Demonstrating relevancy

MAGGIE FARRELL, UNIVERSITY OF NEVADA, LAS VEGAS
JOHN-BAUER GRAHAM, JACKSONVILLE STATE UNIVERSITY
BETHANY LATHAM, JACKSONVILLE STATE UNIVERSITY
JODI POE, JACKSONVILLE STATE UNIVERSITY
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
Maggie Farrell
Dean of Libraries
University of Nevada, Las Vegas
Connecting Academic Libraries to Their Communities
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/


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

http://www.al.org/acrl/sites/ala.org.acrl/files/content/issues/value/findings_y3.pdf


http://dx.doi.org/10.1080/10511253.2017.1372498

http://dx.doi.org/10.1080/01930826.2016.1243425


http://dx.doi.org/10.1080/13614533.2017.1385003

Thank you

Maggie Farrell
UNIVERSITY OF NEVADA, LAS VEGAS
maggie.farrell@unlv.edu
John-Bauer Graham
Professor, Dean of Library Services
Jacksonville State University

Jodi Poe
Professor, Head of Technical Services
Jacksonville State University

Bethany Latham
Professor, Electronic Resources/Documents Librarian
Jacksonville State University
Boutique de Bibliothèque
Demonstrating Relevancy through Personalized Library Services

OCLC Americas Regional Council Meeting
Baltimore, MD
October 30-31, 2017
"A university is just a group of buildings gathered around a library."

– Shelby Foote
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...

- Demonstrating need
- Managing resources
- Offering targeted services
Traditional Services – Demonstrating the Need

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

Engagement

Parent  Student  Faculty  Admin
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?
Thank you!