

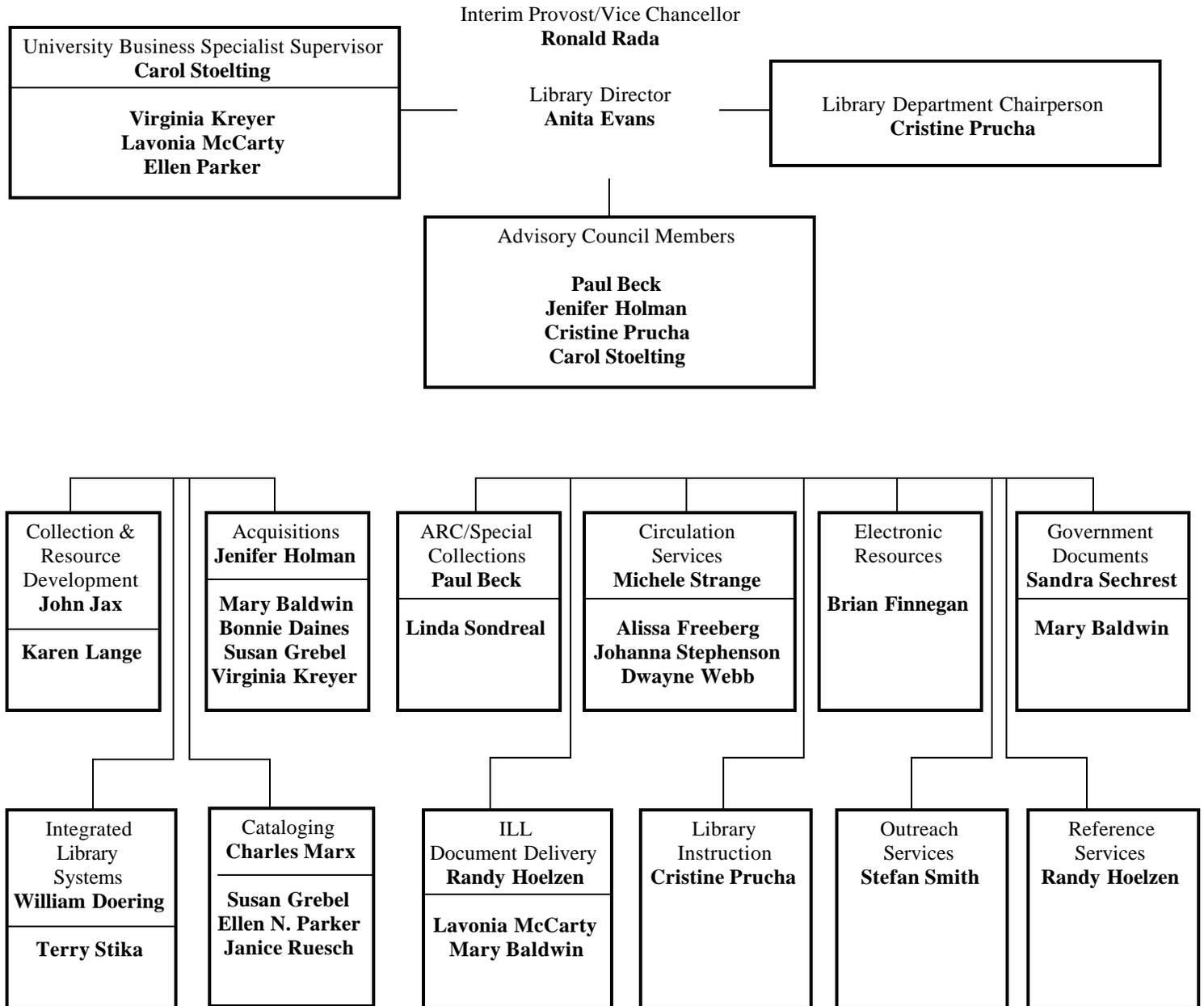
UW-L

Murphy Library Resource Center

2001-02 ANNUAL REPORT

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Murphy Library Organizational Chart 2001-02



NAME	DEPARTMENT
Mary Baldwin	Government Documents/ILL/Document Delivery/Acquisitions
Paul Beck	Area Research Center/Special Collections
Bonnie Daines	Acquisitions (Periodical)
William Doering	Integrated Library Systems
Mary Esten	Curriculum Resource Center (Reports to HPERTE)
Anita Evans	Director
Brian Finnegan	Electronic Resources
Alissa Freeberg	Circulation Services
Susan Grebel	Acquisitions/Cataloging
Randy Hoelzen	Reference Services/Interlibrary Loan/Document Delivery
Jenifer Holman	Acquisitions
John Jax	Collection & Resource Development
Virginia Kreyer	Acquisitions (Periodical)/Administrative Office Support
Karen Lange	Collection & Resource Development/Preservation
Charles Marx	Cataloging/Classification
Lavonia McCarty	ILL/Document Delivery/Administrative Office Support
Ellen N. Parker	Cataloging/Administrative Office Support
Cristine Prucha	Library Instruction/Department Chair
Janice Ruesch	Cataloging
Sandra Sechrest	Government Documents
Stefan Smith	Outreach
Linda Sondreal	Special Collections
Johanna Stephenson	Circulation Services
Terry Stika	Integrated Library Systems
Michele Strange	Circulation Services
Carol Stoelting	Administrative Office
Dwayne Webb	Circulation Services

In October of 2001, the Council of University of Wisconsin Libraries approved an ambitious agenda for UW System Libraries in *STRATEGIC DIRECTIONS FOR 2001-2003*. The vision called for “fostering the ‘one system, one library’ concept by working together as a coordinated university library system.” UW-L librarians and staff were centrally engaged in furthering the goals set forth in the document: one achievement was the implementation of the Universal Borrowing module allowing users to directly borrow materials from other campuses as described in the Circulation Department and Automation Department reports. As reported last year, UW-L was one of the pilot institutions. UW-L librarians also participated in a System-wide committee established to “explore commercial software options to enhance resource sharing services across UW libraries including implementation of rapid desktop journal article delivery capabilities at all UW libraries.” It is expected that vendor recommendations coming from the committee will lead to a delivery system being in place by the end of this biennium.

The data presented in this report tells a story about changing trends in how students, staff, and faculty use the library. Even with the advent of universal borrowing, interlibrary loan volume jumped significantly. While the gate count and uses of paper and microform journals are declining, use statistics for library web page resources measure in the hundreds of thousands. As the pathways to information become more varied and in some ways more complex, the emphasis placed on developing students’ information literacy proficiencies becomes more critical. As expected in this environment, the number of instruction sessions and number of students who participated in the library’s instruction program also increased dramatically.

As building use evolves, library space is redesigned to reflect changing patterns. Space planning conducted during the year looked at redesigning areas of the library to address program deficiencies, requirements and more effective use of existing space. The hands-on information literacy classroom, which was temporarily housed in room 256, was identified as needing a better space configuration. A committee recommended room 30 as matching the use requirements. Room 30 had been

designated as a campus classroom when the library was remodeled in 1995. Negotiations with the Registrar’s Office allowed for the exchange of room 30 for classroom space available after a redesign of the complex of rooms, 251-256. Funding from the Provost’s Office supported the project, which transformed the space originally designed for the Film Library into a large classroom, a seminar room and a suite of offices. The office complex will be occupied by the Automation Department.

With the resignation of Nate Anderson from the Acquisitions/Collection Development Department in August, there was an opportunity with this vacancy to examine the staffing requirements across the Library and determine where best to allocate the staff time. The opening was temporarily filled by increasing appointments, and a determination was made in spring to increase two half time positions to full-time: Linda Sondreal in ARC/Special Collections and Terry Stika, Automation Department. These were two areas where the programs had been expanding and the staffing deficiencies had become more acute. Efficiencies created in the Acquisitions and Periodicals Department including staff cross-training allowed for the reassignment of the position to other areas. The faculty position vacated by Karin Sandvik when she retired at the end of the 2000-01 academic year was filled by John Jax in January. Nicole Hardina-Wilhelm served as an interim librarian for the fall term. Mary Esten who held a .33 FTE appointment in the Alice Hagar Curriculum Center retired at the end of spring Term. As this is a School of Education position, the Library will be working with SOE to fill the vacancy.

The Library is indebted to the Faculty Senate Library Committee for its important work in concert with librarians to study the integration of information literacy into the curriculum. The committee also grappled with the issue of periodical cancellations and provided recommendations regarding space planning. This work and other initiatives are outlined in Chair Dr. Chia-Chen Yu’s report.

This year Dr. William J. and Yvonne M. Hyde were the recipients of the Murphy Library Recognition Award. Dr. Hyde was a member of the English Department faculty from 1956–1992, and Mrs.

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Hyde worked in the Library's Cataloging Department for several decades until the time of her retirement in January 1995. The Hyde's were recognized for their volunteer work, participation in the establishment Billie Batchelor J. Trust Fund, donations of library materials and contributions to the Library Endowment Fund.

Intensive work on the part of all those in the library, including the Special Collections/ARC staff; Emeriti library faculty; and the University Foundation Office; and the support of donors, University administration, community volunteers, and several city businesses led to the culmination of a successful fundraising project in October. Michael Blaser's painting, "August Moon: The Steamer Avalon Arrives at La Crosse, 1950," was unveiled at a ceremony in the Cleary Center. The Library Endowment Committee

endorsed a proposal by Ed Hill, former Head of Special Collections, to commission Michael Blaser to paint a historic oil of the La Crosse waterfront. Sales of prints from the project grossed close to \$18,000 by year's end. The project not only was a fundraiser, but was a unique gift to the La Crosse community: no original artwork on this scale had chronicled the historic La Crosse waterfront. Other beneficiaries of the project included the Jazz Scholarship Fund and the La Crosse Symphony which received a print to auction at the Valentine's Day Ball. The original oil resides in the Special Collections reading room.

Library administration, the Library Department Personnel Committee, and library staff made concerted efforts to foster a family-friendly workplace. Arrangements were made to accommodate an extended leave for William Doering for the international adoption of his son. The flexibility of librari-

ans and staff facilitated the arrangements. Improving the environment for student staff was also the focus of work by the Administrative Office and other staff who developed programs to recognize student contributions to the library.

The Library was one of the campus hosts for a visiting Chinese scholar from the College of Arts & Science of Beijing Union University, Tong Wang. Ms. Wang, library director at the college, spent time observing operations in library departments and participated in training sessions including a teleconference on virtual reference services. Other visitors hosted by the Library included two Regents, Phyllis Krutsch and Tommie Jones, and Dr. Cora Marrett who was recently appointed as Senior Vice President, Academic Affairs at UW System Spring Term.



Michael Blaser and "August Moon" Photo by Bob Seaquist

In 2001-02, the library returned to a flat

budget scenario after two consecutive years of collection increases. A UW System legislative budget request for another \$4.7 million for collections failed. Periodical cuts seen this year of necessity will continue, but new services such as desktop article delivery will provide a viable alternative to content ownership. Base budget reductions to the University Library account next year will restrict the library's ability to replace computers, equipment and furniture. In the future this may translate into limiting the numbers of public workstations and slowing the replacement cycle of staff computers, etc. We will continue to look for cost savings measures and efficiencies including working with ITS to address the costs of public printing. The growing cooperation and resource sharing among libraries in the UW System promises to maximize the information resources, in all formats, available to users and help to ameliorate the effect of budget restrictions.

This was a year of many far fewer problems and less frustration due to patrons adapting to the AT&T copy card system. There were also fewer breakdowns with the new Lanier 5435 digital copiers and year old coin ops. We added a 4th Lanier 5435 and traded in the Xerox BookMark 35 copiers that have caused continuous problems over the years. We also purchased a new Minolta MS 6000 Digital Scanner/Reader Printer. It is interesting to note the revenue made on the tower card readers vs. the coin ops:

Tower card readers:	\$15,939
Coin ops:	\$18,180

This is evidence that students and staff are using the card readers. We continue to subsidize both microform copies and the free printing in the Reference area. Not counting the \$11,370 for the new microform scanner/reader printer, microform revenue vs expenses is as follows:

Revenue:	\$ 5,008
Expenses:	\$ 9,833
Shortfall:	\$(4,825)

Six thousand dollars from Student Tech Fees was approved to be moved to the library budget to assist with the 473,960 free copies run in the Reference area. We are thankful to ITS for this support.

Many innovative things were done in the area of student employment this year. We had been postponing the update of the student orientation video until the implementation of the UW System time clock was in place. Since this was again delayed, we decided to go ahead with the PowerPoint presentation. After attending one ITS beginning PowerPoint training session, we began working on the presentation in September. The orientation program wasn't finalized until June because we pushed the PowerPoint to its limit. It was a real learning experience to initiate an automated, narrated, 18-minute presentation complete with digital pictures. Many thanks go to Dwayne Webb who assisted with the photographs of students.

Due to the age of the time clock and delay noted above, we decided to move ahead with PunchClock Pro, inexpensive software that is loaded on a server. Students punch in and out using a mouse on a client computer in the timekeeper area. They also have the option of viewing their hours, which we ask them to do at the end of each week to ensure their time report is accurate. Although we have to round weekly totals to the nearest 10th of an hour before inputting the payroll, it is a very economical way to track student work hours. Time cards for the Kronos 15 time clock cost \$145.51/1000 or \$.146 each. A ream of paper costs approximately \$3.03/500 sheets or \$.006 each. Although we have to run copies of a template, and it uses laser printer toner to run the reports, we are still saving substantial money. The automation staff was very helpful in setting this up. Our thanks go to Bill Doering, Terry Stika, and their student assistants.

Fall Semester we increased the Automation Tech/ GIS Intern wage scale to be more competitive with the computer labs and added a semester level to all categories of the wage scale. Spring Semester, we raised the wage scale by 15¢/hour.

We simplified the student evaluation form and decreased the frequency rate for form completion. Instead of it being completed every semester, supervisors will complete evaluations at the end of the first semester when the employee is on probation, and each Spring Semester. The supervisor has the option of doing more frequent evaluations and placing the employee on another probationary period.

In spring, we added the student application form to the library web page under Topics A-Z, student employment. We can refer students to the web page where they can print off the form and apply any time. Additionally, Moni McCarty, Ellen Parker, and Carol Stoelting are working with the web team on an electronic interactive student application for new and returning students. Because of the complexity involved in sending the information to an Access database and doing some clean up so it will

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be easier to read, this will be a project continued into next fiscal year.

The Internet is a wonderful source of information. When searching under Library Student Assistant Appreciation, we found that Cal Poly has a student appreciation page on their library web page. They have a Student Appreciation Day party and put photographs on the web page and highlight their long-term students in the narrative. Additionally, they honor graduating student workers with a commemorative bookplate. Brian Finnegan of the library web team worked with office staff to come up with a similar web site that had pictures and an article for the library's student appreciation ice cream social during Student Appreciation Week. To honor graduating students, we asked supervisors to write a short article on each graduate and arrange a time when a digital picture of the student could be taken. This was available for viewing beginning in late April. We also initiated the commemorative bookplate idea for students who worked at the library for 5 or more semesters. Setting up the process was complex and included not only the student and supervisor, but also the Collection and Resource Development as well as the Cataloging staff. After the student has selected a newly acquired book in their area of study or interest, a bookplate is inserted, a note placed in the online catalog, and the student is given a certificate with the name of the book and the call number honoring their long term service at Murphy Library.

Other projects this year included updating the records management log and adding web page references wherever possible, extensive weeding of purchase order and budget printouts in storage, setting up a spreadsheet to track student employees with 5 or more semesters of employment, and setting up ledger sheets in Excel to expedite the process. In the past, a student has typed ledger sheets to track expenses for every account and classification code, which is a very tedious project. Office staff also assisted with tracking expenses and sales in conjunction with the Michael Blaser project.

Office student workers included Julia Betzwieser, Thanh Bui, and Jodie Ewert. Julia and Jodie graduated in May. Thanh was not able to continue in summer due to another job and her hours for fall were not compatible with the early morning revenue collecting and processing position. All were very competent and will be missed.

Goals for next year

Continue with:

- the electronic, interactive student employment application
- a modular floor plan and building directory that can be more easily updated
- conversion to the UW System student payroll system
- transition from Unisys to a client server

Committee Members:

Yu, Chia-Chen	Exercise and Sport Science	Chair
Evans, Anita K	Library	Consultant
Achenreiner, Gwen R	Marketing	Member
Batesky, James A	Exercise and Sport Science	Member
Crutchfield, Susan	English	Member
Elfessi, Abdulaziz M	Mathematics	Member
Gerber, Daniel T	Biology	Member
Gray, James A	English	Member
Keaton, Paul N	Management	Member
Letizia, Jason	Student Representative	Member
Miller, Lori	Student Representative	Member
Patterson, Elsie M	Communication Studies	Member
Prucha, Cristine L	Library Department	Member
Seebach, Elizabeth E	Psychology	Member
Yazici, Hulya	Management	Member

This memo is intended to serve as a summary of the Library Committee's activities during the 2001-2002 academic year. The primary accomplishments include:

- Recommendations for UW Libraries Strategic Directions
- Suggestion to incorporate information literacy into general education curriculum
- Recommendations for food and drink issue
- Suggestions for library café concept
- Change of circulation and renewal policies
- Collection development and periodicals cancellations
- Results of survey for library coffee
- Recommendation for size of committee members
- Suggestion of library hours

These activities are described in more detail in the discussion that follows.

Recommendations for UW Libraries Strategic Directions

The committee discussed the University of Wisconsin Libraries Strategic Directions for 2001-2003. The discussion included the UW-Digital Collection for access and copyright issues. The committee further discussed the types of projects that would be most helpful to supplement the teaching process at UW-L.

Suggestion to incorporate information literacy into general education curriculum

The majority of the committee's time focused on the discussion about incorporating information literacy into the general education curriculum. The committee first discussed how the information literacy goals could be disseminated. The committee further talked about the Information Literacy competencies outlined in the "Information Literacy Competencies and Criteria for Academic Libraries in Wisconsin." It was decided that the library staff would speak with department liaisons and the Chair of the

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committee should speak with Emily Johnson, Director of General Education, regarding how to better incorporate these goals into the general education program.

On October 4th, 2001, Chia-Chen Yu, Cris Prucha, and Anita Evans met with Emily Johnson, Director of General Education about integrating information literacy into the general education curriculum. Johnson indicated that the General Education committee is looking at models from other universities and has begun to rewrite goals for the General Education program. Johnson intends to put information literacy goals into the first draft of the revised program statement.

Chia-Chen Yu, Cris Prucha, and Anita Evans met the director of General Education (Emily Johnson) and the General Education Committee on February 11, 2002 regarding integrating information literacy into General Education courses. General Education committee addressed the following concerns: (a) More systematic methods to integrate information literacy into General Education courses (b) Methods to assess student outcomes and (c) Design and content of library instruction. Need to be discussed in the future meetings.

The committee further discussed whether and how the library might present its Information Literacy efforts to faculty audiences as part of the Teaching Conference that takes place in January, during the week before classes begin. The Library Committee needs to contact Bill Cerbin in Sept./Oct. to discuss the panel idea more specifically. The panel presentation might include faculty members who have incorporated "information literacy" comprehensively into their courses.

Recommendations for food and drink issue

The Faculty Senate has asked this committee to review the library food and drink policy usage. A request was made that a subcommittee be formed.

The subcommittee would report back to the University Library Committee. Chia-Chen Yu, Susan Crutchfield, and James Gray served on this subcommittee. The Food and Drink committee met on December 13. The committee reported that several issues need to be discussed before taking a final decision, such as music, location, creating the right atmosphere, and type of food and drinks.

The committee discussed the possibility of establishing a coffee shop in the library. Members felt that the coffee shop would facilitate student learning in providing a meeting place for students and faculty. The library is in a good location. Perhaps the extended hours room could be used.

Change of circulation and renewal policies

The committee discussed circulation policies for faculty. The particular impetus for the discussion was a letter from Jana Evans-Braziel, of the English department. Librarian Michele Strange reported that overdue items can now be renewed online after the due date. If faculty would find that after 8 months, materials are still needed, the library can and does override the system to check out materials for another 4 months. Also, the library can override the system if books are overdue when a renewal is required: faculty can call the Circulation Desk at 5-8507 to initiate this. The only limit is when the book is over 60 days past due as this is when books are declared lost; at this point the library ask that materials be returned for materials to be renewed. With the reminder notices and the online information available this should provide adequate notification and a window of time (60 days) to take care of renewal requests made after the due date. Moreover, Strange reported, library staff is considering revamping on-line renewal forms (those accessible via the library's web page) so that faculty can renew all checked-out items with one on-line form ("universal renewal"), rather than having to fill out a separate on-line form for each item.

Finally, the committee discussed the possibility of extending the check-out period for videos from three days to seven days (with one renewal). Library staff will study this possibility.

Collection development, periodicals cancellations, and library budget

The collection & development issues such as resources, budget (and the formula for departments), and the future goals were discussed. Some adjustments for this matter will take place next academic year. Committee members discussed their experiences with liaisons and what role they have played as liaisons.

In the still-early stages of budget planning, the library was working to identify how to meet its earmarked \$14,000 base budget cut. An exact amount for the budget cut will be set by the Chancellor toward the end of the semester. Discussion has focused so far on slowing down the replacement cycle for library computers. Currently, the library has 136 computers, and they are replaced in a cycle of three to five years. If this replacement cycle slowdown is implemented, that total number of library computers may decrease somewhat.

Some other issues were discussed such as, space planning –the video collection and periodical section, and more group study rooms. The faculty response was 1. If periodicals are moved to the basement, the division must be easily understood, e.g. all bound periodicals in the basement or all bound periodicals before a certain year and 2. Create a space to make the video collection more visible.

Results of survey and suggestions for library café

Librarian Stefan Smith met several times with the committee to discuss the library café concept. He also illustrated the space planning with floor chart and diagram. Librarian Stefan Smith worked with a group of Julie Yazici's students to design a survey related to the library café. The survey findings indicated that 58.8% of students are in favor of putting

a café in the library. 58.8% of the surveyed respondents would like sandwiches to be available at the library café. Smith further reported the results of the survey that indicated that a café would be positive and profitable.

The committee discussed some successful examples where culture atmosphere is one of the major critical factors to be successful. Issues related to operation hours, management method, space planning, potential problems, cost, and charge were also discussed.

Size of library committee members

The committee discussed the Faculty Senate Library Committee membership size; there are 12 members from departments across campus and 3 students. The committee suggested keeping the size of the Faculty Senate Library Committee as is. The committee recommends the language of the Faculty Senate Library Committee bylaws be revised to include 2 faculty members from each college.

Library hours

Library hours were changed for this Fall Semester and the new hour schedule seems to be working well; due to the success of the fall library hours, library hours will remain the same for the Spring Semester.

Some discussion of getting "counts" of people in library during "off" hour times. Report for counts from UWL Protective Services indicated 11/14/01- 3 people; 11/19/01--1 person, 11/28/01--1 person were in the extend hour study room between midnight and 1:30 am. Counts reported were low. Student representatives felt that students do not use the extended hours room because they are not aware of it. The library should publicize services with sidewalk chalkings at the beginning of the semester. More tours may also be helpful.

To provide library users with access to information published in all formats, the ongoing activities and functions of the Acquisitions Department include the following:

- Ordering and fund control of most library materials;
- Receipt and check in of periodical issues, volumes, newspapers, and microforms;
- Claiming of non received titles or issues;
- Shelf maintenance and shelving of bound, current, and microform periodicals and newspapers;
- Binding of periodicals retained in paper format;
- Cleanup and maintenance of the periodicals databases;
- Management of electronic journals.

Periodicals Subscription Statistics, FY02		
Vendor Subscriptions	1332	\$395,920.00
Publisher Subscriptions	36	\$5,975.00
Microform Subscriptions	522	\$50,718.00
Gift Titles	49	\$0.00
Total	1939	\$452,613.00

Merger

In August 2001, the Periodicals and Acquisitions Departments merged, forming a single Acquisitions Department. Collection Development activities for all formats are now centralized under a new department, Collection and Resource Development. John Jax, our first Collection and Resource Development Librarian, began his tenure in January 2002. Redefining the department has been an ongoing project and will continue into FY03. Although the Acquisitions Department is defined as a single entity, the Periodicals and Acquisitions departments still maintain different physical areas as the Periodicals Department has a long-standing history as a public services point.

Staff

Also in August 2001, Nate Anderson left Murphy Library to move on to other endeavors. He and his deep knowledge of acquisitions and love of statistics have been missed. With his departure, Susan Grebel and Karen Lange have taken on more responsibility with the ordering process. Although Nate's position will not be filled, the department still needed additional staffing in order to keep up

with the orders. Mary Baldwin, one of the most flexible members of our library staff, agreed to step in and process orders for 10 hours/week. With her help, the ordering process continued smoothly throughout the year. Susan Grebel has done an excellent job of teaching Mary the ins and outs of the Acquisitions module and OCLC's CatME software. With an increase in her hours, Karen Lange was able to do an enormous amount of work for the department as well, especially ordering difficult items such as videos/DVDs and foreign titles. The Acquisitions staff ordered a total of 5242 monographs during FY02. Ginny Kreyer also stepped in to help with the claiming of standing orders, a never-ending task. With Ginny spending more time on claiming, Bonnie Daines has increased her time supervising the students and providing public service help for the periodicals/microform area. The new Acquisitions department has really pulled together as a team and has made the merger a success.

Projects/Innovations

Acquisitions staff initiated several new innovations this year. After the huge success and efficiency of processing our EBSCO invoices for periodicals via EDI, it made sense to expand the use of EDI to monograph ordering/invoicing. In order to receive our monograph orders more quickly, staff place orders either through EDI or online via a departmental credit card whenever possible. Orders are now received within days to several weeks, rather than several months. The EDI protocol is used for both orders and invoices with one of our primary vendors, Baker & Taylor. Another innovation was the testing of a database to track our pending orders. This database tracks all the department liaisons and their requests until they are ordered and entered into the Voyager system. The database was only used for history and management departments, but it enabled staff to quickly identify and total pending orders by requestor, department and other criteria. It is anticipated that this database will replace the current system of alphabetizing request cards by author.

One can sum up the work of the Periodicals staff this year in two words: electronic journals. Although two years ago staff members would have said that electronic journals would offer greater efficiency, the opposite has become our reality. Some

of the projects that the department completed include: adding a prefix to all the URLs in the catalog (periodicals) so that the proxy server could authenticate users, adding 45 titles to the catalog from the new JSTOR Business Collection, updating the “periodicals by subject” web pages, updating JSTOR, Project Muse, BioOne, and Emerald Library holdings in the catalog, and moving all bound volumes also available in JSTOR to a special area of compact shelving. A notable non-electronic journals project was the reinstatement of “Backserv” into the workflow. Backserv is a listserv that enables librarians to “trade” their duplicate journal issues or sell these issues to vendors. Instead of recycling journal issues when microform for that volume is received, we offer it to other libraries. Through this service our library is also able to find low-cost replacements for some missing issues.

Use of print/microform periodicals

Periodical Use by Format	FY01	FY02
Bound	8086	6613
Bound (Compact)	39	154
Current	14245	17204
Microfiche	30	53
Microfilm	5617	4234
Oversize	21	9

Periodical Use Statistics, FY96-FY02

FY02	28,267
FY01	28,038
FY00	NA
FY99	46,466
FY98	54,721
FY97	69,381
FY96	83,855

For the first year since FY96 use of our print/microform periodicals collection has not declined. One explanation may be that our users have found the appropriate balance of print and electronic materials and we will see use remain steady at its current level. Another explanation may be that we have finally worked out the bugs in our new methods of gathering statistics (now in place for two years). Some of the drop must be attributed to journal cancellations and format changes. Several titles are now only available electronically.

Cancellations

The Acquisitions Department cancelled \$2,231.22 in microform subscriptions and \$32,313.95 of print subscriptions. Many of these cancellations will not take affect until January 2003. This cancellation project was part of a larger initiative from the UW-system libraries to cancel high-price/low-use periodical subscriptions. Cutting these subscriptions enables us to prepare for the annual price increases of approximately 10 per cent that we see from publishers each year. With the library budget being cut this year, more subscriptions will need to be cancelled in FY03 in order for us to remain within the limits of our FY02 budget.

Electronic journals

The electronic journals collection has received continued attention during the year. The number of journals with electronic holdings has increased to 1009. Over 200 of these titles are journals for which we subscribe to the print edition and the electronic access is bundled into that subscription by the publisher. A disturbing trend is that publishers are beginning to look to new models to increase their profits and some are no longer offering this free electronic access. It is a very time intensive process to process the electronic access as many publishers require a signed license agreement, passwords, and other procedures which require us to deal directly with the publishers instead of allowing EBSCO, our primary vendor, to take care of many of these details for us.

The periodicals database got an overhaul this year with a new look and new limits. Users can now limit their search to periodicals available full text through our

aggregator databases as well as to periodicals available at Murphy Library or other area libraries. At the end of June the database held 28,959 records. 17,195 of those records are for titles available elec-

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tronically, 11,764 records are for print/microform.

As the use of electronic journals continues to grow, developing useful statistics for the use of these resources becomes more important and will be a top goal for FY03. Not all vendors measure the same data, making our statistics difficult to interpret. For example, the use from the EBSCOhost databases is based on full text and PDF articles viewed. Our print statistics, however, cannot differentiate between a user glancing at the table of contents or printing an entire article. Librarians and vendors have been working together to standardize their measures so that the data libraries report can be more accurately compared.

Electronic use of journals

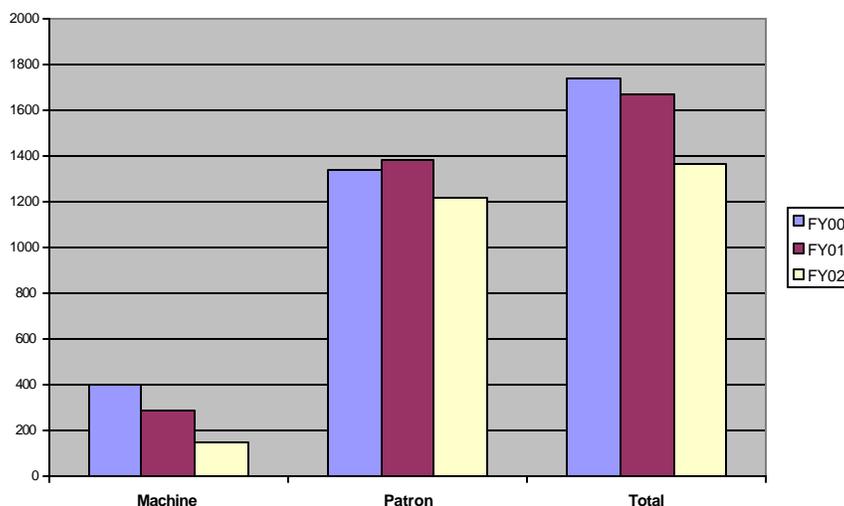
	FY01	FY02
EBSCO Online	1,734	2,653
EBSCOhost databases	185,000	198,409
Project Muse	1,087	1,819
JSTOR	1,457	2,037
Emerald	NA	749
ProQuest databases	29,929	38,531
Am. Chemical Society		852
Total	219,207	244,198
(ACS does not inc. 4-6/02)		

Public services

The Periodicals Department has been a popular public service point for many years as locating distinct journal issues can be challenging for even the most seasoned library user. The chart graphs the public service questions that Periodicals Department staff answered over a three-year period. In FY02 staff answered 147 questions regarding problems with the microform reader/printers and 1221 questions regarding how to use these machines as well as general questions about the periodical collection. In total 1368 questions were answered in FY02. The chart shows that questions about the microform machines have decreased rather dramatically. This decrease may be answered in part by fewer patrons using microforms and in part by the fact that our two

new Minolta reader/printers are more reliable and easier to use.

Periodicals Public Service Questions



Although the Acquisitions Department is primarily a technical services area, providing public service is important in all areas of the library. To make it easier for patrons to get new books more quickly, the department has initiated a “pink slip” system. These slips are available at the reference desk for patrons to fill out as they find that a book they need that is ordered, but not yet received and processed. The slip is sent to the Acquisitions Department where the requested title is placed in a priority queue. The department is able to better meet the needs of patrons now that this system is in place.

Goals for next year

1. Continue to integrate functions of monograph and periodicals acquisitions.
2. Add more functionality to the periodicals database (ISSN search) and delegate more responsibility for updates.
3. Expand EDI/electronic ordering/invoicing to more vendors.
4. Work with Collection & Resource Development Librarian to update Acquisitions formula.
5. Develop a system to accurately report use statistics for electronic journals.

The mission of the Automation Department is to provide a stable integrated library system which meets the needs of patrons and all library departments. In addition, the department provides assistance to the various library departments with computer and network issues, including hardware and software. Lastly, this department works to ensure that the library is moving forward with regard to new technologies.

A great deal has been accomplished this past year. All of this couldn't have happened without the support of the library director, the Automation Assistant and other library staff. The Automation Assistant, Terry Stika, has been given permanent full-time status. The Automation Department has been working on this for several years because of the increasing number of computers in the library which need to be installed, maintained, and upgraded. All of the accomplishments listed below occurred in spite of the Integrated Systems Librarian being on full or part-time leave most of Fall semester.

Our beta testing of Endeavor's Universal Borrower (UB) was completed and has been installed across the UW System. All libraries except Madison and Milwaukee have the software in production. Most of the beta testing was completed for last year's annual report. This year was spent training and implementing UB across the UW System. Michele Strange has been the key person from La Crosse to work with the software this past year, though the Integrated Systems Librarian has been involved with reporting problems and the training of other UW library staff. The UB software allows users to borrow books directly from another UW library with minimal staff intervention, thus speeding up the delivery time of the material. The new service has had good reviews from users.

Additional Access Reports have been written (15-20) to retrieve data from the catalog for reporting, decision-making, and error correction purposes. Though I expected the request for new reports to dwindle, this hasn't happened. The knowledge of Access has also been applied to the Murphy Library Endowment database—the staff interface was re-

written and additional queries were written.

The Department has continued its effort to add and edit records (bibliographic and invoice) in the library catalog in mass via bulk import, data extracts, EDI, keyboard macros and any other method available to us. This effort should pay off as all library staff strive to efficiently manage workloads.

With the assistance of Brian Finnegan (Electronic Resources Librarian) and ITS, the proxy server is now in place. The proxy server allows off campus users access to licensed databases without having to know a distinct password for each database.

The Automation Department has also been active in the relocation of the electronic instruction classroom to new quarters in the basement. In addition to the physical move of the computers, the Department installed new network hubs and additional computers.

A new computerized time clock was installed and a method of backup was finally created. This replaces the old punch card unit which was not Year 2000 compliant, constantly malfunctioning, no longer supported by the manufacturer, and it was nearly impossible to get replacement ribbons.

Both the Integrated Systems Librarian and the Automation Assistant are receiving training on web coding and have been added to the library's web team. This should be a positive move for the Library, the web team and the department. On a similar note, the Department has taken over the coding of the web interface of the library catalog. Stefan Smith had done this previously.

Finally, the Automation Department finalized plans on the remodeling of new office space. Previously, the Automation staff was split in different offices, which made it difficult for efficient communication, supervision, problem solving and for people trying to reach us. This was accentuated by Terry Stika's recent change to full-time status. We should move into the new space in late July 2002.

This was another busy and productive year. Members of the Cataloging Department include Charles Marx, Jan Ruesch, Susan Grebel, and Ellen Parker. Ellen Parker also provides support for the Administrative Office.

This year the Cataloging staff added 6425 book titles. This is a slight decrease from last year, which was the highest number of titles added since at least 1983/84. This translates into 6492 stacks volumes, 2777 reference volumes, 323 special collections volumes, and 113 special collections tapes. We also cataloged 419 microform titles. These were contained on 732 microfiche sheets. The 251 audiovisual titles we cataloged translate into 278 videotapes added, 25 DVDs added, 31 CD-ROMs added, and 10 audiocassettes added. We also cataloged 24 DVD titles and 11 CD-ROM titles. The Cataloging and Acquisitions staffs withdrew 494 book titles, 2691 stacks volumes, 748 reference volumes, and 2 videotapes. To accomplish this, we input 99 records into OCLC, added 7589 authorities to our catalog, performed over 5688 corrections to our online catalog, and canceled our OCLC holdings for 3689 titles.

We continue to process most titles very quickly. The cataloging process generally takes less than two weeks for most titles with copy.

Voyager still works well, although we are still unable to do global heading changes. Bill Doering has been trying to work out a way to record statistics automatically through Voyager. He has made some progress, but it looks like we will continue to need to collect some statistics manually.

We continue to work on converting our card series authority file to an online file. With the workload, we are unable to devote substantial time to this project.

Next year we hope to catalog at least 100 oral history interviews, reduce the original cataloging backlog, and begin cataloging internet resources while keeping up with the flood of new materials. We would also like to make significant progress on series authority conversion if we can find the time to do so.

We have also begun to evaluate OCLC's new Connexion service. This will replace Passport for Windows for cataloging use and will eventually also replace Cataloging Microenhancer. At this point, the software is not fully developed, and using it would severely reduce our production. In addition, there is currently no way to produce spine labels with Connexion. We need to have the capability to produce labels before even considering a change.

FISCAL YEAR 2001/02 STATISTICS

	ADDED	WITHDRAWN			
TITLES	6425	494	INPUT INTO OCLC	99	
STACKS VOLUMES	6492	2691	AUTHORITIES ADDED	7589	
REFERENCE VOLUMES	2777	748	OCLC CHANGE REQUESTS	0	
SPECIAL COLLECTIONS	323	0	ONLINE CATALOG CORRECTIONS	5688	
SPECIAL COLL. TAPES	113	0	TITLES CANCELLED ON OCLC	3689	
WEB PAGES	0	0			
MICROFORM TITLES	419	0	ADDED	WITHDRAWN	
MICROFILM REELS	0	0	VIDEOTAPES	278	2
MICROFICHE SHEETS	732	0	DVDS	26	0
DVD TITLES	24	0	VIDEO TOTAL	304	2
CD-ROM TITLES	11	0	CD-ROMS	31	0
AUDIOVISUAL TITLES	251	0	AUDIOCASSETTES	10	0

The mission of the Circulation Services unit is to provide for the greatest possible use of library material, while ensuring the security of the collection and adherence to equitable policies in the provision of services to individuals whose needs compete. The unit is responsible for circulation of general and course reserve collections, universal borrowing, shelving and stacks maintenance, registration of patrons and maintenance of patron records, reserve collection processing, compilation of circulation statistics, and the provision of basic directional information to library patrons.

The major focus of the department during the past year was bringing up the Universal Borrowing (UB) module into full production mode for the campus. Beta testing of the product continued through the summer with the full production upgrade occurring in August. During fall semester UB was used on a limited basis. By the end of the semester, other sites up on the module (besides the 3 beta sites--La Crosse, Stout and Eau Claire) were Green Bay, Oshkosh, River Falls and Stevens Point. Michele Strange and Bill Doering assisted in training several campuses before they came up on the system: Whitewater visited La Crosse in September and Platteville in December. In addition, Michele participated in an online teleconference training session for several sites in November. Michele and Bill went to Milwaukee in January to train their staff.

By February, ten of the campuses were up on UB, so during spring semester the department began to publicize the service more widely. This included flyers to all faculty, articles in *Campus Connection* and *Fine Print*, staff training and various links on the library's web pages and catalog.

The staff spent a lot of time this past year helping with testing and reporting UB incidents, even after the beta phase ended. The department continues to serve as a resource to other campuses dealing with UB issues. We also are impacted by the increase in workload for the borrowing and lending of materials. From November 2001 through June 2002 UB accounted for 528 loans to other campuses, and 343 items borrowed for UW-L users. An average of 21 requests a week are processed through the CallSlip module.

The implementation of UB also resulted in other activities, such as reviewing and changing circulation policies. Another major project that was initiated in the spring was a re-barcoding project. This was necessitated by the fact that many materials in our collection have a barcode with a prefix that matches Platteville's. Therefore, many volumes from both campuses have duplicate barcodes. This will be an ongoing project into next year.

One other major issue dealt with this year was the loss of our half-time position when Linda Sondreal moved to ARC/Special Collections in March. State budget cuts have resulted in not filling this position—a situation which remained unresolved at the end of the fiscal year.

The change in library hours beginning in fall 2001 resulted in no negative comments about early closing on Fridays and Saturdays. Later hours on Thursday evenings and earlier opening on Sundays, however, were appreciated by the students.

The availability of an EZProxy server for use by the library has enabled us to move forward in adding copyrighted materials to our electronic reserves collection. The setup is in place to add this service in fall 2002. The summer will be spent in re-writing e-reserves policies and procedures.

Circulation of library materials showed a small increase—the first time in several years-- from 2000/01 figures, up a total of 1027 or 1.1%. General circulation showed a substantial increase of 5298 or 10.7%. In-house (browse) counts increased as well, by 27% from the previous year. The biggest drop was registered in reserve circulation, which declined a total of 27%.

This decrease can be linked to the total number of reserve items processed, which decreased by 19.6% from 13955 to 11223. This number includes total number of pages scanned for e-reserves. The number of pages scanned was 7539 compared to 9488 the year before, a 20.5% decrease. Unfortunately, since no statistical software for counting hits on web pages has been added to the campus web server, the department continues to have no e-reserve use counts.

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MONTH	GENERAL CIRCULATION	RESERVE CIRCULATION	IN-HOUSE	CIRCULATION TOTAL	MANUAL REGISTRATIONS	TURNSTILE COUNT	DAYS OPEN
Jul-01	1635	443	988	3066	12	10266	26
Aug-01	1220	205	634	2059	4	7785	25
Sep-01	3848	2369	2431	8648	15	43888	27
Oct-01	7781	2762	3105	13648	14	59916	31
Nov-01	8432	2392	2494	13318	14	46111	27
Dec-01	3251	1379	1868	6498	9	32893	21
Jan-02	2330	536	1105	3971	12	10151	23
Feb-02	5468	2354	2118	9940	12	38145	28
Mar-02	6653	1759	2264	10676	9	31481	28
Apr-02	9122	2245	3934	15301	11	44851	30
May-02	3388	1346	2363	7097	6	27010	26
Jun-02	1706	257	623	2586	26	6285	24
TOTAL	54834	18047	23927	96808	144	358782	316

Items placed on reserve for 2001/02 - 11223
 Pieces scanned for e-reserves 2001/02 – 7539
 Items shelved for 2001/02 – 62839

Note:
 Circulation count includes Curriculum Center

Additional activities for 2001/2002:

Staffing/Staff Development

- Linda Sondreal moved into ARC on a full-time basis in March 2002.
- Karen Lange worked on a temporary basis from mid-March through June 6, 2002.
- Michele Strange presented sessions on Universal Borrowing at GLUGM in October 2001 and at WAAL and VUGM in April 2002.
- Michele participated in an online workshop entitled "Faculty Ownership of Course Material" during August/September 2001
- Johanna Stephenson attended the SLIS Circulation conference in October 2001.
- Dwayne Webb attended the Crisis workshop sponsored by Protective Services in November 2001. He also attended Access and Excel training through ITS in July 2001.

Stacks Maintenance

- Video security stripping project completed

in summer

- Shift of collection from DA-GV conducted during the fall and spring semesters
- Arranged for move of new stack range into general collection
- Coordinated with Collection Development and Reference in weeding projects
- Items shelved during the year – 62,839

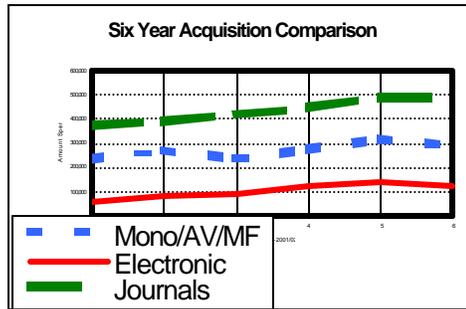
Goals for next year

- Continue equitable access to the library collection through accurate shelving and stack maintenance
- Continue accurate and efficient service at the circulation desk
- Resolve issues of decreased staffing
- Expand of E-reserves to include copyrighted materials
- Continue the shift of the circulating collection, including coordination with the weeding project and deal with issues of space planning in regard to multimedia and other collections

Beginning with the spring semester of 2002, Murphy Library was reorganized and a new department was created out of the former Acquisition/Collection Development Department. The new department was called Collection and Resource Development. This Department's mission is to provide leadership for the Library's collections across all formats (i.e. monographs, periodicals, audio visual, and electronic). In doing so, this department works closely with the library faculty and campus-teaching faculty to identify and select information resources that support the university curriculum.

When possible, provision is made to purchase materials that meet the general recreational needs of the campus. This department, in conjunction with the Library Director and members of the Collection Development Forum, manages the resource budget.

implementation, modification, assessment, and evaluation of preservation activities also fall under the domain of this department.



A six-year funding comparison was performed in order to compare spending by format.

The chart indicates that Murphy Library spends approximately 54% on periodicals,

32% on monographic/audio-visual/microforms, and 14% on electronic resources. Inflation rates for monographs were minimal (1.9% average – 2002 Bowker Annual). Periodicals were hit harder with an 8% increase (2002 Bowker Annual). The impor-

Budget:

Acquisition Comparison not including Endowment Funds

	97-96	98-97	98-99	99-00	00-01	01-02
Mono/AV/MF	233,709.00	270,656.00	235,740.00	273,255.00	318,837.00	290,964.00
Electronic	58,850.00	85,033.00	93,280.00	124,800.00	136,797.00	127,263.00
Periodical	374,520.00	392,245.00	417,729.00	446,526.00	488,602.00	485,490.00
Subtotal	667,079.00	747,934.00	746,749.00	844,581.00	944,236.00	903,717.00
Total Budget	702,946.00	702,946.00	702,946.00	772,946.00	869,841.00	966,736.00
Difference	35,867.00	(44,988.00)	(43,803.00)	(71,635.00)	(74,395.00)	63,019.00

An allocation formula for funding is utilized to aid in the equitable distribution of monies. The formula can be adjusted accordingly as programs or changes occur. Regular monitoring, analyzation, evaluation of library reports/statistics, publishing industry trends, and the dynamic information requirements of the campus are performed in order to make accurate decisions relating to resource buying. Collection projects focus on creation, development, maintenance, and de-selection of physical and electronic collections. Determination of the proper mix between locally held formats to that of remotely accessed formats is also done. Continual

tant fact to remember deals with purchasing power and since the budget remains static, fewer resources can be purchased and in terms of periodicals, cuts have to be made. Planning for such a cancellation project takes time and involves many people. Fall of 2001 saw this process start with full completion expected by the fall 2002. Cancellations of no use, low use, or high cost per use titles were proposed. Additional funding will be required to maintain present buying and subscription levels. If this does not occur and inflationary rates remain at the current rate, further cancellations can be ex-

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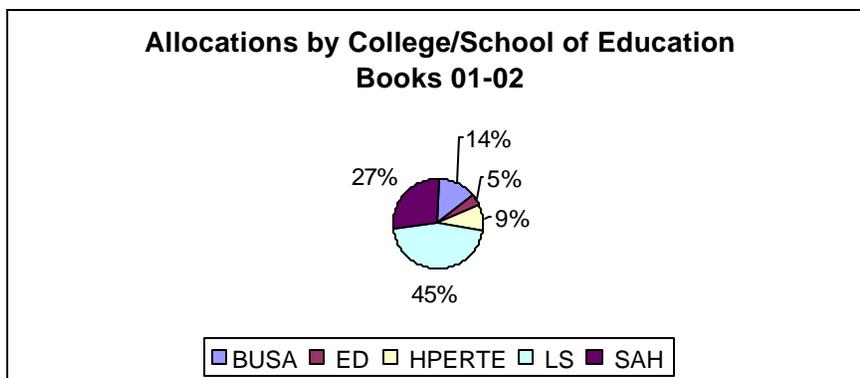
pected. Possible solutions would be to utilize other resource allocations such as monographic monies or rely more heavily on aggregator databases to provide access to needed journals. However, both solutions are problematic. The former solution would further jeopardize monographic buying, which is modest in proportion to periodical expenditures. The latter presupposes that publishers will allow continual licensing rights with producers of aggregator databases. At present, industry trends do not point toward this much stability.

For FY02, Murphy Library purchased 5242 monographic titles (excluding standing orders) for a total price of \$165,338.44 or an average of \$31.54 (less than national average). Funding allocation for resources (excluding electronic resources, periodicals, and standing orders) is: Academic Departments - 35%, General Library - 53%, Reference - 10%, Special Collections - 1%, Replacement - 1%. This year academic departments spent 87% of their allocated funds. Collection and Resource Development then made selections in areas that made little or no item selections and allowed additional acquisitions for departments where heavy use dictated extra expenditures. For those departments where little or no purchases were made, meetings will be arranged to discuss their resource needs in relation to programs and courses. 193 videos and DVDs were purchased for \$19,571.60.

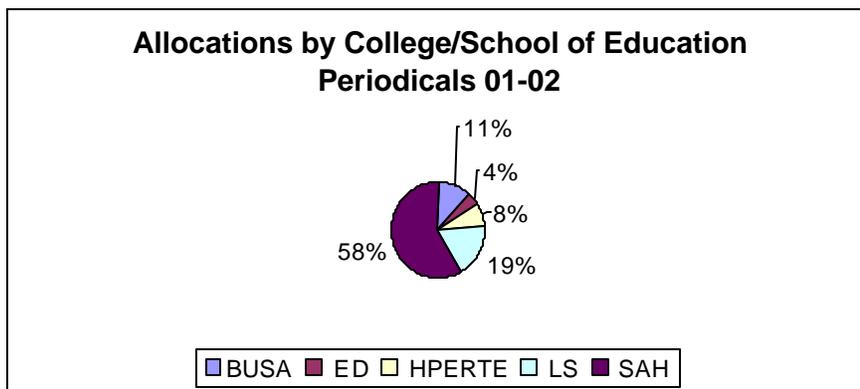
An evaluation of the present state of spending by campus departments was performed. Questions posed were: "What departments account for what percentage of spending in terms of monographs and periodicals," and "What is the ratio of spending by

each department for periodicals and monographs?"

The results by colleges and the School of Education are shown below.



The first chart shows that Liberal Studies accounts for 45% of all monographic purchases whereas the next chart shows that Liberal Studies is responsible for 19% of the periodical expenditures. Conversely, Science and Allied Health accounts for 27% of all



monographic purchases and accounts for 58% of the periodical subscriptions. This data, when correlated with use reports, depicts that departments are allocated monies according to their relevant needs. Because science disciplines rely on timely and up to date information, they subsequently require a larger portion of their budget allocated for periodical purchases in order to satisfy their informational and research needs. "Liberal Studies" based disciplines tend to be more monographically based. Over time this tendency will be re-examined to see

Ratio of periodicals to monographs expressed in percent (college/school totals):

Business	HPERTE	Education	SAH	LS
83.5/16.5	81.5/18.5	86/14	93/7	71/29

if changes have to be made.

Results of this year’s budget point out most academic units dedicate over 80% of their funding to periodical purchases (see chart below). A review of current library literature revealed that most universities aim to keep their ratios in the 60/40 to 70/30 range (periodicals to monographs). This ratio will need to be scrutinized in the ensuing fiscal year as perhaps the Library spends too much on periodicals instead of other resource formats.

Another interesting tendency worth mentioning relates to the ever-increasing interdisciplinary needs of UW-La Crosse’s students, faculty, and Staff, which directly affect budgeting. In the past, librarians could easily assign budgets based on use of the collection. Now, university programs incorporate research knowledge acquired from other disciplines. Use of Murphy’s collection reflects this. For example, biology students do not just check out materials or utilize databases in the biology subject area. In fact, reports indicate that biology students circulate items from a variety of subject areas in the library. This trend is also found in interlibrary loan where users in a specific field request materials from several different subject fields.

Diversity and commitment to Plan 2008 remains a top priority as well. FY 01-02 saw Murphy Library spend \$23,574 specifically for the purchase of 749 titles related to Gay/Lesbian, Persons with Disabilities, and Racial/Ethnic Diversity.

Collection Use

Heaviest use of the monographic collection appears to be in the social sciences followed by the sciences. Electronic Resources saw that Sociological Abstracts (social sciences based database) received the second highest use after the “general” EBSCO-host aggregator database. It would be interesting to find out which periodicals and subsequently which subject fields were heaviest used in EBSCOhost. Statistics do show that use for print periodicals is

decreasing while the electronic equivalents receive much higher use.

UW System Collection Development Committee (CDC)

The total budget for FY 01-02 : total cost of renewed and approved resources was \$1,473, 272 with \$57,109 carried over to the next fiscal year due to netLibrary problems (see below). CDC coordinated the elimination of low and duplicated Elsevier periodical subscriptions for the state. Investigations were conducted to find other vendors of electronic books in light of netLibrary’s bankruptcy and the group found out that there was not much out there. This was due to the unstable and immature nature of the e-book market, and licensing and copyright restrictions put forth by publishers. It should be noted that through this group’s collaborative purchasing efforts, resources that are otherwise unobtainable could be made available for the mutual benefit of the entire UW System. The CDC ultimately acts as a catalyst in controlling costs.

Special Projects

Special projects worth mentioning were: securing permission for the use of credit cards as a valuable buying tool for the acquisition of materials (used or new – foreign or local), staff education on library telephone marketing scams due to their increasing prevalence, relocating print titles found in the JSTOR electronic full Text collection and assessing the impact, and initiating the cataloging of CD-ROM titles to ensure user access to them.

Gifts

Gifts continue to be a major activity and outstanding way to supplement collection building. Much of Karen Lange's time is consumed responding to gift inquiries from UW-La Crosse's faculty, staff, students, community members, alumni, and publishers. Many gift collections were processed only to make way for more. Currently this depart-

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ment does not record statistics on the total number of items received, just additions. For FY 02-03, we will try to do so. 545 books (nearly double the items added last FY, 95 videos, and 1 CD-ROM were added.

Notable Donations

James Gallagher (Professor emeritus Archaeology and former director of MVAC) donated numerous books on archaeology that will be a great value to our collection and institution.

Other donors who contributed sizable gifts to the collections were: Karin Sandvik, John Gardner, Elisabeth Hinck, Dolores Thomson, Trane Corporation, Lannan Foundation Videos Series, and Nancy Mouser.

Grants

Murphy Library benefited from grants that were obtained by faculty members. Cris Prucha and Susan Murray (Therapeutic Recreation) worked together on a grant, "Promoting Positive Images of Aging With Bibliotherapy," which included \$325 for library materials.

Jac Bulk, Chair - Sociology)

The Sociology Department received a grant for the development of a new Hmong heritage course. Parts of the grant monies were used to buy library materials to support this new course. 35 titles and 5 videos were added to our collection.

Endowments

Money from endowments allow for the continuing prominence of the collections by enabling the Library to enhance areas that complement the university's academic strengths. Endowments for FY 2001-2002 are:

Latin American Endowment - continued spending at \$1062.

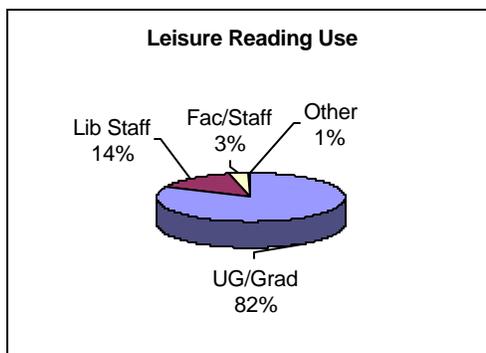
Multicultural Endowment – continued spending at \$787.62

Special Technology Endowment - continued spending at \$602.45

Latina/Latino

An award of \$1199 was made by the Murphy Library Endowment Committee for the purchase of Latina/Latino materials. Prof. William Barillas in conjunction with Collection and Resource Development staff identified titles, which both augmented previous multicultural and last year's Latin American endowment purchases ultimately creating a unique collection with particular emphasis to Latina/o writers of the Midwest. In all, 67 titles were bought for the regular and reference collection.

Leisure Reading Collection



Funding of \$1000 from the Library Endowment was bestowed for continuance of the Karin Sandvik Leisure reading collection, which resulted in \$3427.01 being spent. Before the conclusion of FY 01-02, 476 titles were added from this additional funding. An examination on this collection was performed in the spring of 2002 to ascertain patterns of use.

Statistical highlights of the Leisure Reading Collection are: 82% of users are undergraduate and graduate users, the collection accounts for 2.7% of total library circulations, and 41% of this collection has circulated (many titles more than once – which in itself is intriguing as the collection is new). Frequent and careful evaluation will be required as this collection has physical shelving constraints.

Book Sale

Revenue from this year's two book sales was \$1202.80 (Spring '02 sale was 2nd highest ever). Sales of items benefited the library by allowing for additional acquisitions, staff development and training.

Preservation

This year 438 items (monographs and periodicals) needed mending, and 62 books had to be sent to the bindery. \$1625.06 was spent on replacement resources for 70 items that were damaged, lost, or declared missing.

Accreditation Reviews

An assessment of Murphy Library's resources was conducted for the College of Business Finance Department.

Goals for next year

- Gain confidence and knowledge of the Library's various collections and resources. Accumulating knowledge about this institution's departments, programs, and course offerings will be of help.
- Continue learning procedures and policies related to collection and resource development as well as the library as a whole.
- Master various software reporting programs as they relate to Collection and Resource Development in order to assist with the preparation of budget requests that accurately portray university resource needs.
- Continue working with Electronic Resources Librarian, library faculty, teaching faculty, and students in order to obtain the most appropriate and cost effective electronic resources (licensed or owned). Also, developing and maintaining a list of prioritized electronic resources will be essential.
- Work closely with Acquisitions Librarian, library faculty, Library Director, and Library Faculty Senate Committee in order to equitably modify the allocations formula.
- Monitor, control, and adjust spending in conjunction with Acquisitions Librarian.
- Help identify, evaluate, select, and utilize the most cost effective means of purchasing library resources whether by vendor, Internet, or combination (work closely with Acquisition Librarian).
- Monitor inflationary trends and possible impacts on budget with aid of Acquisitions Librarian and communicate information with rest of library faculty and university community. Make informed recommendations based on this information.
- Perform annual periodicals review to assure that users needs are being met. Communicate results to campus departments.
- Investigate the feasibility of building local digital collection with focus on issues of content, archiving, and preservation.
- Monitor shelf space needs for the various collections. Expand shelving or relocate multi-media and bound periodicals collections.
- Continue with Plan 2008, other campus diversity initiatives, and serve as multicultural librarian.
- Evaluate effects of acquisition and collection development split, plus part staffing needs due to reorganization.
- Examine Universal Borrowing and IL-Liad's impacts on collection and provision of resources.
- Utilize Consortia buying power whenever feasible.
- Update and improve Library web pages related to Collection and Resource Development in collaboration with web resources team.
- Update and revise the collection development policy (last done in 1995).
- Continue with weeding multiple copies of monographs.
- Attend when schedule permits, UCC and GCC meetings to stay abreast of proposed course and program changes.
- Coordinate implementation and selection of free scholarly electronic periodicals and web resources.

The Electronic Resources department is responsible for overall functioning and maintenance of the public access computers in Murphy Library. The public access computers consist of: 39 Internet access computers, 6 CD-ROM based computers, 4 email stations, and 3 public printers. Electronic Resources is also responsible for the more than 150 databases, ranging from rather small, specialized indexes to large full-text collections, available to the UW-L academic community. As part of the library's Web Team, Electronic Resources participates in all activities related to the management and maintenance of the library web site.

The implementation of EZProxy for remote authentication to Murphy Library's subscription databases took place in January 2002. EZProxy allows for computer users who are off campus to gain access to library databases using their UW-L email account for verification purposes. The advantages of using EZProxy include: admission to databases that did not previously allow remote access; fewer passwords for the user to remember; and utilization of Information Technology Services' maintained UW-L email server. While we did encounter problems with some remote users at the outset, this method of authentication has been successful.

New databases that were added this past year include: *Encyclopedia of Life Sciences*, *JSTOR Business Collection*, and *World Marketing Data and Statistics*. Both *FactSearch* and *RILM* are now offered as licensed databases with unlimited searching.

A new printer was purchased and installed in the reference area before the beginning of the fall semester. This printer has helped handle the printing demands that occur within the library. Over 300,000 (600 reams) sheets of paper were printed from the three printers in the reference area.

Three CD-ROM computers in the reference area were replaced at the end of the spring semester. The hard drives on these new computers are over five times larger than the ones that were replaced which allows us to load many more CD-ROM programs onto these computers.

Overall, database searches decreased from 475,083 during the 2000/01 academic year to 408,191 during the 2001/02 academic year, a decline of 14%. This decline can be attributed to a decrease in the

use of the EBSCOhost databases. For example, Academic Search Elite was searched 114,306 times during the 2000/01 academic year and for the 2001/02 academic year was searched 98,575 times, a drop of 13.7%. Similarly, use of the ERIC database dropped from 41,917 in 2000/01 to a use of 24,117 during academic year 2001/02, a drop of 42.4%. Perhaps students are meeting their information needs elsewhere as more and more information becomes available via the Internet. However, a more likely scenario is that with the increase in online databases in addition to EBSCOhost, students are using other Murphy Library resources, such as databases not among the aggregator databases to meet their information needs. Regardless of the cause, this is a trend the Electronic Resources department will continue to monitor.

Goals for next year

- Coordinate printing solutions with the General Computing Access labs across campus, which includes finding a replacement or upgrade for printers number one and two.
- In light of the current budget situation, examine database usage statistics and content to reduce overlap.
- Explore the possibility of offering full service computers within Murphy Library, including the potential for laptop checkout within the building.

Comparison of Aggregator Database Searches: 2001/2002 academic year

01/02	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Cambridge	126	111	4864	5896	754	171	221	731	2356	1069	467	241	17007
Dow Jones	1084	631	861	1731	2215	1862	527	1219	15465	4789	1757	443	32584
EBSCOhost	4927	1087	12746	26272	26937	15130	3175	23101	23755	34205	11816	5311	188462
FirstSearch	549	271	928	2107	2200	682	186	2459	2189	2828	1517	1053	16969
Gale	7	19	169	296	135	30	7	226	141	148	16	0	1194
ProQuest	850	192	3241	5334	6172	2358	858	6081	6500	13920	4553	1527	51586
SilverPlatter	1174	579	6155	6439	5713	2843	1642	34542	11555	19311	2324	1946	94223
Web of Science	92	84	419	912	645	271	412	1048	1209	799	204	71	6166
													408191

Comparison of Aggregator Database Searches: 2000/2001 academic year

00/01	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Cambridge	131	447	1057	2348	1265	512	1021	2260	466	2283	419	247	12456
EBSCOhost	6961	2097	39194	54739	48347	30463	8264	50322	39603	59698	14186	3681	357555
FirstSearch	165	85	1056	1615	1993	788	520	2245	1496	1196	363	319	11841
Gale	34	21	389	81	77	52	256	47	175	92	47	0	1271
ProQuest	752	328	5234	3945	5144	1921	2000	4175	3821	10006	848	950	39124
SilverPlatter	902	313	5544	7916	8324	2947	2092	6896	5215	6548	1050	509	48256
Web of Science	116	104	520	745	625	142	284	1028	352	526	131	7	4087
													475083

Top Ten Searched Online Databases: 2001/2002 academic year

1. Academic Search Elite	95,516	6. ABI/Inform	20,047
2. Sociological Abstracts	31,525	7. Sport Discus	15,217
3. Dow Jones Interactive	30,869	8. ProQuest Newspapers	13,070
4. ERIC	22,358	9. Wisconsin Newspapers	12,894
5. Masterfile Premier	20,832	10. PsycInfo	10,815

The Government Documents Department serves as a depository library for federal and Wisconsin publications. As a depository library our duty is to serve the whole community, not just the campus.

Documents from the U.S. government are available in paper, microfiche, CD-ROM, DVD, and Internet formats. We select documents series to receive, process them including getting cataloging records from Marcive, and aid patrons in their use. Law books, catalogued microforms, and topographic maps of Wisconsin are also housed in the Documents area. We also have numerous other topographic maps housed in the Geography Department's Map Library through a separate housing agreement.

In federal documents news the events of 9/11 have dominated the news as in most other areas. Due to security concerns a number of agencies removed content from their web sites. Two documents were removed after being distributed by the depository program: a CD-ROM about surface water resources of the United States and a web General Accounting Report about the Brady Gun Control legislation and antique weapons. In an unrelated matter the Interior Department web site was shut down for a time due to agency involvement in a lawsuit. In happier news we began receiving our first DVDs this year; some 2000 Census data will be available on DVD. One of our new PCs has a DVD drive installed.

A new database was added to the library's EBSCO-host's titles: Military Library FullTEXT. This product is supposed to be for military families. It contains the full-text of over 300 periodicals including thirty-some military periodicals from the last few years, periodicals on military topics from non-governmental sources, and popular magazines such as *Newsweek* and *Entertainment Weekly*.

Mary Baldwin, the Documents Assistant, continues cataloguing pre-1976 federal documents, concentrating on Congressional hearings. She is also cataloguing older Wisconsin documents as time permits. In weeding news, Baldwin identified discontinued federal series in both paper and microfiche. The Documents Librarian, Sandy Sechrest, has

been weeding these series determining what is outdated and what has historical or statistical value. Approximately 843 items were weeded last year. The cataloguing of older federal and Wisconsin documents and the weeding are all goals accomplished from last year's list.

In GIS matters, Sechrest and Randy Hoelzen, Reference, met occasionally to discuss GIS issues, but there was not much use made of the two GIS workstations. The GIS web page has not yet been added to the Library home page. An intern was hired in the spring semester, but due to various time conflicts did not accomplish much in the documents area. We continue to get CD-ROMs with valuable GIS content.

Among goals, which have not yet been accomplished is a revision of the collection development policy and development of an electronic service policy which are at present in draft form and have not been completed. Another goal, having the Documents Librarian take Excel classes from the ITS Support Center, was deferred. Also an exhibit about GIS was not done in the fall as planned.

Goals for next year

Study combining public service points (including Documents) due to reduced level of questions.

Continue getting older federal and Wisconsin documents catalogued.

Prepare an exhibit and possible demonstration for Fall, 2002 about GIS.

Finish revising the Documents Department collection development policy and preparing an electronic service policy.

Continue providing assistance to patrons to make the best use of government documents regardless of format.

The mission of the Interlibrary Loan Unit is to provide patrons with barrier free access to library materials not currently owned by Murphy Library, nor available at other local libraries. Murphy Library obtains materials for our patrons from other libraries, and via guidelines in cooperative agreements, and lends materials to other libraries. When appropriate, materials are also obtained from commercial document delivery services. It is the goal of this unit to make this service easily accessible to all authorized patron groups and to provide the service expeditiously and inexpensively. Every effort is made to use state of the art technology and efficient office practices to accomplish these goals. It is also our goal to be able to identify those materials frequently requested by our patrons and share that information with collection development decision makers.

This past year has been a productive one for our department. Staff have done much to make ILL an appreciated service by our patrons. Automation enhancements and a recent UW System focus upon improving this service should prove to be further stimulants for improvements.

The table below records use statistics for the past five years. The total volume represents a 17% increase in traffic from last year. With the exception

Year	Requests of Us	Requests by Us	Total Volume
1997/1998	4,526	3,397	7,923
1998/1999	4,798	3,633	8,431
1999/2000	4,834	3,898	8,732
2000/2001	5,351	3,306	8,657
2001/2002	5,827	4,263	10,090

of last year we have had steady, significant increases in ILL traffic since 1992/93. It would appear that last year's 1% drop was an aberration, for whatever reason. The most significant increases occurred in borrowing which saw a 28% increase in volume. Lending also increased at a 10% rate. The ratio of lending to borrowing is back to its historical 4 to 3 ratio.

Same day service is the norm. Our staff ship requests on the same day as receiving 69% of the time. Same day or next day service occurs 92% of the time.

Lending Statistics

Year	Copies Turnaround Time (Mean)	Books Turnaround Time (Mean)
1999/2000	1.2	0.7
2000/2001	0.9	0.7
2001/2002	0.6	0.5

Very small but measurable improvements in fill times are shown. This is in part due to the fact that I now do not round off median rates to the nearest day, but carry it to the nearest tenth. I will continue this practice as any measurable improvements at this level are significant.

It has always been a concern since we joined LVIS (Libraries Very Interested in Sharing) that there be some equity between borrowing and lending traffic. The statistics have always been skewed, that is we have always been a net lender, sometimes to the

degree that it became a concern. This year Moni McCarty did a very thorough job of breaking down the statistics and segregated out the Wisconsin LVIS members from all others. When you take out the Wisconsin libraries, libraries that we would be supplying requests for free, regardless of LVIS arrangements, we become a net borrower. That is we
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Borrowing Statistics: Copies (Days)

Year	Mean	Median	Mode
1998/1999	7.9	7	6
1999/2000	8.5	7	6
2000/2001	8.4	7	7
2001/2002	8.3	6.7	7

Borrowing Statistics: Books (Days)

Year	Mean	Median	Mode
1998/1999	8.8	7	6
1999/2000	8.5	7	6
2000/2001	7.9	7	6
2001/2002	7.4	6.1	6

borrowed more than we lent at a ratio of 3/2. Total LVIS traffic continues to grow.

The fee based ILL Express service continues to be used and appreciated but traffic remains light. Last year we had 28 requests for expedited service.

Universal Borrowing now has some history and the question of what effect UB has had on ILL traffic can be looked at with the understanding that this is still a service in its infancy with libraries devoting varying degrees of energy to promote it. Also during the period considered some UB libraries would have only been active during part of the period. I used November 2001 through April 2002, as I have UB statistics for this period. During that period La Crosse loaned 445 and borrowed 259 returnables from a possible 11 institutions using the UB mechanism. I did not include UW Colleges in this

comparison. When you take a look at our ILL borrowing and lending with those same 11 UW institutions, during that same time period, you find that both borrowing and lending went up from the previous year. We borrowed 132 returnables in 00/01 and 177 returnables in 01/02. We lent 308 returnables in 00/01 and 341 returnables in 01/02. What does this tell us? Well if you look at UB and ILL together it indicates we do a lot of resource sharing in this group. ILL traffic continues to be very strong with other UW schools even those using the UB service. It may say we are not reaching enough ILL patrons with information about UB. Patrons continue to use the services they are most familiar with. Ideally we would have one stop shopping for our patrons, that is a system that would accept requests for items not owned, search and refer to UB first and if not available automatically go into the ILL system.

Last year's goals were met. It has been a year of significant accomplishments for the ILL staff. A review of last years goals shows the following progress made:

...desktop delivery...of...articles. maintaining a working knowledge of CUWL's plans in this area as they have a goal of improving resource sharing and may finance services in this area.

Randy Hoelzen and John Jax served on the CUWL Enhanced Resource Sharing Task Force (ERSTF) which explored a multitude of issues. The group recommended the purchase of the ILLiad system and CUWL endorsed that recommendation. This system will, among many other things, allow for desktop delivery of articles.

...migrate to ClioRequest.....this product allows for the electronic transfer of patron-supplied data from their request form directly into Clio.

We did add this product to our stable of CLIO products and it has proven to be an extremely productive step. It eliminates a great deal of keyboarding and speeds up our borrowing process.

Explore improved packaging for our outgoing mail.

Improvements were made in this area.

Review and improve our ILL services to Distance Education patrons and other remote users.

The Learning Community patron has become a visible user of ILL services. This Distance Education user group has forced us to develop policy, sometimes on the fly, to meet their needs. A more focused attempt at creating written policy got under way and will continue next year.

Improve borrowing fill times.

I can verify a very slight improvement in fill times as indicated in the statistics reported above and it is my belief that there is additional undocumented evidence of even yet more significant improvements. The current ILL administrative software measures fill times from the time the request enters the OCLC system, not when the patron fills out the request, until the time that the request is filled, that is received by us. A very important statistic but one not easily obtained is our office fill time. That is the time when the patron sends the request until the time the request is sent to a lending library. It is my observation that we made improvements in office fill time this year as well. The upcoming ILLiad software probably will give us that statistic.

Goals for next year

1. Implement the ILLiad System. This includes the desktop delivery component which will necessitate the purchase of a compatible scanner. Activate the plan to use the newest microform reader to export electronic documents. ILLiad implementation will require changes in ILL Office and Reference Student use practices. It will require coordinated efforts with the automation office as their assistance will be needed. Patron marketing and orientation will also be necessary.
2. Complete policy and practices related to services for Distance Education patrons.
3. Promote the adoption of UW System wide fill time standards. There is only so much one can do to improve fill times via improvements in your practices. Fill times are equally dependent on the efficiencies of the lending library.

The library's information literacy program is focused on providing course related information literacy instruction to UW-L classes, with each presentation planned in collaboration with the course instructor to introduce students to the resources, research strategies and information literacy skills appropriate for the learning needs of students enrolled in the course. The Information Literacy Librarian coordinates the program.

The library adopted the Wisconsin Association of Academic Librarians' *Information Literacy Competencies and Criteria for Academic Libraries in Wisconsin* as learning outcomes for the library instruction program. This document was endorsed by the Faculty Senate Library Committee on December 18, 2000, and provides a framework for the information literacy curriculum and assessment of student learning. We work closely with classroom faculty members to help students acquire the information literacy skills they will need, not only for academic research, but also for lifelong learning.

All librarians in the Library Department take part in information literacy instruction, including the preparation of library guides. The Information Literacy Librarian works closely with the Outreach Librarian and also with the Library Assessment and Instruction Committee in planning goals for the program and assessing its effectiveness.

In 2001/02, librarians offered 239 instruction sessions, which were attended by 6,252 people. This represents an increase from the previous year's count of 204 total sessions attended by 4,454 people. In addition, library resources were promoted at several events not included in instruction statistics. Handouts were distributed to residence halls, and to commuter students and returning adult students at orientation events.

Significant Projects and Events

In August 2001, the Library Instruction Librarian served as a panelist, along with several librarians, in a presentation for UW-L's Faculty Research Day

entitled *Traditions and Innovations, Shaping a Vital Responsive Library*. The instruction component of the presentation focused on the difference between traditional library instruction and information literacy instruction.

The Library Instruction Librarian was actively involved in UWL100, the First Year Student Seminar, team teaching a section and participating in planning meetings. Planning for the information literacy component of UWL100, remained a focus. This class has the potential to provide a vehicle for a more systematic way of incorporating information literacy instruction into the student learning experience.

The Chair of the Faculty Senate Library Committee, the Library Director, and the Library Instruction Librarian met with the Director of General

Education on October 4, 2001 to discuss information literacy in general education. We were subse-

quently invited to address the General Education Committee on this topic on February 11, 2002.

In May 2002 the Director of General Education invited the Faculty Senate Library Committee to submit recommendations regarding the integration of information literacy into the General Education curriculum. Draft recommendations were prepared and Library Committee feedback was solicited via email. The draft will be submitted to the General Education Committee for their retreat in August. The final report will not be completed until Fall 2002, when the Library Committee will be able to meet and fully engage in discussing the plan. It will be resubmitted to the General Education Committee at that time.

The Library Department Personnel Committee approved a revised position description for the Library Instruction Librarian in spring 2002, changing the position title to Information Literacy Librarian. Position responsibilities were revised to reflect a strengthened emphasis on serving as an advocate

Library Instruction Statistics 2001/02	
Total Instruction Sessions 2001/02	239
Total Attendance	6,252

of information literacy education, teaching information literacy skills for lifelong learning, and assessing the effectiveness of this effort.

On May 23, 2002, the hands-on instruction classroom was moved from room 256 to room 30. The Outreach Librarian was instrumental in designing the new lab. The Automation Librarian was instrumental in setting up the technology in the room.

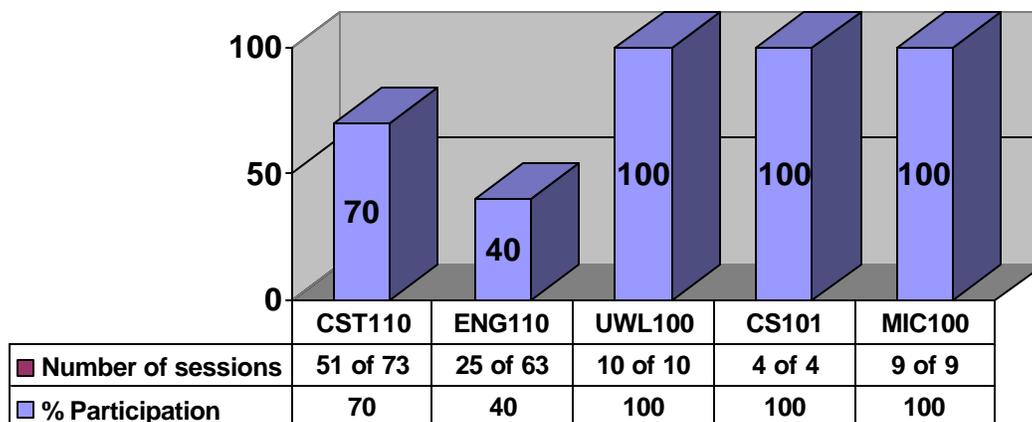
to apply for Classroom Modernization funding to incorporate his suggestions.

In June 2002, the Information Literacy Librarian attended a three-day Problem-Based Learning workshop held on the UW-L campus. The workshop introduced an important teaching technique that can be applied to information literacy instruction, expanded knowledge of classroom instruction and how the library might better support it, and also provided an opportunity to collaborate with classroom faculty on planning their information literacy instruction sessions.

Information Literacy Instruction Details 2001/02	
100 level instruction sessions	117
200 and 300- level instruction sessions	44
400 level instruction sessions	25
Graduate level instruction sessions	18
Tours and workshops for community groups	35
Total Presentations	239

We think the new design will work well to accommodate group work as well as individual work. Jim Jorstad, Director of Educational Technologies, was consulted, regarding the new teaching lab. We plan

Program Reach to Key General Education Classes 2001/02



The Outreach Department was brought into being with the creation of the Outreach Librarian position during the 1996-1997 academic year. Responsibilities of Outreach include developing programs to promote library services throughout the campus community; participating in the Information Literacy Instruction program and bringing instruction to diverse groups not normally reached; developing and maintaining the Murphy Library web pages as a member of the library web team; developing and managing library-related distance education services; managing and editing library publications such as the library newsletter and submissions to campus publications; and participating in other library services.

Outreach continued to work closely with the Information Literacy Department, expanding instruction opportunities to larger, more diverse, and less traditional audiences. Audiences included UW-L faculty and staff, as in the presentation given for the UW-L *Faculty Research Day*, or the beginning and advanced web-searching workshops given through the ITS technology training program. Examples of sessions given to non-traditional students include the *Principles of Educational Research* sessions given to the Holmen and Onalaska Learning Community students. In addition, Outreach conducted almost 40 Information Literacy Instruction sessions.

In all, the Outreach Librarian spoke to more than 2,500 students, faculty, and staff during the year. This included Information Literacy instruction classes, faculty and student outreach sessions, information-searching workshops, and other programs. To support these sessions, Outreach created numerous handouts and library guides, many of which were distributed campus wide, integrated into the Information Literacy Instruction program, or integrated into other library areas and functions.

Outreach also initiated an email follow-up program for selected Information Literacy Instruction sessions. With permission from the Registrar's Office and ITS, Outreach created an email account, infore-source@uwlax.edu, with administrative rights to send mass mailings to student class lists. Outreach

developed a colorful HTML-based email template to be used for these mailings. Emails were sent to approximately 750 students following library instruction classes. The emails included links to products and services discussed during the library instruction sessions.

This year, Outreach implemented a program that provides individual research appointments for faculty. The program is known as the library House Calls service. The service was created and made available during the spring semester and will be marketed heavily in the future. Outreach continues to manage programs such as the Department Outreach program, where visits are made to faculty department meetings, and the Individual Research Consultations service, in which library users make individual appointments for research assistance.

Outreach continued to manage several publication outlets for Murphy Library including the *Murphy Notes* column in the UW-La Crosse *Campus Connection*, submissions to library association newsletters, and submissions to the UW-L Publications Office for special projects such as the Endowment Fund's Michael Blaser painting project. The *Murphy Notes* column, going into its third year, has proved to be a valuable resource for disseminating information to faculty and staff. Outreach also created promotional handouts and brochures for use within the library and for campus-wide distribution.

Outreach serves as one of the principal members of the library web team, participating in all activities related to management and maintenance of the library web site. As a result of a UW-L Teaching Improvement Grant, Outreach created a multifaceted website of environment-related learning objects created by students and faculty. The website will be used with courses taught during the upcoming year. Another UW-L Faculty Development grant is funding the major redesign of the *Information Success Tutorial*. Outreach is working with the Information Literacy librarian to accomplish this.

The purpose of the Reference Department is to provide professional level informational services, in a personalized manner, to all of our patrons. Access to these services can be in person, by phone, or through email inquiry. This assistance is possible through the maintenance of a quality reference collection and the tools to access it. Instructing patrons in effective utilization of reference materials and finding aids, explaining library policy, and referring patrons to appropriate resources outside the library, are also important aspects of reference services.

The twelve librarians staffing the Reference Desk provide the core service in this Department. They provide immediate and personal assistance to all patron populations. This past year the reference desk hours remained at 62 hours per week. Student assistants at the desk once again assisted professional librarians. Student assistants worked with librarians at the desk weekday afternoons and evenings for a total of 30 hours per week. Personal reference contacts at the Reference Desk were documented and the statistical record follows:

We had seen annual drops of 16% and then 11% in

Reference Statistics

1997/98	18,578
1998/99	18,016
1999/00	15,133
2000/01	13,549
2001/02	12,377

the prior two years. This year we experienced yet another decline of 9%. We may take some comfort from the fact that the declines are smaller each of the last three years, or that the declines at the Reference Desk are less than those at other service points in the library. It has been previously reported that this is a national phenomena and that it is generally contributed to ready access to Internet and commercial electronic databases by large numbers of potential patrons. Libraries have not come up with a way of attracting patrons into the physical confines of libraries but many are exploring providing new forms of reference service to the remote user. Later in this report electronic email reference service will be addressed and the upcoming implementation of virtual reference.

A review of last year's goals follows:

evaluate the Z Bibliographies in the stacks to identify titles that belong in Reference, Reference Compact Storage, or need to be weeded. In conjunction with this goal review space needs in Compact Shelving and initiate appropriate weeding if required.

This goal was accomplished. Further weeding in Reference Compact may be required if additional titles that are currently in the stacks are placed in Reference Compact Shelving.

.....identify.....(electronic).....reference services. Evaluate the appropriateness of the purchase of a package such as Human Click, On-Demand, and LSSI. In conjunction with this goal evaluate our reference services for DE students.

This goal has been met in part. Our Public Service Work Group continued to explore options. A CUWL committee, which Randy Hoelzen served on, the Reference Coordinators Work Group also identified this as a top priority for the UW System. Murphy Library, as did many in the System, has made a decision to go with QuestionPoint, an OCLC product, which was marketed by WiLS. We may go up with this product as early as this fall.

Email Reference was available for most of this academic year. As expected this service was not heavily used. Use statistics for a period covering most of the academic year reveal:

- Number of Questions per Week: 3 (median)
- Lowest and Highest number of Questions Per Week: 1 and 7
- Percent of users identifying themselves as not affiliated with UWL: 19%
- Questions answered within fill time guidelines (no later than 9:00 p.m. of the next working day): 90%
- Questions submitted when the desk was closed: 26%

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The expectation, based on library literature and comments of other librarians, was that volume would be low. That is what happened. Most email traffic was not caused by the reference desk being closed but rather the patron's decision as to method of contacting us. The department did a good job of meeting our fill time standard. If we dropped the first couple months of the service from the survey our fill time would improve significantly beyond the 90% rate.

Expand the use of GIS services. Market this service..... Continue our efforts in identifying library datasets usable by ArcView. Explore the feasibility of using ArcCatalog for meta-data cataloging. If available continue to use a GIS intern in a productive manner.

This goal was not met. It was a matter of not enough time to do proper marketing. This service

may be characterized as very much underutilized. Another GIS intern worked in the department for part of the spring semester and other datasets were identified for ArcView utilization.



Patrons

The total number of daily patrons to Special Collections for the 2001-2002 year totaled 1,411. Of these patrons, 311 were new registrants. The individual categories of use and comparisons with last year's figures are detailed below:

Patron Use

The majority of our patrons, as in past years, are interested in local and regional history, architectural history, steamboats and river lore, and genealogy. There was an increase in new registration and daily visitors from the previous year. All ten sections of the freshmen orientation class, UW-L 100, visited Special Collections and received an overview of the holdings. The Special Collections Librarian lectured on the holdings in Special Collections to several UW-La Crosse classes. One lecture, to an Economics 306 class, resulted in extensive use by this class of the oral history collection to do research papers on women and the La Crosse economy. Special Collections again hosted students from Longfellow Middle School doing research for National History Day and their Mississippi Chautauqua. We also entertained several busloads from Holmen Middle School for National History Day, which made for several frantic and busy days but fun and productive as well for the staff and students. Another example of use of our materials was the inclusion of two manuscript diaries from the Area Research Center in the book, *Diaries of Girls and Women, a Midwestern American Sampler*, a sampling of 46 diaries dating from the 1840s-1999, edited by English Professor Suzanne L. Bunkers, Minnesota State University-Mankato, and published in July 2001.

Requests for photographs continue to be a driving force for interest and source of income for Special Collections. For example, one of our photographs was used in the Autumn 2001 issue of the "Wisconsin Magazine of History" published by the Wisconsin Historical Society. Three photos that we supplied last year to Florentine Films, a Ken Burns production company, were used in their biography of Mark Twain, which was broadcast this year on public television. Two recent books on steamboats made extensive use of our steamboat photograph collection: *Packets to Paradise: Steamboating to Fort Benton* by John G. Lepley and *Come Hell or High Water: a Lively History of Steamboating on*

<u>Category</u>	<u>2001-2002</u>	<u>2000-2001</u>
New researcher registrations	311	261
Daily visitors	1497	1206
Attendance at lectures and tours	190	281
Telephone, mail, and e-mail requests (phone 42, mail 47, e-mail 46)	195	135
TYPES OF MATERIALS USED:		
ARC manuscripts and archives	382	237
Rare Books	101	108
Wisconsiniana books & other Wis. items (maps, vertical files)	508	353
University archives	94	49
Oral History Interviews	67	95
Photographs, all categories	445	309

the Mississippi and Ohio Rivers by Michael Gillespie. Income from sales of photographic images, picture rights, and research fees, totaled \$3,218.

Two grant applications totaling \$7,000 were awarded last year by the Sons and Daughters of Pioneer Rivermen for the Steamboat Project. The majority of this money is intended for the printing of photographic negatives of steamboats. Ralph DuPae, the volunteer collector for the Steamboat Project, attended the annual convention of the Sons
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(Continued from page 33)

and Daughters last year and announced his retirement from field travels after 30 years of collecting efforts. Without Ralph's enthusiasm, drive, and commitment, the Steamboat Collection would not be what it is today. Indeed, although he has curtailed his travels, Ralph continues to solicit steamboat photos from his home via mail and telephone and also visits Special Collections to do research.

Staffing and Hours

A major, and very welcome, change in the staffing of Special Collections this spring was the appointment increase for Linda Sondreal from half-time to full-time in Special Collections. Linda will now be doing what she had done all along only now she'll have the time to do more of it! Actually, much of her additional time has been devoted to photographic processing projects including the identification and arrangement of the new prints made from the Taylor Brother glass plate negative collection that was donated last year. She also has worked on a major project to streamline the steamboat photographic print collection by numbering and re-folding the prints and selecting unprinted negatives for printing. Ginny Kreyer, from Periodicals, continued in her role as emergency backup personnel when needed.

Special Collections was open 40 hours per week when school was in regular session, including Saturday afternoons. Our student assistants continue to be essential in all aspects of our operations especially reference service to Special Collections' patrons. During the school year our students included Heather Kvam, Nicholas Krause, Matthew Shelton, Erik Gilmore, Stacy Patnode, Lacy Zemaitis, Mindy Meyer, Mandy Serchen, Jana Reeves, and Liesel Geppert. None of the student assistants were available to work during intersession periods or summer school but Linda and myself maintained Special Collections' normal intersession hours.

Significant Projects and Events

As mentioned earlier, Linda Sondreal had been busy with the Taylor Brother glass plate negative collection. This collection was donated in May 2001 and most of the negatives were taken in the central Wisconsin area around Adams County. Images include buildings, school groups, street scenes, military training activities, and individual portraits including some of Native Americans. Money was received last year from the Murphy Library Endowment Fund to print the negatives and purchase acid-free folders. So far, 557 prints have been made with about eighty more to go. The quality of the prints, overall, is quite good, and some of

AREA RESEARCH CENTER (ARC):

Manuscript Collections	1 ft	309 linear ft
Public Records	36 ft	502 linear ft
Microfilm, in reels	13 reels	559 reels

UNIVERSITY and SPECIAL COLLECTIONS:

University archives	1 ft	153 ft
Photographic collections	3 ft	363 ft
Vertical files, all	2 ft	181 ft
Oral history collection	2 ft	100 ft
Other boxes and bound records	1 ft	298 ft

the images are phenomenal. This is an exciting collection to work with and could be a candidate for a digitization project.

Special Collections was a partner last year in an innovative digitization project along with the Wisconsin Department of Public Instruction, Milwaukee Public Library, Wisconsin Historical Society, and UW-Superior. The project, entitled "Great Lakes Marine History Project," digitized over 1,100 images of Great Lakes and Wisconsin river maritime vessels and created a searchable database and web site. Special Collections contributed 220

images and audio tape of steamboat whistles to the project. The website for the project is still being developed. Sample images are available for viewing at: www.library.wisc.edu/libraries/dpf/samples/Marine/

Archives Week, an annual effort to highlight archival resources and repositories throughout Wisconsin, was again held in October. The theme this year was "Wisconsin Family History – Digging Our Roots." The Area Research Center co-sponsored, along with the La Crosse Public Library, a talk by the genealogy librarian from the State Historical Society, Jim Hansen.

Last year, the Murphy Library Endowment Fund commissioned noted maritime painter Michael Blaser to paint an original oil of the La Crosse waterfront. The painting, entitled *August Moon*, featuring the steamboat *Avalon* making a nighttime arrival at Riverside Park in La Crosse in 1950, was unveiled at a grand reception in October 2001 at the Cleary Center. Special Collections has assisted in the marketing of the sale of the limited edition prints of *August Moon* since the reception. The original *August Moon* now hangs proudly in Special Collections on permanent display.

Summary and Forecast

Concerns expressed in last year's annual report have been, for the most part, resolved or alleviated. Our daily visitor count rebounded from last year's dip and is back to normal levels. We were able to maintain our regular open hours during intersession periods. We were successful with our two grant applications to the Sons and Daughters of Pioneer Rivermen and these grants will help us balance our finances and move on to some much needed processing of the steamboat collection. The Great Lakes Marine History Project was our first venture into

Additions to Collections

Category	Added	New Total
Wisconsiniana books	128	6,227
Rare books	137	13,485
Catalogued Univ. Archives	15	63
UW-L theses	25	1,128
UW-L seminar papers	3	1,746
UW-L action learning projects	10	120
Vertical files, all categories	13	4,895
Oral history tapes	0	1,391
Color slides	0	7,967
Photographic images, printed*	1935	126,399
Photographic images, unprinted*	54	22,443
Total photographic images	1,989	156,755
Other images- sketches, drawings	0	423
Maps	0	537
Film, 16mm.	0	32
Video	0	55
Cassette tape	0	4
DVD	0	1

*(Detail: steamboat images-Added 226 prints. Unprinted Negatives: added 280, but printed 116. There was an increase of 54 in the # of unprinted negative.)

the digital world and went relatively smoothly although the website has yet to go live.

The most encouraging development in the past year was the full-time appointment of Linda Sondreal to Special Collections. Her presence here full-time will help immensely in all aspects of Special Collections operations especially reference service, supervision of the student assists, and special processing projects, such as the Taylor Brother glass plate negative collection. Compared to last year, there is more ground for an optimistic outlook for Special Collection's ability to handle the backlog of the past while preparing for the future.

Financial Report for University Library 102 06 025900
June 30, 2002

	BUDGET		EXPENDED
STUDENT HELP	\$85,241		\$78,237
\$54,375 WS match			
TRAVEL	\$6,400		\$5,677
\$2500 from UWS			
SUPPLIES & SERVICES			
\$81,584+27,523 carryover	\$109,608		\$110,377
+\$6000 Student Tech Fees			
+\$300 ElderQuest			
-\$5799 to capital			
Job-Related Training			\$1,798
Telecommunication			\$6,728
Toll Calls			\$1
Install Telephones			\$549
STS			\$4255
Maintenance & Repair-- Structures			\$2,591
Equipment Maintenance			\$16,683
Data Process. Svcs.--Outside Source			\$10,195
Professional Svcs.			\$69
Print & Duplicating--State			\$1,233
Vendor Printing			\$487
Housekeeping			\$53
Supplies			\$15,023
Software			\$1,219
Equip. & Furniture < \$5000			\$48,590
Postage			\$3,684
Freight			\$189
Memberships			\$100
Advertising			\$585
Misc. Svcs.			\$345
CAPITAL	\$5,799		\$5,799

Library Acquisitions and Electronic Access
June 30, 2002

Acquisitions Budget				\$855,342
Electronic Access				\$111,394
Carryover				\$5,288
Fines for Lost Books				\$2,000
Express Request Revenue				\$125
Booksale				\$610
Endowment Fund for Diversity/ Multicultural & Latino/Latina Books				\$3,261
Leisure Reading				\$3,970
Billie Batchelor Trust Fund				\$2,533
Bibliotherapy Grant				\$325
				\$984,848
ACQUISITIONS	BUDGET		EXPENDED	
CAPITAL				
Domestic/Foreign	\$265,823		\$272,416	
Fines for Lost Books	\$2,000		\$2,000	
Endowment Diversity & Latino/Latina Books	\$3,261		\$1,534	
Leisure Reading Books	\$3,970		\$3,472	
Billie Batchelor	\$2,533		-	
Bibliotherapy Grant	\$325		\$327	
Microforms	\$2,141		\$1,741	
AV	\$23,000		\$22,510	
TOTAL	\$303,053		\$304,000	
ELECTRONIC ACCESS				
Electronic Monographs	\$11,426		\$10,776	
Electronic Periodicals	\$18,344		\$18,344	
DP Svcs-Outside Source	\$97,597		\$97,128	
COWL/OCLC, STN				
TOTAL	\$127,367		\$126,248	

Library Acquisitions and Electronic Access, cont.
June 30, 2002

WILS Deposit Account			
DP Svcs-Outside Source	\$20,000		\$32,941
DOCUMENT DELIVERY			
Svcs Prof. Corp.	\$1,300		\$1,900
PERIODICALS			
CAPITAL			
Domestic/Foreign	\$410,842		\$409,817
Microforms	\$62,648		\$62,648
Binding	\$12,000		\$10,789
TOTAL	\$485,490		\$483,254
DOCUMENTS			
CAPITAL			
Supt. Of Docs.	\$450		\$450
Microforms	\$3,390		\$3,390
TOTAL	\$3,840		\$3,840
SPECIAL COLLECTIONS	\$1,250		\$1,128
MISCELLANEOUS			
\$21,453 + 5288			
SUPPLIES	\$15,371		\$15,371
CAPITAL	\$11,370		\$11,370
TOTAL	\$26,741		\$26,741
GRAND TOTAL	\$969,041		\$980,052

FINANCIAL REPORT FOR TECHNOLOGY SUPPORT 102 06 025908
June 30, 2002

SUPPLIES & SERVICES	\$20,820		\$20,820
\$622.50 for network lines becomes a base budget adjustment of \$720 next FY.			

Financial Report for Self-Sustaining Funds
June 30, 2002

	BUDGET		EXPENDED
ONLINE			
Supplies/Services	\$300		\$82
ILL	\$500		\$573
FINES			
Student	\$5,376		\$4,952
Travel	\$1,600		\$167
Supplies/Services	\$5,987		\$6,616
Equipment	\$2,000		\$2,000
COPY VENDING			
Supplies/Services	\$38,302		\$25,284
Operator Lease Equipment			\$4,852
Repair Computers			\$1,800
Maintenance of Misc. Equip.			\$12,516
Print/Dupl. (Tower Card)			\$1,150
Internal State			\$52
Supplies			\$4,817
Postage			\$97
DISK SALES	\$200		\$30
LRC LOCKERS	\$30		-

**Murphy Library
University of Wisconsin—La Crosse
Statistics 2001-2002**

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Interlibrary Loan													
Borrowing													
Borrowed Volumes	72	81	71	133	154	85	58	105	168	159	63	81	1,230
Photocopies Requested	230	186	94	208	376	167	97	317	382	288	202	71	2,618
Unfilled Requests	19	20	23	37	64	33	25	24	60	57	35	18	415
Total Borrowing	321	287	188	378	594	285	180	446	610	504	300	170	4,263
Lending													
Loaned Volumes	165	127	175	242	162	63	154	219	206	223	110	135	1,981
Photocopies Sent	146	100	153	219	222	80	114	239	256	197	133	121	1,980
Unfilled Requests	105	132	130	247	231	65	133	190	243	179	98	113	1,866
Total Lending	416	359	458	708	615	208	401	648	705	599	341	369	5,827
TOTAL ILL Activity	737	646	646	1086	1209	493	581	1094	1315	1103	641	539	10,090
Periodical Subscriptions	1603	1600	1603	1602	1598	1586	1576	1574	1573	1573	1572	1571	1571
Subscriptions Added	0	0	3	1	1	0	0	1	1	3	2	2	14
Subscriptions Dropped	0	3	0	2	5	12	10	3	2	3	3	3	46
Periodical Gifts	84	84	91	91	89	89	89	89	89	91	91	91	91
Circulation													
Main	1635	1220	3784	7552	8377	3196	2325	5421	6597	8944	3353	1706	54,110
Reserve	443	205	2369	2762	2392	1379	536	2354	1759	2245	1346	257	18,047
In-House	988	634	2431	3105	2494	1868	1105	2118	2264	3934	2363	623	23,927
TOTAL	3066	2059	8584	13,419	13,263	6443	3966	9893	10,620	15,123	7062	2586	96,084
Community Borrowers	18	10	10	18	16	16	17	21	19	24	16	14	199
Turnstile Count	10,266	7785	43,888	59,916	46,111	32,893	10,151	38,145	31,481	44,851	27,010	6285	358,782
Days Library Open	26	25	27	31	27	21	23	28	28	30	26	24	316
Library Instruction													
Sessions	7	2	51	47	16	1	12	43	29	20	2	9	239
Participants	91	42	1806	963	366	35	207	1043	1265	289	26	119	6252
Reference Questions	573	160	2777	3117	2255	1092	612	2111	1708	2302	693	367	17,767

• Periodical subscriptions and gifts include electronic titles

**Murphy Library
University of Wisconsin—La Crosse
Additions 2001-2002**

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Bound Volumes													
Circulating	536	508	644	677	657	240	847	357	299	607	588	532	6492
Reference	130	70	83	350	217	170	78	314	416	153	535	261	2777
Special Collections	49	20	8	36	18	23	22	37	71	21	9	9	323
Sub-Total	715	598	735	1063	892	433	947	708	786	781	1132	802	9592
Periodicals	56	138	96	68	58	74	158	251	287	157	0	144	1487
TOTAL	771	736	831	1131	950	507	1105	959	1073	938	1132	946	11,079
Other Format Volumes													
Videos	36	10	20	19	28	1	72	11	14	26	33	8	278
DVD's	0	0	1	0	0	0	8	2	0	15	0	0	26
TOTAL	36	10	21	19	28	1	80	13	14	41	33	8	304
CD-ROM	0	1	0	0	27	0	1	1	0	1	0	0	31
Web Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Titles (Bound)													
Books	506	454	645	653	643	257	825	369	358	601	574	540	6425
Periodicals	0	1	0	0	5	2	2	0	0	3	189	3	205
Other Format Titles													
Videos	66	9	16	17	25	1	35	10	14	24	26	8	251
DVD's	0	0	1	0	0	0	8	2	0	13	0	0	24
TOTAL	66	9	17	17	25	1	43	12	14	37	26	8	275
CD-ROM	0	1	0	0	7	0	1	1	0	1	0	0	11
Web Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Microforms													
Microfilm	74	91	78	39	34	130	63	104	87	79	56	79	914
Microfiche	2398	2634	0	1830	1745	1410	1757	1787	1833	2614	1963	1704	21,675
TOTAL	2472	2725	78	1869	1779	1540	1820	1891	1920	2693	2019	1783	22,589
Titles (Microforms)													
Books	0	105	35	56	48	0	0	61	60	20	35	0	420
Periodicals	0	0	1855	0	0	2	2	0	0	1	0	0	1860
Government Documents													
United States	146	141	82	125	90	101	202	113	90	117	105	76	1388
Wisconsin	139	53	37	50	51	49	8	124	66	59	126	105	867
Documents on Fiche	(927)	(1154)	(284)	(374)	(409)	(151)	(380)	(550)	(321)	(1087)	(535)	(410)	(6582)
TOTAL	285	194	119	175	141	150	210	237	156	176	231	181	2255

**Murphy Library
University of Wisconsin—La Crosse
Withdrawals 2001-2002**

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Bound Volumes													
Circulating	75	100	90	326	171	136	30	302	409	130	501	421	2691
Reference	60	34	35	38	85	258	21	51	60	54	30	22	748
Special Collections	0	0	0	0	0	0	0	0	0	0	0	0	0
Sub-Total	135	134	125	364	256	394	51	353	469	184	531	443	3439
Periodicals	0	0	60	0	0	9	0	0	0	0	0	0	69
TOTAL	135	134	185	364	256	403	51	353	469	184	531	443	3508
Other Format Volumes													
Videos	0	0	0	0	1	0	1	0	0	0	0	0	2
DVD's	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	0	0	0	1	0	1	0	0	0	0	0	2
CD-ROM	0	0	0	0	0	0	0	0	0	0	0	0	0
Web Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Titles (Bound)													
Books	22	80	67	34	42	17	24	29	69	29	15	66	494
Periodicals	0	0	0	0	0	2	0	0	0	0	0	0	2
Other Format Titles													
Videos	0	0	0	0	0	0	0	0	0	0	0	0	0
DVD's	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0
CD-ROM	0	0	0	0	0	0	0	0	0	0	0	0	0
Web Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Microforms													
Microfilm	0	0	0	0	0	0	0	0	0	0	0	35	35
Microfiche	308	593	54	0	2	2	0	0	0	3	0	0	962
TOTAL	308	593	54	0	2	2	0	0	0	3	0	35	997
Titles (Microforms)													
Books	0	0	0	0	0	0	0	29	0	0	0	0	0
Periodicals	0	0	0	0	0	0	0	0	0	0	0	0	0
Government Documents													
United States	23	31	6	20	3	5	45	43	6	32	32	966	1212
Wisconsin	26	338	12	10	8	12	9	20	24	23	5	38	525
Documents on Fiche	(308)	(593)	(54)	0	(2)	(2)	0	0	0	(3)	(3)	(35)	(1000)
TOTAL	49	369	18	30	11	17	54	63	30	55	37	1004	1737