarianship*, (2017) 43:5, 454-461.
Preprint - http://meganoakleaf.info/oakleaflibinterop.pdf

Oliveira, Silas M. "Retention Matters: Academic Libraries Leading the Way." *New Review of Academic Librarianship,* (2017): 1-13.
http://dx.doi.org/10.1080/13614533.2017.1365003

Weston, Wil. "Student Persistence: How the library makes a difference." (2016).
http://conf2016.carl-acrl.org/wp-content/uploads/2016/05/Weston-Student-Persistence_CARL_FINAL.pdf

ARC17 #OCLCARC17

OCLC

Thank you

Maggie Farrell

UNIVERSITY OF NEVADA, LAS VEGAS

maggie.farrell@unlv.edu

ARC17 #OCLCARC17

OCLC

John-Bauer Graham

Professor, Dean of Library Services

Jacksonville State University

Bethany Latham

Professor, Electronic Resources/Documents Librarian

Jacksonville State University

Jodi Poe

Professor, Head of Technical Services

Jacksonville State University

ARC17 #OCLCARC17

OCLC

Boutique de Bibliothèque
Demonstrating Relevancy through Personalized Library Services

OCLC Americas Regional Council Meeting
Baltimore, MD
October 30-31, 2017

Paula Barnett-Ellis
Librarian

Beginning Inspirational PowerPoint Quote…

"A university is just a group of buildings gathered around a library."

– Shelby Foote

Upon This Rock

Our Foundations…

- Laying down the Law
  - Books [resources] are for use.
  - Every book [resource] its reader [user].
  - Every reader [user] his/her book [resource].
  - Save the time of the reader [user].
  - The library is a growing organism.

- We live to serve
  - Understand YOUR service role, and run with it

Know Your Users

Our User Base:

- Students

- Faculty & Staff

- Administration

- Community

How we do it…

Traditional Services – Demonstrating the Need

- Collection Assessment
  - Conspectus Sheets
  - Strengths and Weaknesses
  - $$$$$

Demonstrating need

The Conspectus Sheet

CONSPECTUS DATABASE WORKSHEET - LC   Page:

Division: Library: Houston Cole Library
                                   Date: By:

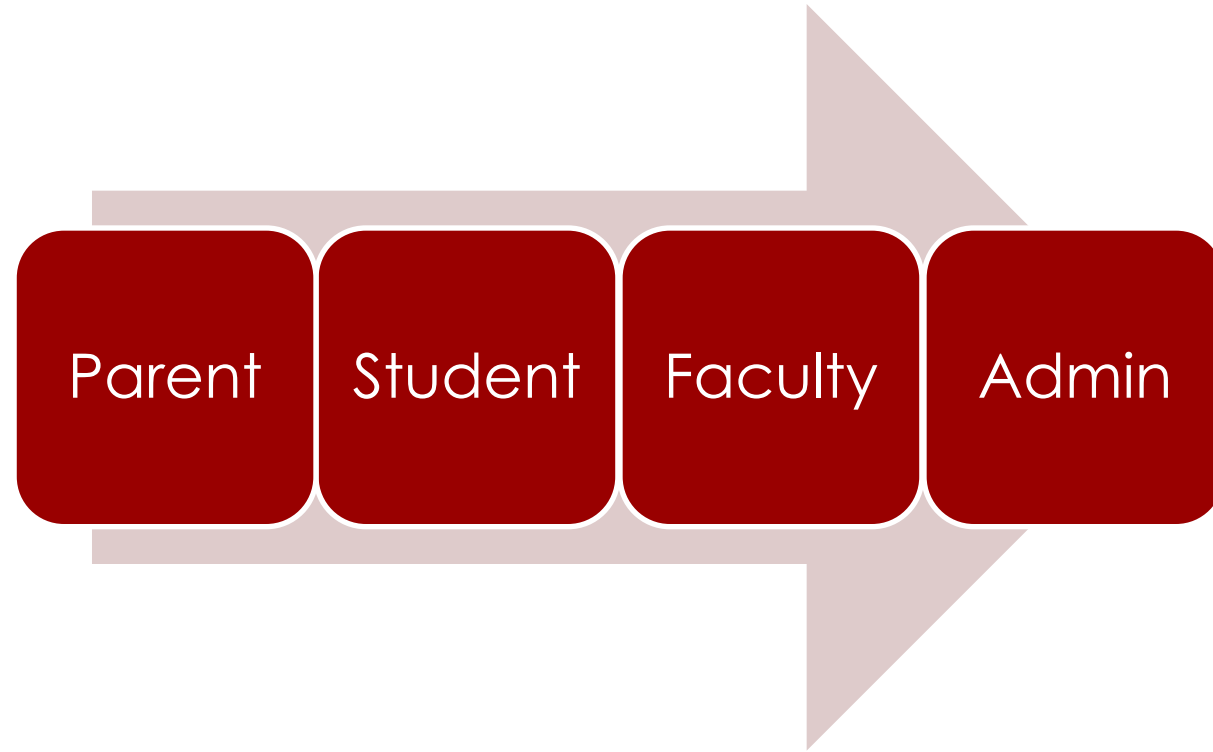| LC CLASS	LINE NUMBER	DIVISIONS, CATEGORIES and SUBJECTS	COLLECTION & LANGUAGE CODES				COMMENTS
			CL	AC	GL	PC	

Traditional Services – Managing Those Resources

- Cataloging
  - No outsourcing for us
  - RDA, LC, Local Practice
  - Authorities

- Processing
  - Stamping
  - Security Strips
  - LABELS!

Managing resources

What is our service model and who are our customers?

Our Service Model

Parent Student Faculty Admin

Engagement

The Biblio-Boutique

Personalized Services

More Engaged Library Users

Do you remember these?

- Library anxiety

- The once and future dinosaur

- One-shot bibliographic instruction

- Pathfinders

- Solomon Stoddard

Our Customers...Their Library

Ending Inspirational PowerPoint Quote…

"To build up a library is to create a life. It's never just a random collection of books."

– *Carlos María Domínguez*

Questions?

- John-Bauer Graham | Professor, Dean of Library Services
  jgraham@jsu.edu
- Bethany Latham | Professor, Electronic Resources/Docs Librarian
  blatham@jsu.edu
- Jodi Poe | Professor, Head of Technical Services
  jpoe@jsu.edu

Thank you.

Questions and Comments?

ARC17 #OCLCARC17

OCLC

Thank you!