Relocating the Library in the Life of the User: Making Strategic Choices About User Engagement

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Flashback Friday: Libraries Rebound

Libraries Rebound: Embracing Mission, Maximizing Impact

Exclusively for OCLC Research Library Partners

5–6 June 2012
Hyatt at The Bellevue
Philadelphia, PA USA

#LibRebound

Missed that talk? You can find it on YouTube at https://www.youtube.com/watch?v=lqSmfpv1zk4
DePaul by the Numbers

DePaul University
Chicago, IL
16,120 undergraduate students
depaul.edu

- 4 Year
- Private
- City
- Large
- Roman Catholic

Average Annual Cost
$27,040

Graduation Rate
69%

Salary After Attending
$50,900

U.S. Department of Education College Scorecard
https://collegescorecard.ed.gov/school/?144740-DePaul-University
DePaul by the Numbers

DePaul University Rankings
http://www.depaul.edu/about/Pages/rankings.aspx
“’Transfer students do very well at DePaul,’ says Lois Bishop, director of community college partnerships. ‘Their six-year graduation rate of 71.3 percent dwarfs the national average of 59 percent and is comparable to that of students who started at DePaul as freshmen.’”

DePaul University Library by the Numbers

- Gate Count – 920,483
  - 928 researcher visits to Special Collections
- Volumes Held - ~850,000
  - E-books held - ~129,000
- Initial Circulation – 191,916
- ILL Lending/Borrowing – 22,905/31,494
- E-Resource Usage – 4,952,779
- Reference – 35,606
  - 10,596 (digital)
  - 445 (research consultations)
- Classes – 457
  - 66 in Special Collections
The Life of the User: Where We’ve Been

- Chicago Blues
- Chicago Latino Writers
- Healthcare in Chicago
- Photographing Chicago Landscapes
- Segregation and Racial Change in Chicago
- Windy City Politics in Action
- Women in Chicago Theatre

DePaul University Liberal Studies Program – Chicago Quarter
https://academics.depaul.edu/liberal-studies/first-year-program/Pages/chicago-quarter.aspx
The Life of the User: Where We’ve Been

DePaul University Library. DeAndreis-Rosati Memorial Archives - Foreign Missions.
http://libguides.depaul.edu/vincentianstudies/DRMA
The Life of the User is Changing

- Transformational change in the information landscape
- Evolution and acquisition of books
- Scholarly publishing and journal subscriptions
- Repurposing library space
- Library staff and services

The Life of the User is Changing
The Life of the User is Changing
“Basic scholarly information use practices have shifted rapidly in recent years, and . . . the academic library is increasingly being disintermediated from the discovery process . . .”

“[One] of the most striking aspects of the ERIAL study was the near-invisibility of librarians within the academic worldview of students . . .”

“Libraries are well known in their communities . . . . Despite the fact that libraries are easily available to most, there are large numbers of Americans who say they are not sure about all the services libraries offer.”

The Life of the User is Changing

**Public Wants Libraries to Advance Education, Improve Digital Literacy and Serve Key Groups**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Should definitely do</th>
<th>Should maybe do</th>
<th>Should definitely not do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer free early literacy programs to help young children prepare for school</td>
<td>86%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Coordinate more closely with local schools in providing resources to kids</td>
<td>85%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Offer programs to teach people, including kids and senior citizens, how to use digital tools such as computers, smartphones and apps</td>
<td>78%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>Offer programs to teach patrons about protecting their privacy and security online</td>
<td>78%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Create services or programs for active military personnel and veterans</td>
<td>74%</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>Have more comfortable spaces for reading, working and relaxing at the library</td>
<td>64%</td>
<td>25%</td>
<td>7%</td>
</tr>
<tr>
<td>Create services or programs for immigrants and first-generation Americans</td>
<td>58%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Create services or programs for local businesses and entrepreneurs</td>
<td>52%</td>
<td>35%</td>
<td>8%</td>
</tr>
<tr>
<td>Buy 3-D printers and other digital tools to allow people to learn how to use them to make different kinds of objects</td>
<td>45%</td>
<td>35%</td>
<td>17%</td>
</tr>
<tr>
<td>Move some print books and stacks out of public locations to free up more space for things such as tech centers, reading rooms, meetings rooms and cultural events</td>
<td>30%</td>
<td>40%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Where Were We in the Life of the User?

- Enrich Academic Quality
- Prepare Students to be Socially Responsible Future Leaders and Engaged Alumni
- Be a Model of Diversity
- Selectively Increase Enrollment
- Strengthen Financial Position
- Further Institutionalize DePaul’s Vincentian and Catholic Identity
Where Were We in the Life of the User?

DePaul University is the world’s hub for Vincentian history

DePaul is uniquely suited to play this role because it is an academic institution with library, archives and special collections already in place. These efforts support the university’s own Vincentian identity, as well as supporting the research and heritage needs of scholars and members of the worldwide Vincentian family.

DePaul launched "All Things Vincentian," a web portal that collects, organizes and provides open access to scholarly works produced by DePaul’s faculty, staff, centers and institutes, and students. It also showcases DePaul’s unique Vincentian heritage materials.

Other Vincentian initiatives include the following:

- In 2008, DePaul launched Via Sapientia, a web portal that collects, organizes and provides open access to scholarly works produced by DePaul’s faculty, staff, centers and institutes, and students. It also showcases DePaul’s unique Vincentian heritage materials.

- The Office of Mission and Values produced an award-winning documentary, "Claret and DePaul: Charity’s Saint," which introduced St. Vincent’s history and the relevance of his legacy today. The documentary was distributed to all faculty, staff, and students, and is also available via Barnes & Noble online in several languages.

- Communications about DePaul’s Vincentian collection were researched with the addition of...
DePaul Online Teaching Series (DOTS)

DOTS received the 2012 Sloan Consortium Award for Excellence in Faculty Development for Online Teaching

DePaul University
Faculty Instructional Technology Services (FITS)
http://offices.depaul.edu/fits/Pages/default.aspx
Where Were We in the Life of the User?

“As the network shifts the pattern of transaction costs, the composition of the internalized “library service bundle” will change. Some services that the academic library has traditionally undertaken will be externalized to others. But it is important to emphasize that the shifting boundaries of the library are not the result of a one-way downsizing process. Even as some activities are shed, new ones will be taken on.”


This slide originally presented at the OCLC Research “Libraries Rebound” meeting in 2012
Making Strategic Choices

- Enhance Academic Quality and Support Educational Innovation
- Deepen the University’s Distinctive Connection to the City of Chicago
- Strengthen Our Catholic and Vincentian Identity
- Foster Diversity and Inclusion
- Ensure a Business Model that Builds the University’s Continued Strength and Educational Excellence

DePaul University
Office of the President – Strategic Directions
Supporting Academic Quality & Educational Innovation


http://library.depaul.edu/about/library-news/library-news-for-faculty/Pages/Grant-Research-Provides-Insight-Into-First-Year-Students%E2%80%99-Library-Experience.aspx

ASSESSMENT in Action
Supporting Academic Quality & Educational Innovation

Division of Student Affairs
MISSION AND GOALS

SUCCESS FACTORS
Programs, services and collaborations in support of mission

DIVISIONAL LEARNING OUTCOMES
Define learning in the cocurriculum

DEPARTMENT KEY ACTIVITIES
Measures: Cost, magnitude, satisfaction, learning outcomes

DEPARTMENT ASSESSMENT QUESTION
Measures: Learning outcomes related to department programs and services

DePaul Art Museum
http://museums.depaul.edu/

DePaul University Center for Writing-based Learning
http://condor.depaul.edu/writing/

DePaul University Division of Student Affairs – Assessment
http://offices.depaul.edu/student-affairs/about/assessment/Pages/default.aspx
Supporting Academic Quality & Educational Innovation

ACTIVATE YOUR SUCCESS NETWORK.

DePaul University Office of Academic Affairs
Key Initiatives
http://offices.depaul.edu/oaa/key-initiatives/Pages/Foundations-for-Success.aspx

DePaul University Office of Academic Affairs
Key Initiatives
http://offices.depaul.edu/oaa/key-initiatives/innovation-through-collaboration/Pages/default.aspx
November 2014: Shooting Hotspots and Relative Distances to Level 1 Trauma Centers in Chicago
Deepen the University’s Distinctive Connection to the City of Chicago

http://library.depaul.edu/about/library-news/library-news-for-faculty/Pages/special-collections-archives-supports-chi-metro-history-fair.aspx
Deepen the University’s Distinctive Connection to the City of Chicago

DePaul Access Partnership Program
http://www.depaul.edu/admission-and-aid/transfer-center/dapp/Pages/default.aspx

http://library.depaul.edu/about/library-news/full-text-blog/Pages/A-Dynamic-New-Partnership-for-Information-Literacy-Instruction.aspx
Deepen the University’s Distinctive Connection to the City of Chicago

http://libguides.depaul.edu/bannedbooks
Deepen the University’s Distinctive Connection to the City of Chicago
Deepen the University’s Distinctive Connection to the City of Chicago

[Image of Chicago Collections website]


Together, we keep Chicago’s history and culture alive.

Chicago Collections
http://chicagocollections.org/
More Opportunities

Chicago Public Schools
International Baccalaureate
http://cps.edu/Programs/Academic_and_enrichment/InternationalBaccalaureate/Pages/IBHome.aspx

City of Chicago
Data Portal
https://data.cityofchicago.org/
Strengthen Our Catholic and Vincentian Identity

Social Justice Collections
http://libguides.depaul.edu/CommunityArchives/socialjustice

St. Vincent’s Handwritten Letters
http://libservices.org/contentdm/handwritten-letters.php

Holy Cards
http://libservices.org/contentdm/holy-cards.php
Strengthen Our Catholic and Vincentian Identity
More Opportunities

http://schools.archchicago.org/schools/
Foster Diversity and Inclusion

Excel Initiative
STUDY JAMS
Mondays & Tuesdays
5pm–7pm.
John T. Richardson Library room 111

DePaul Heritage Collections
http://libservices.org/contentdm/heritage.php
More Opportunities

Peer Mentors and Tutors

Alumni Affinity Groups
Where Are We Now?

Undergraduate Research Skills

- Undergraduates have Poor Skills: 54% Illinois, 45% National 2012, 38% DePaul
- Faculty responsible for developing research skills: 40% Illinois, 42% National 2012, 33% DePaul
- Library responsible for developing research skills: 25% Illinois, 24% National 2012, 27% DePaul
- Librarians help students learn how to find/access/use information: 51% Illinois, 52% National 2012, 59% DePaul
- Librarians help developing students’ research skills: 45% Illinois, 45% National 2012, 58% DePaul

Ithaka Local Faculty Survey 2013
Where Are We Now?

- 595 unique researchers in Special Collections & Archives in FY14
  - 928 total visits
  - 66 instruction sessions
  - 11 outreach presentations
  - 66% of researchers are DePaul students
  - 15% of researchers are DePaul faculty, staff, or alumni

Edward R. Udovic (History) won the Center for Research Libraries’ Primary Source Award for Teaching in 2013 for his course, “The Lincoln Park Neighborhood, Then and Now”
https://www.crl.edu/focus/article/9267
Where Are We Now?

At DePaul, success begins with you.

But you’re not in this alone:

- Get tutoring.
- Talk to your advisor.
- Study smarter.
- Other good stuff to know.

DePaul University – Student Success
https://depaul.digication.com/student_success/home/
Two years ago, Thomas O'Brien (left) and Scott Paeth (right), both associate professors in the Department of Religious Studies, started the "Journal of Religion and Business Ethics," a project innovative in both content and delivery. Here, they discuss the journal’s importance, especially in light of contemporary, global business practices.

Paeth: The idea of a journal began in conversations between Tom and me while we were editing the book, "Religious Perspectives on Business Ethics." We realized that very few academic resources address the inter-relationship of religion, as field of study, and business ethics. Thinking about business ethics...
DePaul University Newsline
Into the Archives
http://www.depaulnewsline.com/taxonomy/term/190/0
Where Are We Now?

“Hidden Treasure: Special Collections and Archives”
*DePaul Magazine* (Summer 2015)
Where Are We Now?

“Information Literacy and Artifactual Literacy: Primary Source Instruction in Libraries and Museums.”

IFLA Information Literacy Satellite Conference Co-Hosted by ACRL and DePaul University

August 11-12, 2016
518,848
Hours DePaul students served our Chicago community last year
Flashback Friday: Planning for Services

- Build on strength
- Consider campus connections
- Acknowledge role in library landscape
- Identify collaborative projects and programs
- Allocate resources to high-priority services
- Planned abandonment of low-priority services
- Consider shared services

This slide originally presented at the OCLC Research “Libraries Rebound” meeting in 2012
The Benefit to Making Strategic Choices

- Greater Visibility in Traditional Areas of Collaboration
- Opportunities for New Areas of Collaboration
- Broader Recognition of the Value of Librarian Expertise to University Goals
- Support for New Program/Position Proposals
“[University] libraries need professionals who can serve as university citizens.”

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http://works.bepress.com/scott_walter/