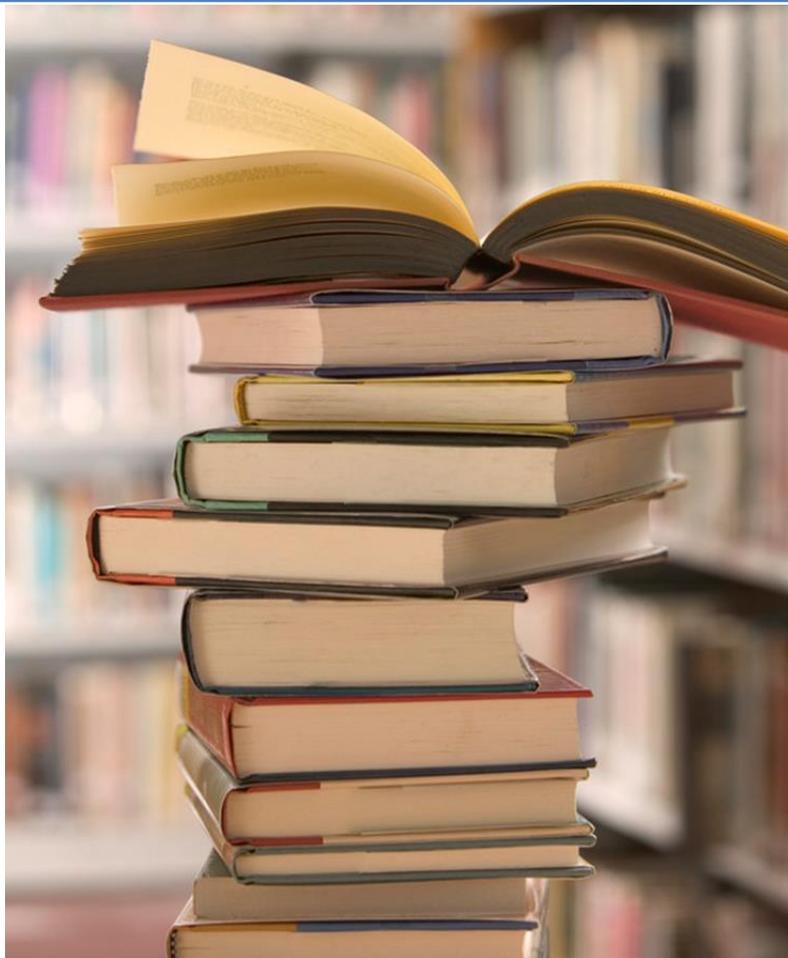




2012-2013 Annual Report

Research & Instructional Services Stony Brook University Libraries



Janet H. Clarke, Associate Director for
Research and Instructional Services

Stony Brook University Libraries

November 29, 2013



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Executive Summary

Research and Instructional Services (RIS) consists of four main areas of library work: teaching, reference and research services, the library's web presence, and campus outreach. RIS' mission is to support the University's teaching, learning, and research objectives.

Teaching. RIS works actively to help academic departments meet their student learning objectives in critical thinking and research skills. We do this by teaching customized library research sessions for undergraduate and graduate courses across the curriculum, including College of Arts and Sciences, College of Engineering and Applied Sciences, School of Journalism, School of Professional Development, and the academic departments of Stony Brook Medicine. Library personnel create online research guides for academic disciplines and courses. We also partner with academic departments in providing research workshops of relevance to their specific needs. In addition, we offer general workshops of interest to the broader campus. Staffing resources continue to be a hindrance to maintaining or expanding the teaching goals of RIS. The total number of library instruction sessions for all libraries was 404, with 9,239 participants.

This year, the University-wide Curriculum Certification Committee added library representation to its membership. This participation will help us address information literacy skills in the new general education curriculum, called Stony Brook Curriculum, which will become effective Fall, 2014.

Reference and Research Services. Reference and research services include one-on-one assistance on research questions requested by students, faculty, staff, and community members. These interactions occur in person, by phone, or online. Due to staffing issues, we have had to continue to cut the West Campus reference service hours in the Central Reading Room—the library's main research service desk-- from 39 hours/week to 36 hours/week by professional librarians. However, we were able to increase virtual reference service slightly, and saw a corresponding increase of 14 percent in the number of questions answered through that platform. The Health Sciences Library currently does not staff the reference desk. Librarians fielded questions from their offices, by phone, or online. The total number of reference transactions for SBU Libraries, including all branches and service points, is 20,855.

Web Services. The library website <library.stonybrook.edu> is the online interface of all library services and resources. The web services librarian and the Web Services Team are instrumental in helping the library provide seamless user access to content, create new web content and tools for users, and investigate and adopt new technologies to enhance research and learning. In 2012-2013, there were approximately 500,000 unique visitors to the library website.

User Survey. An ad hoc committee conducted a user survey of about 2,000 Stony Brook University faculty, students and staff. This survey gave us valuable data to analyze user behavior and needs in preparation for strategic planning.



Outreach. Campus outreach involves partnering with academic and non-academic offices and participating in University-wide events to improve awareness and use of library services and resources. All public service librarians have subject specializations and liaison duties with academic departments. These duties include curricular and research support through library research sessions, collection development, and individualized research consultations. In addition to these outreach activities, RIS continues to partner with other University offices or initiate our own projects.

RIS Staff.

West Campus Libraries	Health Sciences Library
Darren Chase, Web Services	Michael Huang
Kristen Cinar, Central Reading Room Manager	Colleen Kenefick
Christian Filstrup	Susan Werner
Bonnie Gallagher	
William Glenn, Research Services Coordinator	
Fiona Grady, Instruction Coordinator	
Susan Kaufman* (until 1/13)	
Kathleen Maxheimer, Administrative Assistant	

Professional Development. I am pleased to report that all RIS staff participated in professional development activities, either through presentations or attendance at professional conferences and/or participation in continuing education through workshops, seminars, or credit-bearing courses.

Mentorship. RIS hosted a library school student intern in Fall, 2012. Seth Bank of St. John's University was mentored on instruction, reference, and outreach functions of academic libraries. He served on the User Survey Committee to gather valuable use statistics.

Awards/Recognition. I am extremely proud that an RIS staff member, Kathleen Maxheimer, is the recipient of the SUNY Chancellor's Award for Excellence in Professional Service this year. It is a wonderful honor for the Libraries.



Instruction Program

Prepared by Fiona Grady and Kathleen Maxheimer

Introduction

The program's mission is to provide instruction that helps students, faculty, and staff improve their research skills. Library instruction topics include:

- Critically evaluating websites for relevance, accuracy, bias, currency, reliability;
- accessing University Libraries' resources to accomplish specific learning outcomes, such as research papers, critical analyses, annotated bibliographies, literature searches, etc.;
- finding subject-specific primary source material;
- creating alerting services to maintain current awareness of research and scholarship in one's field;
- using bibliographic management software programs, such as EndNote or Zotero;
- H-index determination.

The University Libraries' Instruction Program provides the following services:

- course-integrated library research instruction
- workshops related to research and citation
- participation in university events such as orientations
- tours of the Main (Melville) Library.

The Instruction Program continues to emphasize the integration of library subscriptions into patrons' research strategies. Librarians also demonstrate how to access library material found during an Internet search. Examples include: how to set up Library Links in Google Scholar so that patrons have "one-click" access to peer-reviewed journal articles or switch between Google Books and the library catalog in order to get full-text access to relevant books. Instructors and non-academic departments continue to look to the library for expertise and assistance on the ethical use of information (citation, plagiarism, copyright) and critical thinking. The library instruction program also offers staff training and knowledge sharing workshops during down times in the academic year.

Instruction Team/Staffing

The Instruction Team is made up of librarians and professional staff who provide library instruction sessions, workshops, and tours of the library. For the 2012-13 year, the team consisted of nine full-time members (those who taught on a regular basis), four part-time members (those with limited teaching responsibilities for various reasons), support staff (shared with the Central Reading Room), and volunteers from other areas of the library (who provided library tours or taught on a very limited basis). This is the equivalent of 12.5 FTEs.¹ Fiona Grady is the Instruction Coordinator. Kathleen Maxheimer handles classroom scheduling, weekly schedules, tour packets, statistics, and a variety of outreach and publicity activities, such as Campus Announcements, SCALA slides, the workshops flyer and more. Student assistants handle daily classroom maintenance and are supervised by Kristen Cinar, manager of the Central Reading Room.

¹ Full-time member is counted as 1 FTE; part-time member, ½ FTE; support staff, ½ FTE; volunteer member, ¼ FTE.

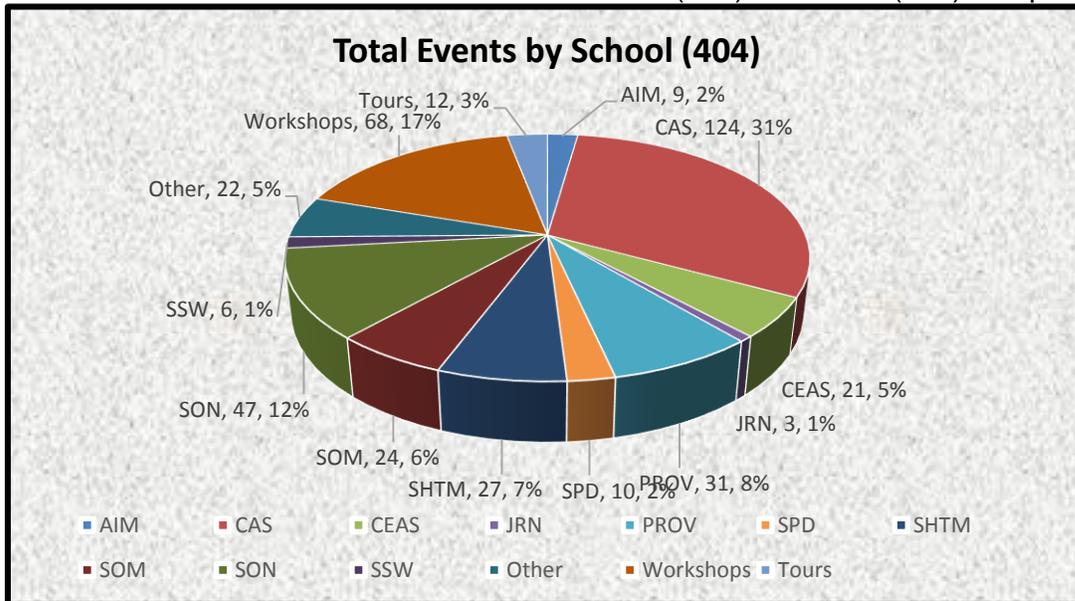


The main issues affecting the instruction program continue to be the insufficient number of library faculty on staff, lack of librarians with subject expertise in certain disciplines, and the lack of large computer classrooms that facilitate face-to-face student learning. This year, we were unable to meet a number of requests for bibliographic instruction due to the shortage of librarians, scheduling conflicts or unavailability of a suitable classroom.

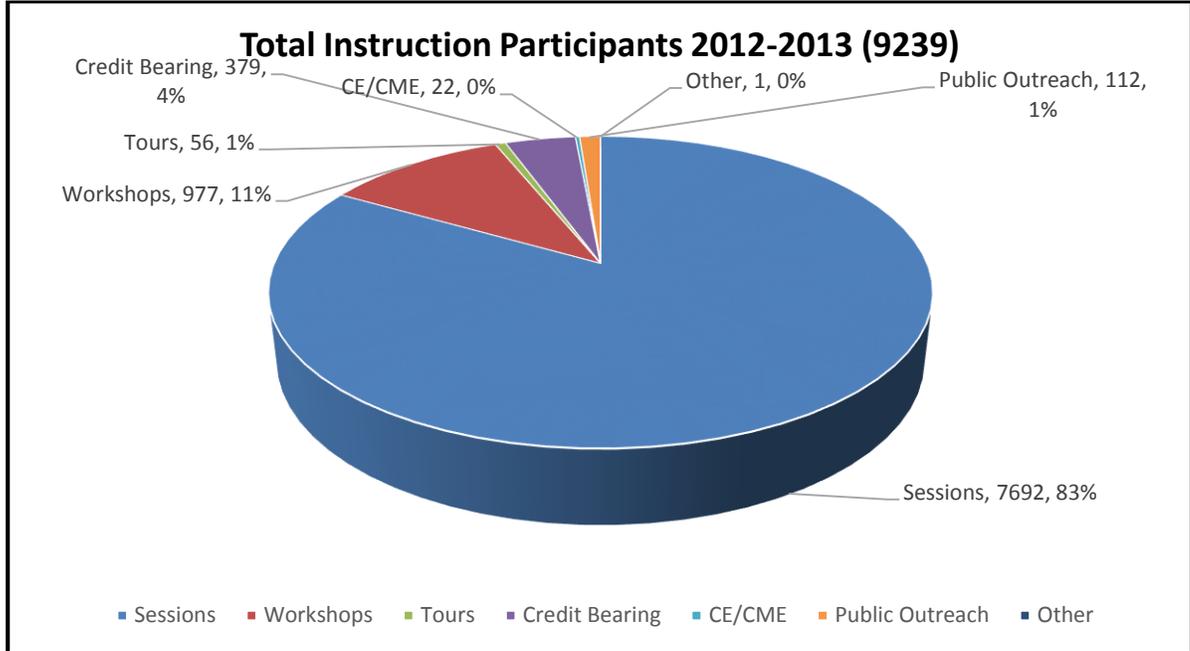
Full-time	Part-time	Support Staff	Volunteers
Dana Antonucci	Janet Clarke	Kathleen Maxheimer	Kristen Cinar
Darren Chase	Jennifer Devito	Student Staff	Peggy Handle
Chris Filstrup	Elaine Hoffman		Hanne Tracy
William Glenn	Gisele Schierhorst		Clara Tran
Fiona Grady			
Susan Kaufman			
Colleen Kenefick			
Michael Huang			
Susan Werner			

Highlights/Accomplishments

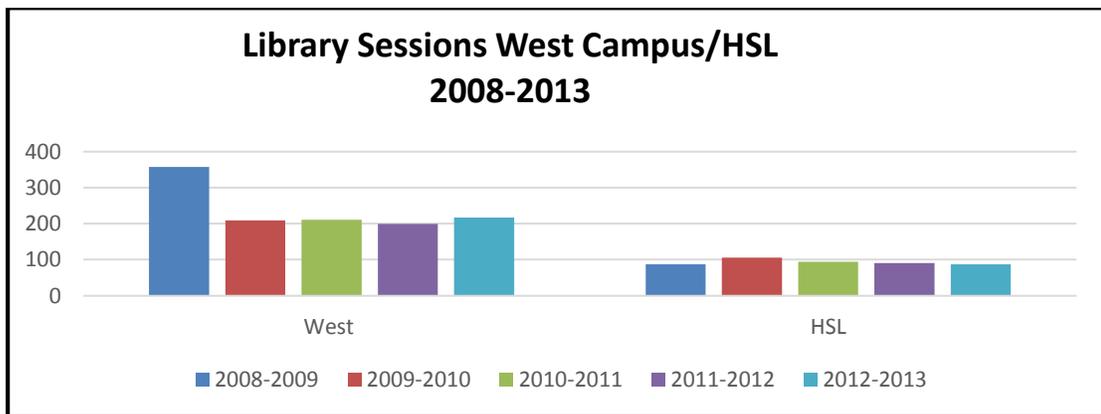
- Total instruction sessions totaled 404 on East (114) and West (290) campuses.



- Total number of participants on both sides of campus was 9,239, with 6,115 participating from West Campus, and 3,124 from East Campus.



- Generally, East and West campuses have been able to maintain its level of instructional activity over the last four of five years despite staff reductions, though there has been little or no growth.



- 64 new research guides were created, 27 of which were course-specific guides.
- The instruction program is taking advantage of the following programs to maximize use of technology tools:
 - Adobe Connect
 - Drupal (Registration for library events)
 - Camtasia
 - EndNote
 - Facebook
 - LibAnswers
 - LibChat



- LibGuides
- Lotus Notes (Resource management for scheduling library classrooms)
- Qualtrics (Library instruction request form)
- Zotero

Partnerships, West Campus

As a result of a merger, Health Sciences Library instruction and reference services have become part of RIS. However, because of the differences in constituents, subject knowledge, and national reporting requirements, the activities and statistics are reported separately where necessary.

- On the West Campus, the English department and the Program in Writing and Rhetoric have reached out to the Libraries to work together on online research guides for their departments.
- Academic Judiciary reached out to the Libraries with a new partnering opportunity. Dana Antonucci and Jennifer Devito worked with Wanda Moore from Academic Judiciary, Joe Lodato from Advising and Joanne Souza from Biochemistry & Cell Biology, Science Education, to create video tutorials for students in the online BIO 202 course. The tutorials are designed to provide a short guide on how to [find scholarly articles](#), [paraphrase correctly](#), and [understand issues of academic integrity](#). The goal is to reduce the instances of academic dishonesty in the course which, during the summer semesters, is made up of a significant number of non-Stony Brook students. Work on the tutorial started at the end of the 12/13 academic year and the video will be used beginning Fall, 2014.
- The University-wide Curriculum Certification Committee now has library representation in its membership. This participation will help the Libraries address information literacy skills in the new general education curriculum, called Stony Brook Curriculum, which will become effective Fall, 2014.
- We are in conversation with the School of Journalism in building a searchable digital repository of its New Literacy resource center.

Partnerships, Health Sciences Library

- On the East Campus, Michael Huang coordinated with Respiratory Care faculty in developing [HAS 363 Computer Literacy for Health Professionals](#). He is also collaborating with Dr. Anita Santasier, Program Director of the Physical Therapy Program, in developing a new course focusing on evidence-based practice. This course will be first taught in Spring, 2014, as "Introduction to Evidence-Based Practice" for 82 doctoral students.
- Colleen Kenefick collaborated with Department of Pediatric faculty to develop: [An Integrated Practical Evidence-Based Medicine \(EBM\) Curriculum for Pediatric Residents: Two Small Group Sessions to Teach PICO Question Formation and Searching Strategies](#). In addition, Colleen teaches various residency departmental sessions for core evidence-based competencies required by the Accreditation Council for Graduate Medical Education (ACGME). Two mandatory training sessions were taught for Department of Surgery residents on advanced literature searching in Fall, 2012. There is a continuing collaboration with the Department of Pediatrics residents to prepare for critically appraised topic presentations (CATs) and other required scholarly projects.

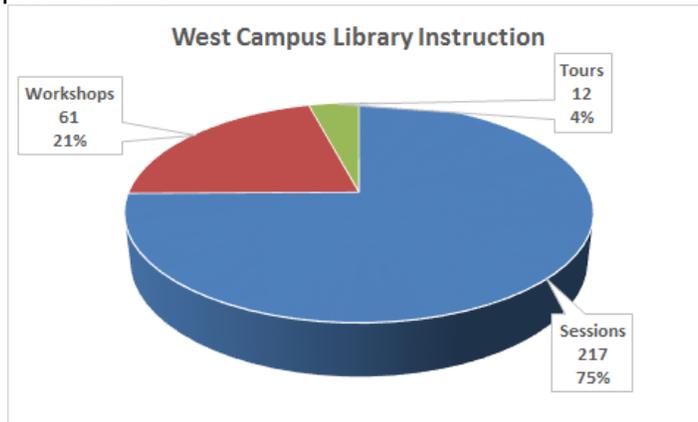


Instruction Statistics, West Campus

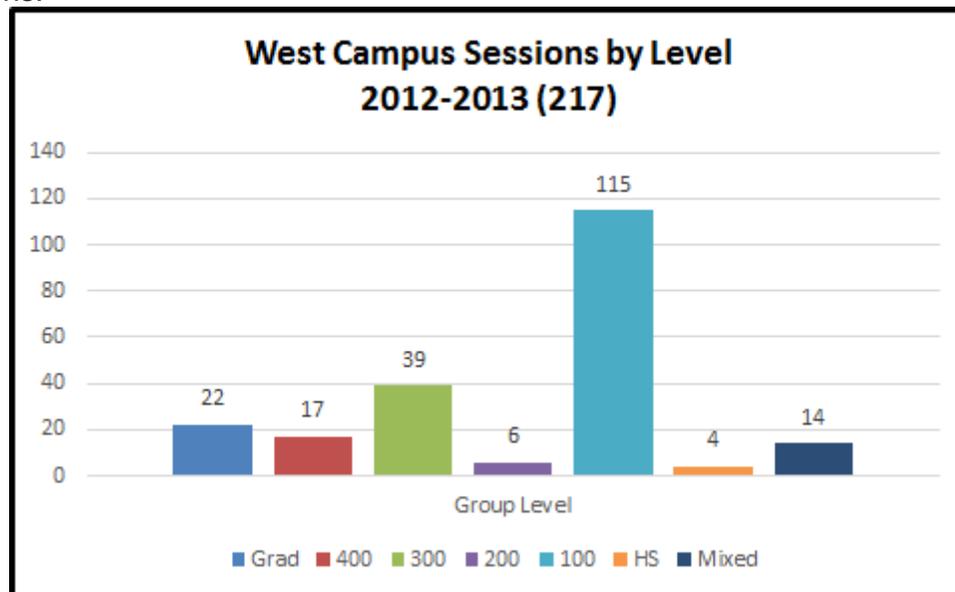
West Campus	Events	Participants
Sessions	217	5,092
Workshops	61	967
Tours	12	56
West Campus Total	290	6,115

Library Sessions

- The number of sessions ([Appendix A](#)) and workshops ([Appendix B](#)) on the West Campus was 278.

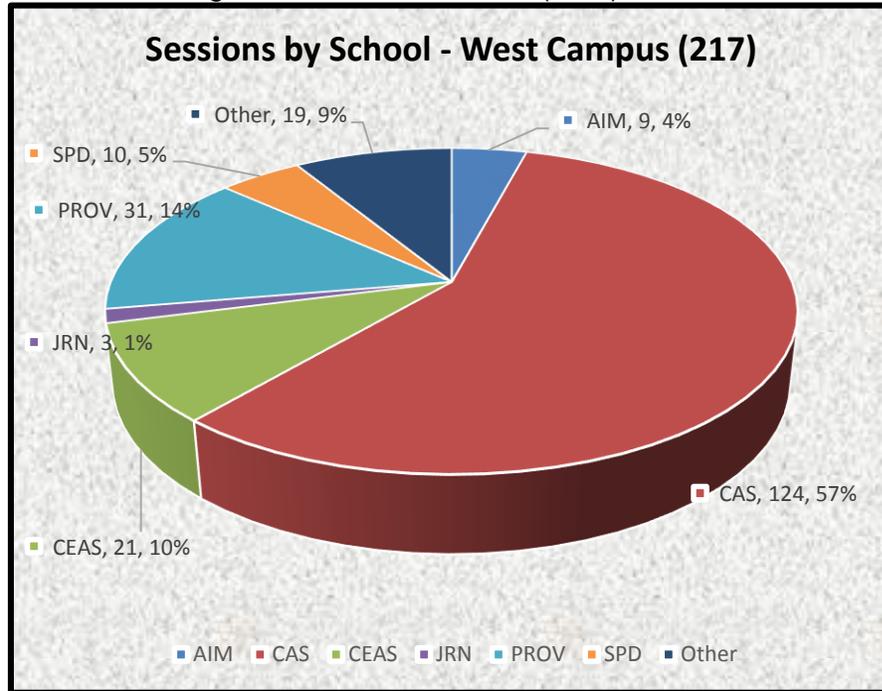


- Of 217 sessions, 82% on the West Campus were for undergraduate courses, of which 68% were lower-level (100-200) courses, and 32% were upper-level (300/400). 10% of instruction sessions on the West Campus was for graduate courses. The remaining 8% was for high school-level and mixed participant sessions.





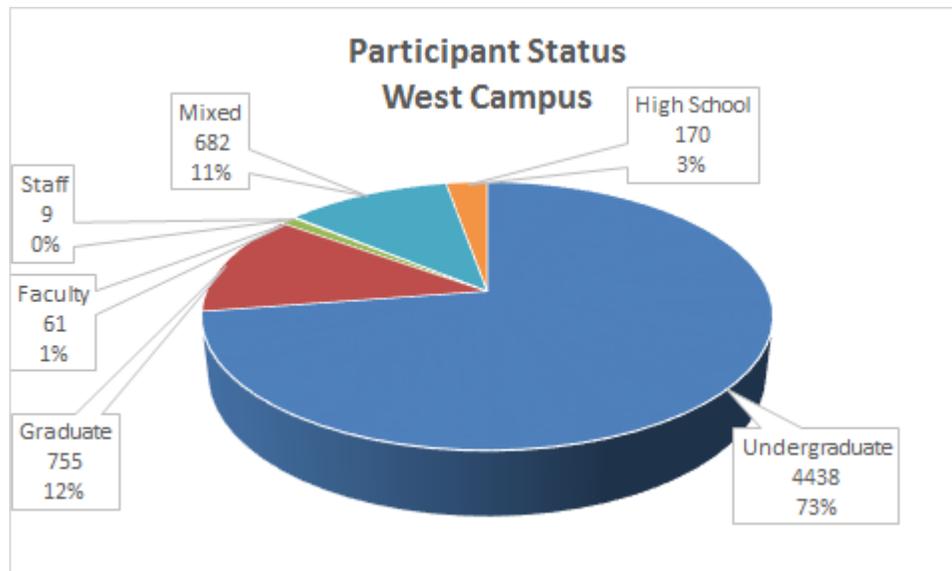
- The highest percentage of library instruction sessions were conducted for departments in the College of Arts and Sciences (57%).

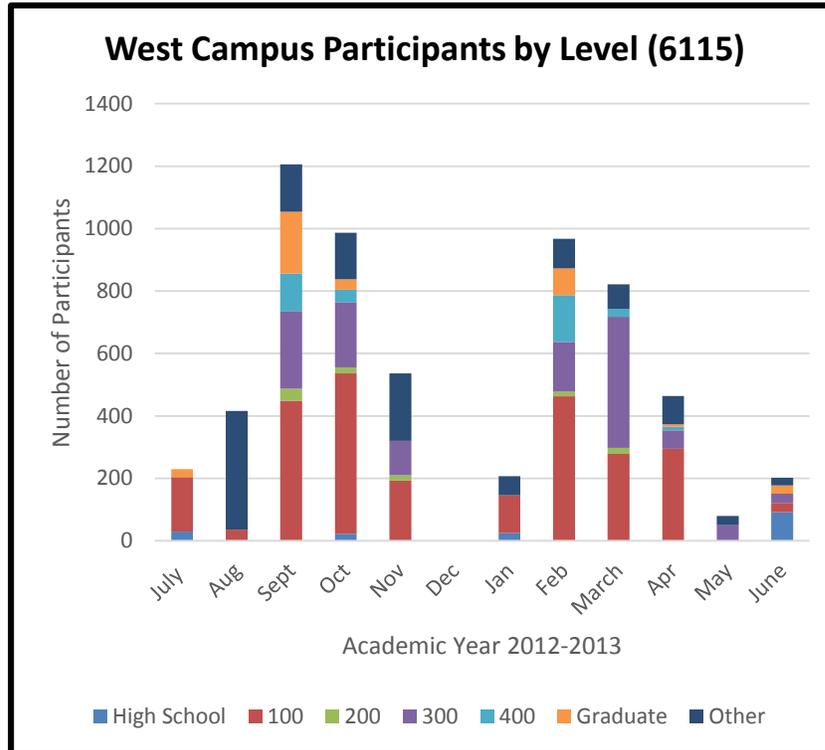


*PROV includes: EOP/AIM, Q Course, First Year and Transfer Seminars (101, 102), IEC.

**This chart does not include workshops that were offered to the campus at-large (mixed participant status).

- There were 6,115 participants from the West Campus, a decrease of 8% from the previous year's 6,710. Undergraduates made up the majority of participants, at 73%.





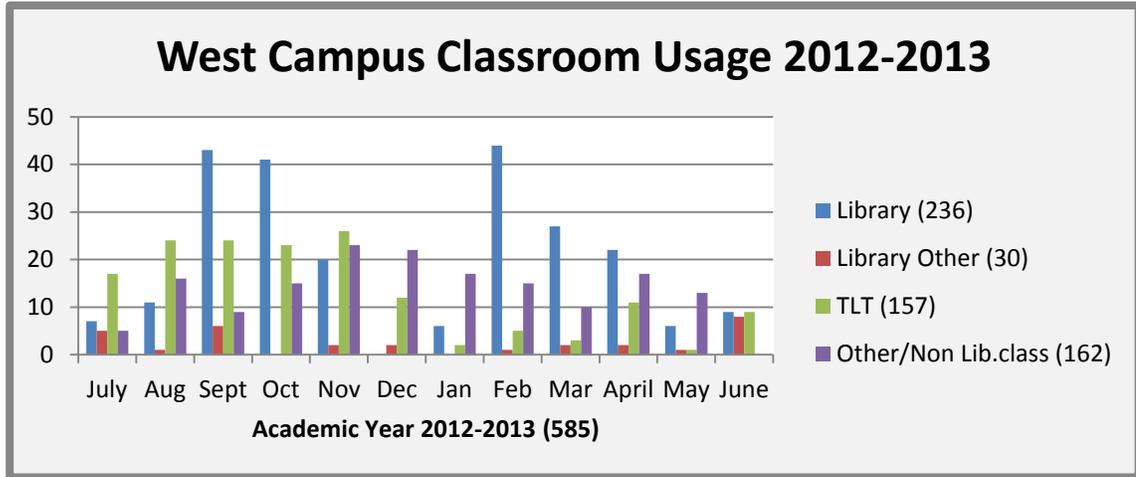
- On the West Campus, the average teaching load was 32.2 per year, or 16.1 per semester. The teaching load ranged from 2 to 53 sessions, with a median load of 13.5.

Tours

- The West Campus Libraries conducted 12 tours this year, down from 17 in 2011-2012. The number of tours offered were reduced this year due to ongoing staffing issues.

Instruction Venues

- The Melville Library has two instructional classrooms that were used for this purpose. There were a total of 349 other (non-library instruction) events in these classrooms that were handled by Instruction administrative staff, for a total of 585 events. In addition to these classrooms, librarians taught in other classroom settings throughout the campus ([Appendix C](#)).



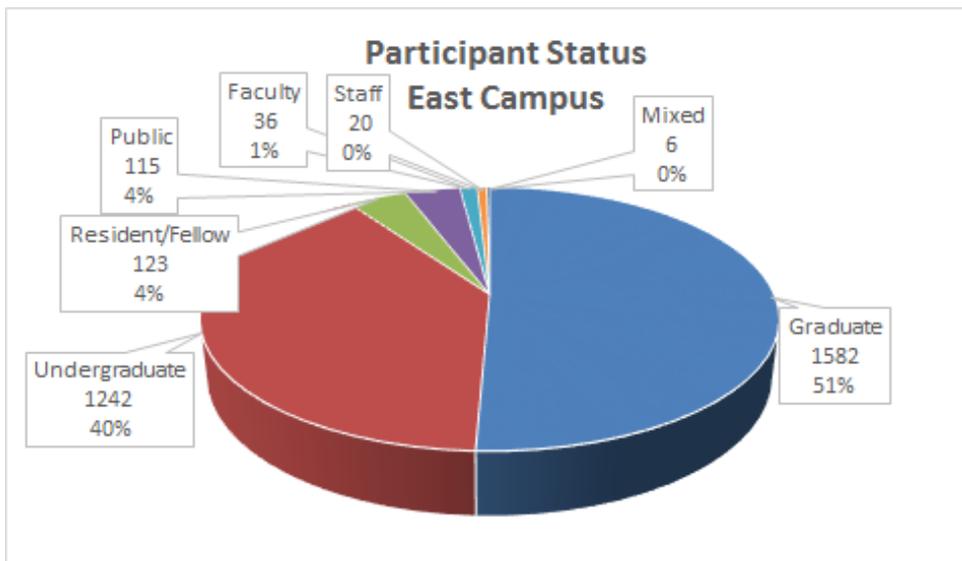
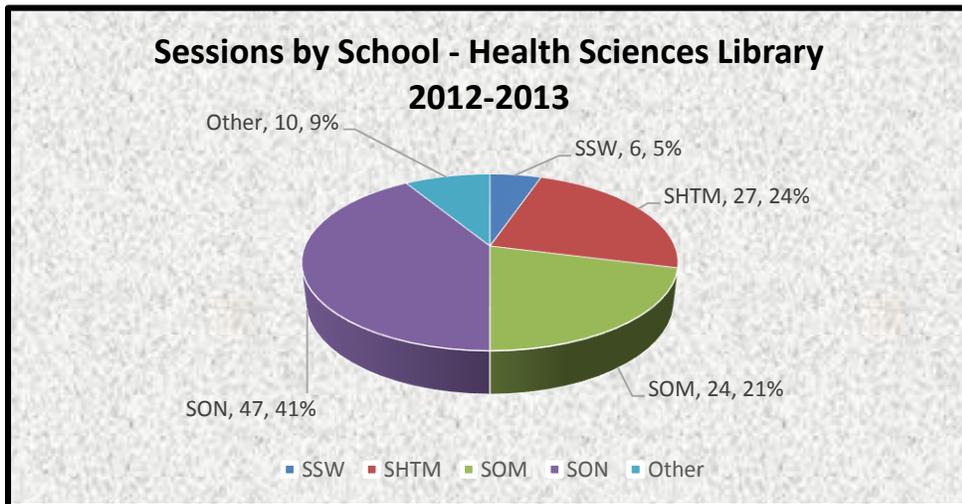
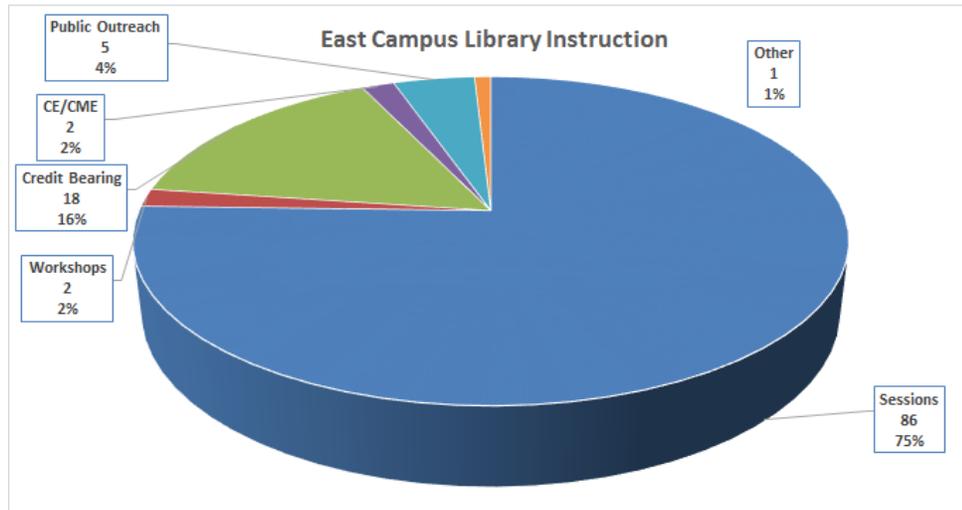
Instruction Statistics, Health Sciences Library

There are three health sciences librarians who perform this function: Michael Huang, Colleen Kenefick, and Susan Werner. A session is defined as a person-to-group interaction for the purpose of teaching users about access to information. Education sessions include curriculum-based courses within the five schools, stand-alone library-based programs, orientations for new users, and small group instruction sessions.

Health Sciences Library	Events	Patrons
Sessions	86	2,600
Workshops	2	10
Crediting Bearing	18	379
CE/CME	2	22
Public Outreach	5	112
Other	1	1
HSL Total	114	3,124

Highlights

- Three librarians taught 114 educational sessions. School of Nursing had the highest number of instruction requests.
- The average teaching load was 38 per year, or 19 per semester per FTE. The teaching load ranged from 34 to 45 sessions, with a median of 35.
- There were 3,124 participants from the East Campus, a 28.6% increase. Graduate students were the majority of participants at 51%, and 40% were undergraduates.
- The Library Instruction Program does not maintain statistics on use of the library classrooms in the Health Sciences Library.





Goals and Objectives for 2013-2014

- Add at least one additional instruction/reference generalist librarian (tenure track) position on West Campus and preferably two at Health Sciences Library and start to reduce the number of subject areas existing staff cover to improve liaison work.
- Hire adjuncts to teach the bulk of the WRT 102 classes and assist with covering the reference desk.
- Connect more systematically with the undergraduate curriculum.
- Upgrade classroom equipment and furniture in Melville classrooms.



Reference and Research Services

Prepared by William Glenn

Introduction

Reference and research services include one-on-one assistance on research questions requested by students, faculty, staff, and community members. These interactions occur in person, by phone, or online. Library personnel currently offer reference services at the main desk in the Central Reading Room, Melville Library, Monday through Thursday from 10 AM to 5 PM, Friday from 11 AM to 3 PM and some weekend hours. Trained Graduate Student reference assistants cover the desk some evening and weekend hours.

Virtual Reference services offered by Stony Brook University Libraries continue to grow in use by students, faculty and staff across campus. To meet increasing demand by our patrons, we have continued to explore new tools and features.

How patrons use our virtual reference services has shifted over the last two years, mostly due to the introduction of LibAnswers, a knowledge base of common questions that is available to patrons 24 hours a day, seven days a week. As more patrons find immediate assistance in LibAnswers, they are using instant messaging for more complex research and teaching needs. Also, our separate email reference service has now been rolled into LibAnswers, allowing us to respond to patrons more efficiently and to add even more questions/answers to the knowledge base. While LibAnswers is available 24 hours a day, 67% of our new questions come in between 9 AM and 5 PM. The other 33% come in during the evening and early morning hours.

During the year, we transitioned from our former email reference system (via QuestionPoint) into LibAnswers. From July 2012 until March 2013, when the transition was completed, we answered 172 email reference questions.

Instant messaging virtual reference is currently available Monday through Friday 9-5 and some weekend hours. For the first time, Thursday has become the most popular day for patrons to contact the library via instant messaging. In all previous years, it was Monday.

Reference Teams

West Campus: Dana Antonucci, Darren Chase, Kristen Cinar, Janet Clarke, Karen D'Angelo, Jennifer Devito, Chris Filstrup, Bonnie Gallagher, William Glenn, Fiona Grady, Elaine Hoffman, Godlind Johnson, Raquel Lynn, Susan Kaufman, Kathleen Maxheimer, Donna Sammis, Gisele Schierhorst, Clara Tran.

Health Sciences: Michael Huang, Colleen Kenefick, Susan Werner.

Virtual Reference Team: John Amrhein, Dana Antonucci, Darren Chase, Kristen Cinar, Janet Clarke, Karen D'Angelo, Jennifer Devito, Ken Doyle, Chris Filstrup, Bonnie Gallagher, William Glenn, Fiona Grady, Elaine Hoffman, Michael Huang, Godlind Johnson, Susan Kaufman, Colleen Kenefick, Raquel Lynn, Kathleen Maxheimer, Gisele Schierhorst, Hanne Tracy, Clara Tran.



Accomplishments 2012-2013

- Central Reading Room was used by approximately half a million people.
- Librarians at the Reference Desk or online via our virtual reference services, together with student assistants at the Information Desk, answered 7,758 questions.
- Librarians provided 1,888 hours of service at the Reference Desk in the Central Reading Room.
- Student assistants at the Information Desk provided 4,702 hours of service at the Reference Desk.
- Use of our Virtual Reference services increased 14.2% in 2012-2013 over the previous year. We answered 2,493 questions, compared with 2,183 the previous year.
- Usage of LibAnswers, our 24/7 knowledge base, increased dramatically in 2012-2013. Patrons found answers to their questions 1,207 times, with 77% receiving immediate answers (existing questions/answers). The remaining 23% were new questions that patrons submitted to our system. Most of those questions received an answer or response within 24 hours.

New Initiatives & Issues Resolved

- The Central Reading Room stayed open 24 hours a day during Final Exams.
- We tested and implemented a new instant messaging system called LibChat, which forms part of a larger, integrated virtual reference platform from the company Springshare (See [Appendix D](#) for statistics). This change gives us more features and flexibility in our virtual reference services and has reduced costs by \$2,000 a year.
- Working with the Libraries' Circulation department, we created a specialized chat portal within the LibChat system so patrons could communicate directly with staff in that department about borrowing and returning material, fines, and lost items.
- We expanded the LibAnswers service to include Librarians from the Health Sciences Library. This added numerous medical and health science-related questions and answers to our 24/7 knowledge base.
- We conducted a User Survey of over 2,000 Stony Brook University faculty, students and staff.
 - Of those participants who frequently use the Central Reading Room, 93% said they were Very Satisfied (38.8%) or Satisfied (54.3%) with service at the Reference Desk.
 - Out of 836 participants across campus, 93% were Very Satisfied (35.5%) or Satisfied (57.4%) with the Libraries' Virtual Reference Services.
- We added a new announcement board and digital signage to increase communication of resources and services to patrons in the Central Reading Room.
- We added a new microform scanner that converts microfilm and fiche into searchable PDFs.
- We implemented a new system for more accurately distinguishing usage of microforms by patrons here at Stony Brook and use of the collection by other libraries requesting our material. This will help us understand better the kind of equipment needed on site.



- We implemented a method of measuring use of material in the print reference collection. This will help us determine what items can eventually be relocated out of the Central Reading Room and to analyze ways of repurposing the budget for reference materials.

Assessment of 2012-2013 Goals

Work with TLT and other DoIT offices to create an information commons to accommodate the technology and space needs of users

- To begin moving towards an eventual information commons in the Central Reading Room, we initiated various projects to open up more space for additional seating and tables. We relocated several large reference sets in one area, dismantled the shelving and added more tables and chairs. We also consolidated existing print journals into a smaller section and removed shelving in that area.
- We began a shifting project to open up more electrical outlets for students.
- We began some planning initiatives for the future weeding and move of microforms, which could open up an entire back area of the Central Reading Room.

Extend virtual reference services (more hours, more service points)

- We succeeded in extending our virtual reference services in several ways. However, an ongoing staff shortage makes it difficult to extend hours of service.

Ongoing Challenges

- The number of people on the Reference Team has decreased significantly due to retirements, resignations, and reassignments. While we have tried to maintain as many hours as possible, the number of in-person reference desk service at the Main Library is down 60% from two years ago, from 4,694 to 1,888 hours. Evening and weekend reference desk service has also been reduced.

Suggestions for resolution: Hire more Librarians. Test an on-call reference service for weekends.

- The Central Reading Room needs major renovation. Students need more electrical outlets. The carpet and furniture are old and in poor condition. Temperature control is a problem during some times of the year.

Suggestions for resolution: We have submitted a proposal for renovating the Central Reading Room. Charging stations might help reduce the need for electrical outlets until a more permanent resolution can be found.

Reference Statistics

OVERALL STATISTICS

Gate traffic count in Central Reading Room: 457,751* (Numbers are incomplete because of mechanical problems.)

CRR Reference Desk Hours

Reference Desk Hours (CRR Only), librarians 1,888



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Reference Desk Hours (CRR Only), student staff 4,702
 TOTAL REFERENCE HOURS @ CRR DESK 6,590

Virtual Reference Services Hours

Virtual Reference Instant Messaging Hours* 2,265
 TOTAL SERVICE HOURS, CRR AND VIRTUAL REFERENCE **8,855**

CRR In-person Service Transactions

Total Questions Answered by Librarians 2,365
 Total Questions Answered by Student Staff 2,900
 TOTAL REFERENCE DESK TRANSACTIONS 5,265

Chat Sessions Requested 1,114
 Email Reference Questions 172
 Knowledge Base Questions 1,207
 TOTAL VIRTUAL REFERENCE TRANSACTIONS 2,493
 TOTAL RIS REFERENCE TRANSACTIONS 7,758

Main Circulation 126

Special Collections 410

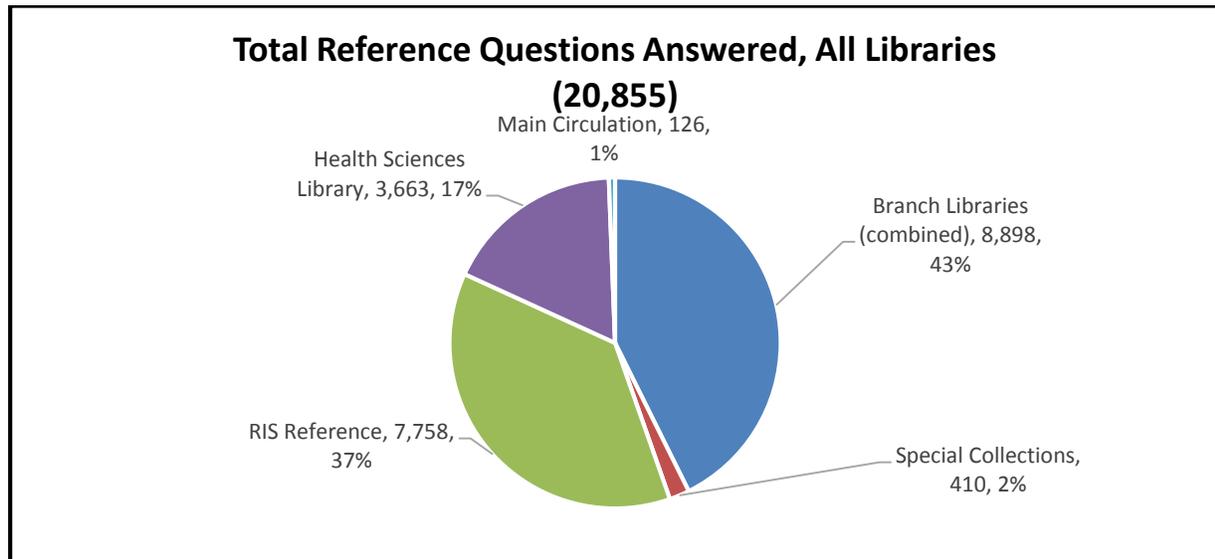
Branch Libraries

Chemistry 598
 Health Sciences Library 3,663
 MASIC 259
 Math/Physics/Astronomy 5,429
 Music 306
 Science & Engineering 2,306

TOTAL BRANCH LIBRARIES 12,561

GRAND TOTAL REFERENCE TRANSACTIONS 20,855

*(Email Reference and LibAnswers are 24-hour services.)





Goals and Objectives for 2013-2014

- Continue our efforts to work with TLT and other DoIT offices to create an information commons to accommodate the technology and space needs of users.
- Implement or improve data collection efforts in the Central Reading Room to better assess in-person reference services and usage of print journals and print reference material.
- Increase training of student assistants to provide better public service.
- Continue to investigate virtual reference tools and find ways to expand service to more patrons.



Web Services

Prepared by Darren Chase

Introduction

Stony Brook University Libraries Web Services is a unit of Research and Instructional Services. It is comprised of one full-time librarian serving as webmaster, web designer and web applications developer. The Web Librarian is supported by members of the Web Team and Library Systems. Along with the design, development and management of the library websites and myriad web applications, Web Services provides support and training for library staff on using and managing content on the library website and web applications. Web Services also investigates new and emerging technologies and makes presentations and recommendations for adopting web and mobile applications, technologies and service strategies. Web Services collaborates closely with other University Libraries units, services and branches to deliver a comprehensive array of dynamic web pages, online service points and public interfaces to the vast collection of electronic resources.

Web Services is committed to an excellent online user experience, and seeks to design and develop websites, applications and user interfaces that are useful, enriching and easy to use.

Members of the Web Team: Darren Chase (Head), Kristen Cinar, Jennifer DeVito, William Glenn, Uday Karki, Kathleen Maxheimer, Clara Tran

Assets:

University Libraries website <http://library.stonybrook.edu>

Subject & Research Guides (LibGuides) <http://guides.library.stonybrook.edu>

SBU Answers <http://answers.library.stonybrook.edu>

Library Connections online newsletter and blog <http://library.stonybrook.edu/librarynews/>

University Libraries Knowledge Base <https://sites.google.com/a/stonybrook.edu/library-knowledge-base>

Accomplishments

- Implemented the new online reference service, LibChat.
- Expanded Subject & Research Guides; added 64 new guides, and trained 10 new subject specialists and librarians as guide managers.
- Developed a set of resource and research guides for Copyright, Fair Use and the Creative Commons.
- Developed a guide for research and academic apps, tips and best practices for iPads in learning and teaching.
- Created emergency web updating protocol and backup team.

Goals and Upcoming Projects

- Web Services will design, develop and implement a new University Libraries website using the content management system Drupal 7. The new site will be user-centered, and designed within a usability framework. The current University Libraries website is built on Drupal 6, and the development on Drupal 7 will be a major upgrade. It will include a number of enhancements:
 - Mobile-ready interface.
 - Enhanced form-building module.



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- Greater integration with online library resources and catalog.
- Other upcoming projects:
 - LibGuides upgrade, Fall 2013.
 - Implementation of the Ebscohost Discovery System (as part of the SUNY-wide EDS initiative), Summer, 2014.
 - Advanced navigational features for a more dynamic user experience.
 - Implementing a pilot Reference SMS service.
- Developing and hiring full-time support staff position for Web Services is a key goal for the upcoming fiscal year. An additional staff member will support myriad ongoing operational duties of Web Services, and create opportunities for investigating new technologies, engaging in campus outreach and enhancing points of connection between University Libraries and SBU academic programs, departments and other scholarly initiatives.

2012-2013 Statistics

UNIVERSITY LIBRARIES WEBSITE (<http://library.stonybrook.edu>)
([Appendix E.](#))

UNIQUE VISITORS 496,744
 VISITS 933,596
 PAGE VIEWS 1,439,636
 AVG. DURATION 00:05:21 seconds

TOP 10 PAGES

	<u>Page Name</u>	<u>Views</u>
1.	University Libraries Stony Brook University	1,044,6472
2.	Health Sciences Library University Libraries	192,715
3.	Library Hours University Libraries	39,082
4.	Search Results University Libraries	19,142
5.	Borrowing, Returning, Renewing Materials University Libraries	9,345
6.	Interlibrary Loan & Document Delivery University Libraries	7,810
7.	Hours - Health Sciences Library University Libraries	7,324
8.	Find University Libraries	6,446
9.	Student Assistant/ Federal Work Study Employment Application University Libraries	5,696
10.	Library Faculty & Staff University Libraries	5,374

SITE TRAFFIC

Search traffic comes from users who access University Libraries' webpages via a Web search engine, like Google or Bing. **Referral** traffic comes from other web domains and pages. **Direct**



traffic is from bookmarks, links in emails, and links activated within the same domain (stonybrook.edu).

Two notable developments in direct traffic since last fiscal year statistics: library patrons using smartphones to access the website, as indicated by number 5 below (/?fromMobile=true), and the first appearance of a Library News article among the top 10 direct traffic landing pages (CRR Open 24 Hours).

Search	14.1%
Referral	33.5%
Direct	52.5%

TOP 10 DIRECT TRAFFIC LANDING PAGES

	<u>Landing Page</u>	<u>Visits</u>
1.	Home Page	428,865
2.	/healthsciences	44,851
3.	/hours	3,068
4.	/borrowing-returning-renewing	2,456
5.	/?fromMobile=true	1,222
6.	Articles Quick Search	994
7.	STARS	786
8.	Admin Login	381
9.	CRR Open 24 Hours	338
10.	/student-employment-application	329

MOBILE

Mobile users of the University Libraries' webpages have greatly increased since last fiscal year to 4.26% of total users (up from 1.7%). Approximately 71% of them use iOS devices (Apple iPhones, iPads and iPods), while another 27% use Android smartphones and tablets.

TOTAL VISITS	39,817
% of TOTAL	4.26%

LIBGUIDES (<http://guides.library.stonybrook.edu>)

LibGuides are the University Libraries' group of research, subject and course guides that support the academic programs and departments of Stony Brook University. They are created by librarians and library staff and used by faculty, students and researchers to find the top resources and research databases, and get research help from librarians and subject specialists. This year, 27 new course-specific guides were created.

UNIQUE VISITORS	138,215
VISITS	264,719
PAGEVIEWS	671,600
AVG. DURATION	00:05:21



TOP 10 LIBGUIDES

	<u>Guide Name</u>	<u>Total Views</u>
1.	Databases	280,602
2.	Music Library	34,965
3.	Research and Subject Guides	20,240
4.	Psychology	19,018
5.	Nursing	18,189
6.	Medicine	13,478
7.	Maps and Remote Sensing Imagery	10,984
8.	Undergraduate and Graduate Class Bulletin Archive	7,227
9.	eBooks	5,950
10.	First Year Students	5,343



Outreach Activities

Prepared by Kathleen Maxheimer

While outreach activities are not solely the responsibility of RIS, they are closely related to RIS' main functions of teaching, reference services, and web presence. All four of these activities facilitate the library's efforts to improve the University community's awareness and use of library resources and services. There is a clear need for more dedicated effort on outreach, marketing, and publicity. Highlights of this year's activities include:

- Hosted *Finals Week Stress Relief Button Making Event*, *First Annual SBU Libraries Annual Scavenger Hunt*, and *Take a Book/Leave a Book Program*.
- Participated in campus-wide events such as New Student Orientation, Transfer Orientations, Campus Information Fairs, Earthstock, Wolfstock, Shirley Strum Kenny Arts Festival, Roth Pond Regatta.
- Other partnerships: student clubs (Ultimate Frisbee, Leave Love SBU), Music Department (student concerts/performances in library), Center for Prevention and Outreach Alcohol Awareness Program, National Banned Books Week.

Current RIS outreach efforts:

Academic	Non-academic	Media outlets
Liaison work with academic departments (curricular and research support)	Campus-wide orientations	Blackboard
Teaching course-related research sessions	Roth Pond Regatta	Faculty Center
One-on-one research consultations	Earthstock	SPD website
Campus-wide workshops on library research tools	Wolfstock	College of Business website
Library newsletter/blog	Think Again alcohol awareness campaign	Office of Communications
	National Read-In Day	Campus Announcements
	Take a Book/Leave a Book exchange program	University Events Calendar
		Library webpage
		Library newsletter/blog
		Scala screens in Melville Library
		Facebook
		Twitter



Appendix A. Library Instruction Sessions by Discipline, Course Code or Group

(*Does not include workshops, tours, Special Collections sessions, or high school sessions)

Course Code or Group	Undergraduate	Graduate
AAS	211	
ADV	ADV 101	
ANP	405	
ARH	102	
BUS	115, 195, 295, 296, 348, 358, 447	506
CAT	CCS 201, WST 408	
CHE	115, 385	
EDP	404	
EGL	494	
EHM	201, 314	
ENG	CME 101, EST 104, EST 327	BME 505, ESM 696
EOP	Summer Academy	
FYE	SBU 101, AIM 102, HDV 101, ITS 101, SSO 101, WSE 101	
HIS	301, 396, 411, 412, 414, 441	526
HON	113	
IAP	IEC 104	
JRN	108, 110	
LIN	ESL 193	
MUS		520
PSY	310	610
Academic Judiciary	Q Course	
SOC	348	
SPD		CEA 529, CED 595, CEE 601, CEK 502
THR	104	
WRT	101, 102, 103, 200, 302, 303, 304, 407, 408	
TOTALS:	179	19



Appendix B. List of Workshops

**Indicates online workshop.*

APA Citations*

Become an Expert at Finding Primary Sources
Career Center Workshop...Expand Your Job Search
Census 2010 Results
Citation Skills for Higher Education Administration Students*
Citation Skills for Non-Traditional Students*
Computer Science Orientation
Digital Images for Art Research and Scholarship
Election 2012
EndNote for MAC Users
Graduate Student Toolkit: Arts & Humanities and Social Sciences
Graduate Student Toolkit: Science, Technology & Engineering
History Graduate Orientation
Introduction to EndNote Web
Introduction to SciFinder and Other Chemical Databases
Library Workshop for First Year Seminar Instructors
Library Workshop for Graduate Students @ Chapin Apartments
Library Workshop for Transfer Students
Long Island High Technology Incubator Library Workshop
Managing Your Research with EndNote
Managing Your Research With EndNote @ HSC
MFA Orientation
Mobile Devices: Using iPads, Tablets, Smartphones for Library Research
New Faculty Orientation
Organizing References and Collaborating with Mendeley
Research Help for Adult Learners
Research Skills*
Research Skills for Higher Education Administration Students*
So You Think You Can Cite? Commuter Students
SBU Online Lunch & Learn Workshop
Understanding Plagiarism and Citation
Using Library eBooks
Xtreme Google Scholar



Appendix C. Instruction Locations

Library instruction took place in the following locations:

SBU West Campus

Chapin Apartments

Chemistry Library

Harriman room 104

Heavy Engineering 201

Humanities room 3018

Javits Lecture Hall, Rooms 100, 101, 103

Langmuir Hall (H Quad)

Melville Library: Classroom A, Classroom B, Central Reading Room, Music Seminar Room,

Special Collections Reading Room, W4545 (MAC), W4550

SINC Sites: Old Engineering, Chemistry, Harriman, Math/Physics

SAC 144, 306

SBS N-303

Staller Center 3218

Tabler Quad Blackbox Room

Wang Center: Room 201

SBU East Campus

Hospital

HSC Lecture Hall

HSC Library

Library Classroom 2

LIHTI Conference room.

SBU Southampton

Center for Writing and Literature

Online

Meeting.sinc.stonybrook.edu/library – The library's Adobe Connect room.



Appendix D. Reference Statistics

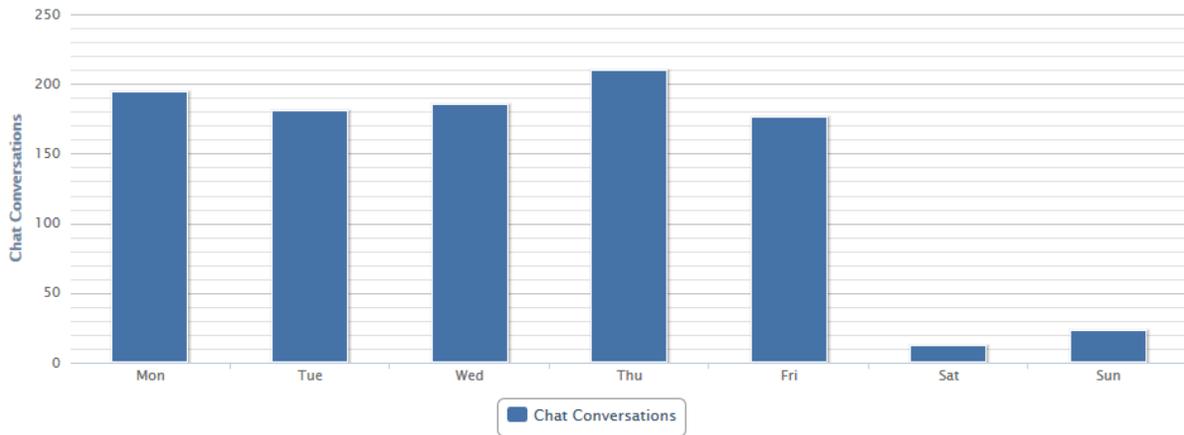
Chat Sessions by Day of Week

Daily Distribution (on what days the chat conversations fall)
 filtered between '01 July 2012' & '30 June 2013':

[Export to Excel](#)

	MON	TUE	WED	THU	FRI	SAT	SUN
Chat Conversations	194 20%	181 18%	185 19%	210 21%	176 18%	12 1%	23 2%

Daily Distribution

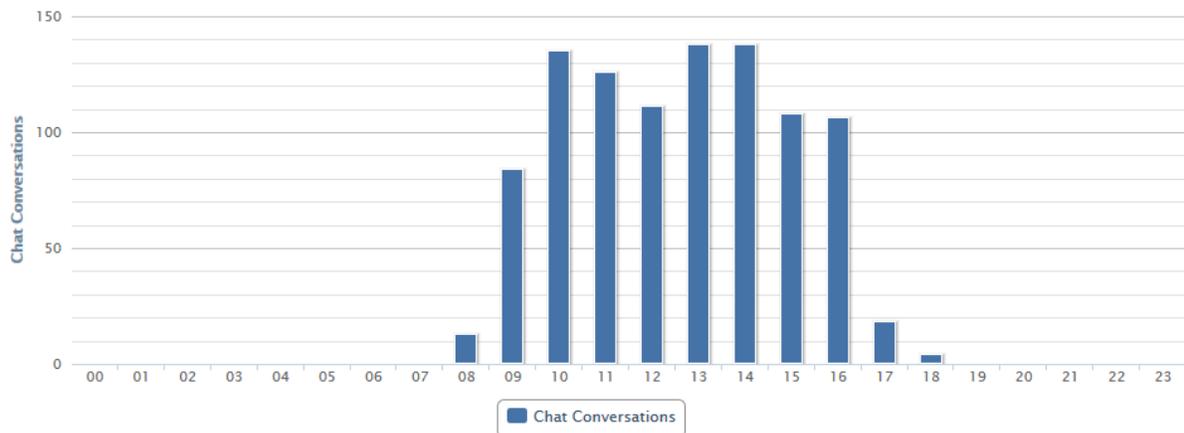


Chat Sessions by Hour of Day

Hourly Distribution
 filtered between '01 July 2012' & '30 June 2013':

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Chat Conversations	0 0%	13 1%	84 9%	135 14%	126 13%	111 11%	138 14%	138 14%	108 11%	106 11%	18 2%	4 0%	0 0%	0 0%	0 0%	0 0%	0 0%							

Hourly Distribution



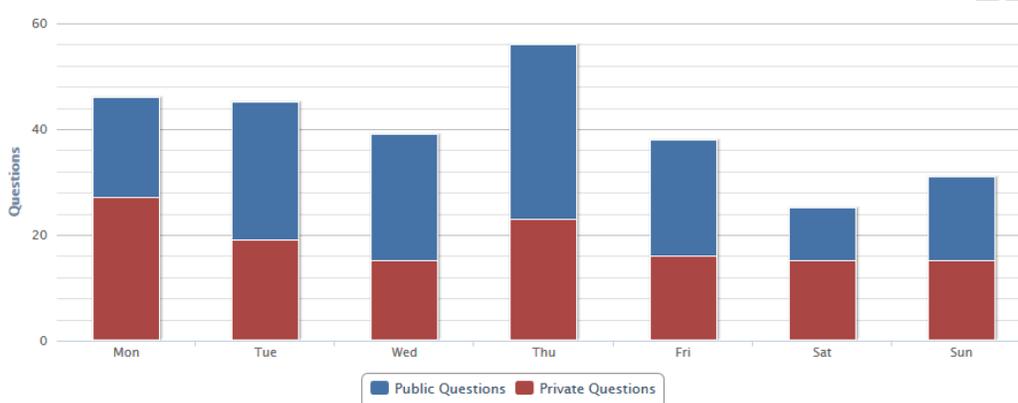


New Questions by Day of the Week

Daily Distribution (on what days are the questions asked)

	MON	TUE	WED	THU	FRI	SAT	SUN
Public	19	26	24	33	22	10	16
Private	27	19	15	23	16	15	15
Total	46	45	39	56	38	25	31
	16%	16%	14%	20%	14%	9%	11%

Daily Statistics



The Top Twelve Most Consulted Answers

Question	Asked on	Views	Topics
How can I access JSTOR via the library website? View question	2012-01-11 16:13	691 (see monthly breakdown)	Databases
How can I access Up To Date? View question	2012-07-17 14:25	484 (see monthly breakdown)	Health Sciences, Databases
Where can I get color printing on campus? View question	2012-01-12 13:26	472 (see monthly breakdown)	Where is . . .?, Technology Questions, Printing
How do I find articles using databases? View question	2012-01-11 16:16	403 (see monthly breakdown)	Databases, How Do I . . .?, Research, Articles
How do I get on PubMed from the SBU website? View question	2012-01-11 16:13	370 (see monthly breakdown)	Databases
Were all U.S. Presidents married? View question	2011-08-17 11:12	324 (see monthly breakdown)	Reference, Government Information, History
How do you use the databases if you live off campus? View question	2012-01-11 16:10	263 (see monthly breakdown)	Databases, Access
What is the difference between alums and tuttons salt? View question	2012-10-01 17:08	239 (see monthly breakdown)	Reference
Where can I find a fax machine on campus? View question	2012-01-12 13:38	214 (see monthly breakdown)	How Do I . . .?, Where is . . .?, Other
Can a visitor check out books or use the Library's databases? View question	2012-02-29 13:06	211 (see monthly breakdown)	Circulation, Access, Databases
How do I use JSTOR? View question	2012-01-13 11:02	193 (see monthly breakdown)	Databases
How do I use Wolfie's Wallet? View question	2013-02-19 11:37	180 (see monthly breakdown)	Scanning/Copying, Technology Questions, Printing



Appendix E. Web Services Statistics

Figure A. Site Traffic Annual Growth, library.stonybrook.edu

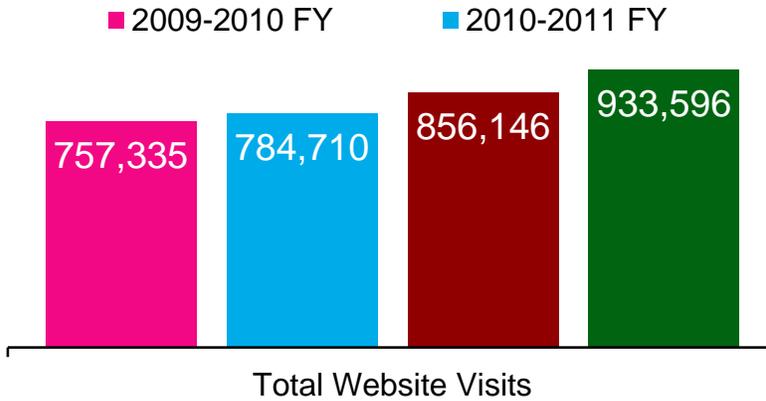


Figure B. Mobile Users—Three Year Comparison, library.stonybrook.edu

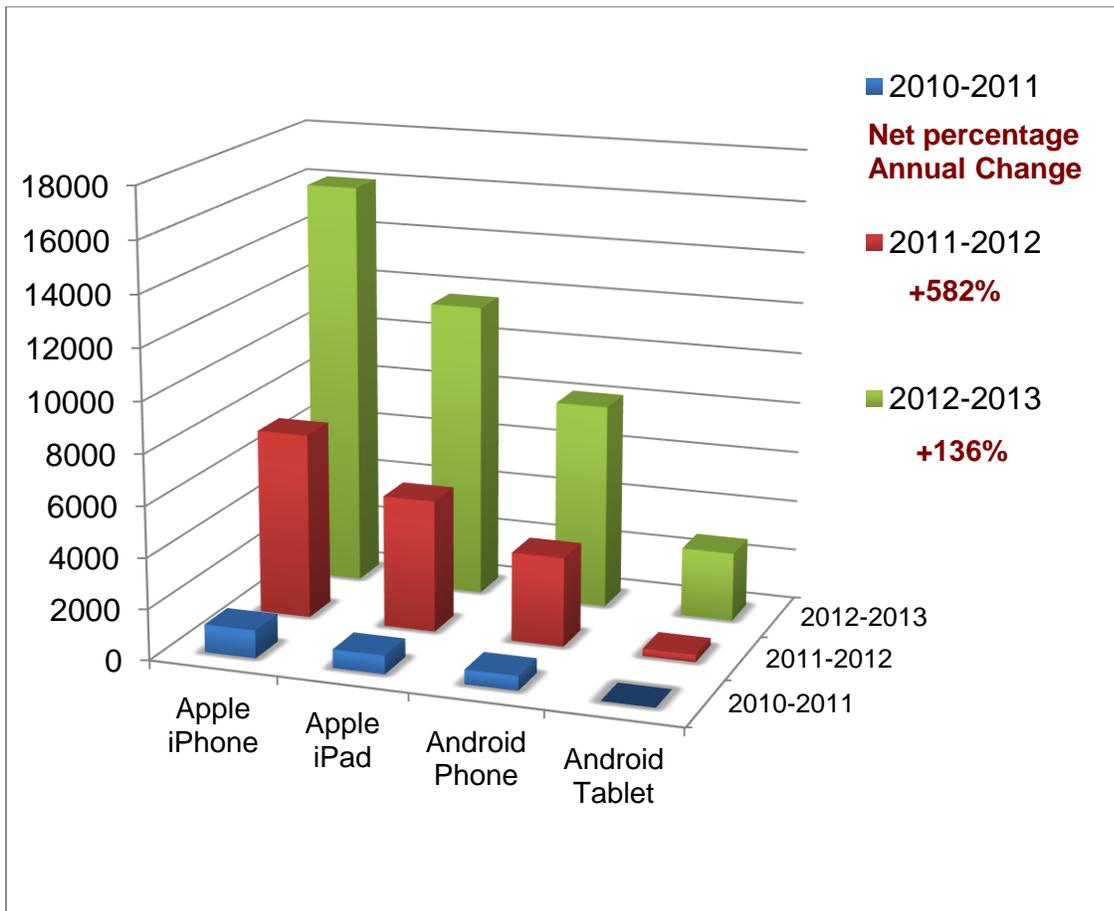




Figure C. Research & Subject Guides: Variety of Online Resources

Research & Subject Guides include a variety of content, including:

- I. Course Guides that are tailored for specific courses and course-integrated library instructional sessions.
- II. Subject Guides for the best library resources, services, research tips and library subject specialist contact information.
- III. Library Tutorials & Resource Guides that teach research skills, information literacy, and promote access to unique and useful learning resources.
- IV. Branch Libraries & Collections, Databases A-Z providing access to hundreds of academic research databases, and online access to University Libraries branches and collections.

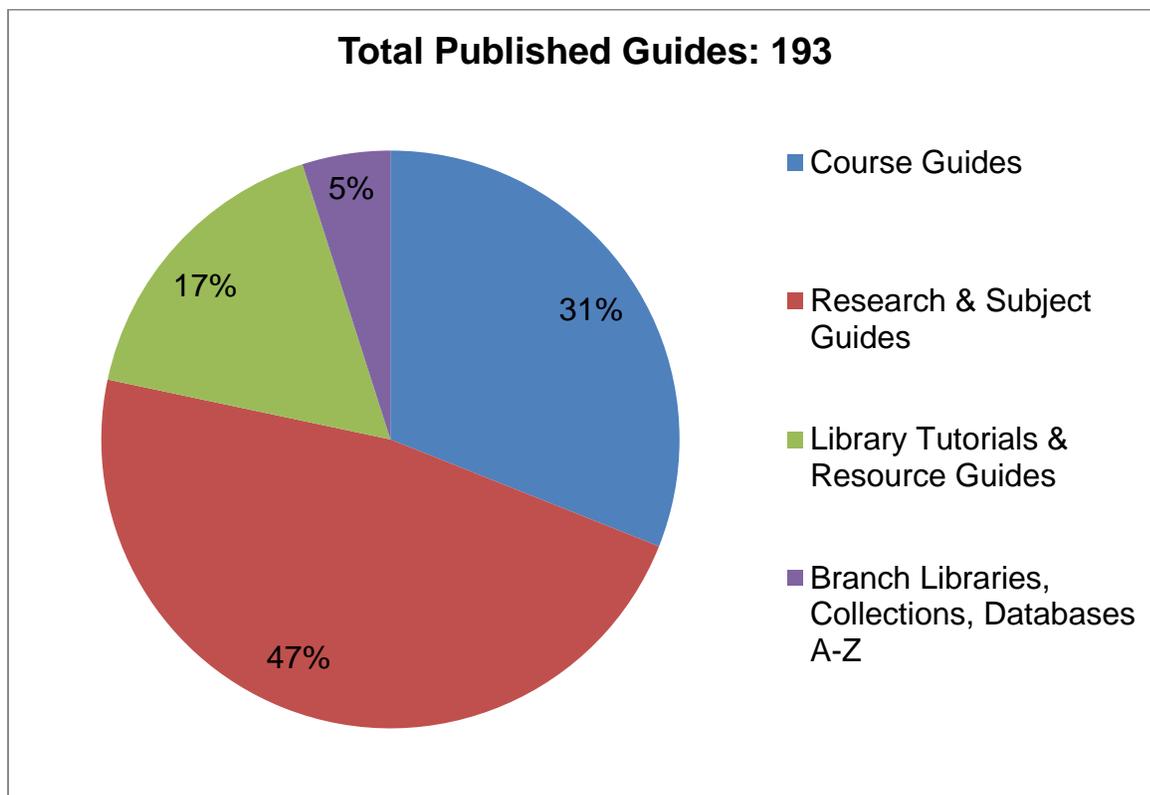
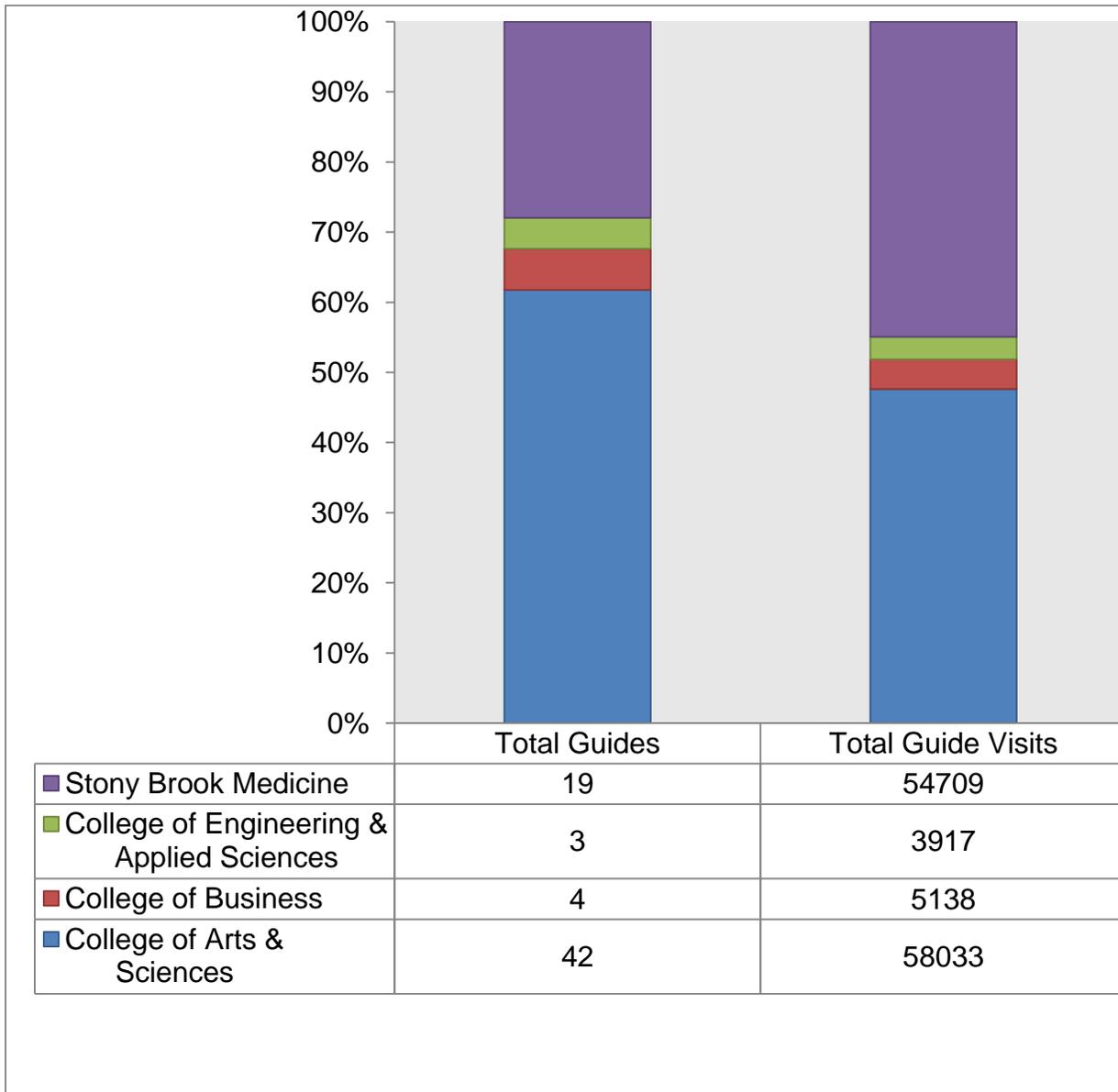




Figure D. Research & Subject Guides by College and Usage





College of Arts & Sciences Guide	Visits
Africana Studies	272
Anthropology	662
Art	912
Asian American Studies	427
Biological Sciences	983
Chemistry	4633
China Studies	255
Cinema Studies	614
Cultural Analysis and Theory	4
Dance	126
Ecology and Evolutionary Biology Resources	159
Education	834
English & Global Literature	2807
Environmental Art, Architecture & Design	433
Environmental History	187
Environmental Humanities	383
French and francophone languages and literatures	134
Geosciences	249
GIS Resources	745
Government Documents & Information	1094
History	1877
History - Medieval	109



History - Research Resources for Graduate Students	156
Intensive English Center (IEC)	1193
Italian	146
Italian American Studies	503
Journalism	731
Latin American History	738
Maps and Remote Sensing Imagery	10791
MFA Creative Writing/Literature	1
MFA Theatre	1
Music	463
Neurobiology	100
Philosophy	218
Psychology	19316
Religious Studies	198
Russian/Slavic Studies	77
School of Professional Development	2790
Sociology	372
South Asian Studies	287
Sustainability & Environmental Studies	743
Theatre Arts	255
Women's & Gender Studies	1055
TOTAL VISITS	58033



Stony Brook Medicine Guide	Visits
Athletic Training	725
Biomedical Engineering	248
Cancer	102
Clinical Laboratory Sciences	737
Dental Medicine	3396
Health Care Policy and Management	1035
Health Technology and Management	2168
Medical Education	365
Medicine	12694
Nursing	18653
Occupational Therapy	2242
Pharmacological Sciences	11
Physical Therapy	4091
Physician Assistant	1968
Polysomnography	317
Public Health	618
Respiratory Care	662
Social Welfare	3016
Evidence-Based Medicine	1661
TOTAL VISITS	54709



College of Business Guide	Visits
Business	2465
Economics	403
Marketing	1025
MBA Students	1245
TOTAL VISITS	5138
College of Engineering & Applied Sciences Guide	Visits
Materials Science & Engineering	305
Computer Science	2386
Engineering	1226
TOTAL VISITS	3917

Figure E. Course Guide Usage

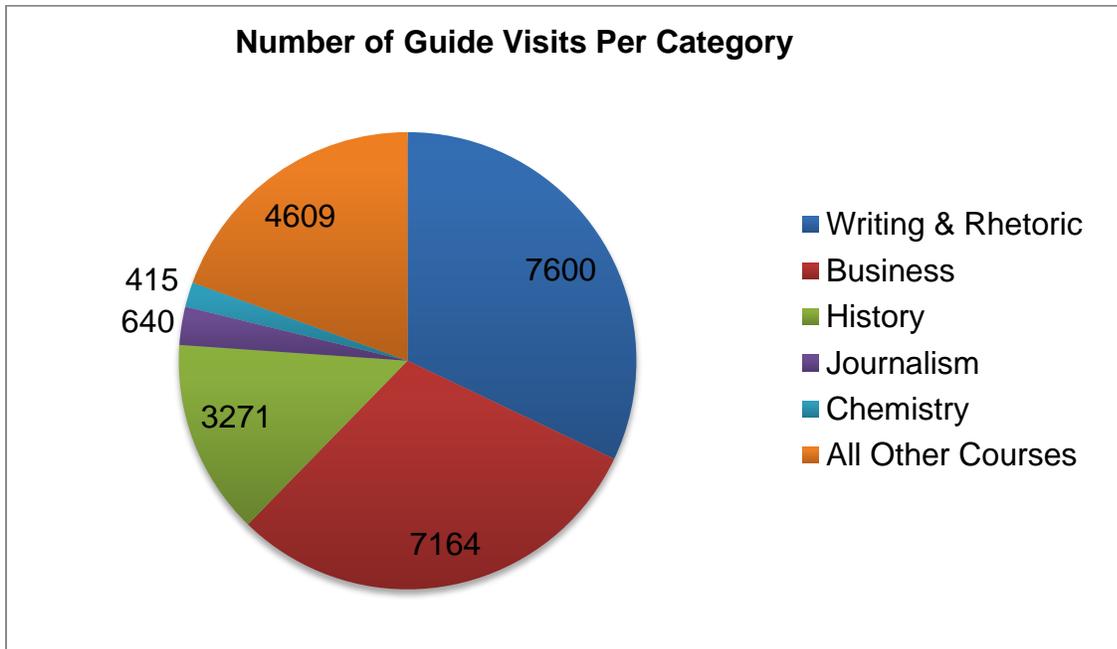




Figure F. All Course Guides

Course Guide	Visits
AAS 211	642
AIM 102	411
ANP 405	142
AP Biology	375
BME 505	89
BUS 115: Introduction to Business	5058
BUS 195: Business Honors Seminar I - Business Leaders	119
BUS 295: Business Honors Seminar II - Innovations	120
BUS 296: Business Honors Seminar III - Business Enterprises	114
BUS 447: Business Ethics	1753
CCS 201: Writing about Culture	158
CEA 529: Music and the Brain	133
CED 595: Project Seminar	230
CEE 601 Pece: Early Adolescent Development	475
CFS 322	3
CHE 115/ENV 115	290
CHE 385	125
CME 101: Library Research Guide	390
CME 320 Zaitsev	6
Digital Storytelling	2792
EGL 494: Honors Practicum: Research	163
HIS 301: Practice and Politics of History	133



HIS 301: U.S. Diplomacy 1898-1945	81
HIS 301.01: Labor, Gender & Immigration in the U.S.-Mexico Borderlands	628
HIS 301.02: Indian Ocean World	37
HIS 301.03 Renaissance Florence	22
HIS 301.04: The History of Punishment & Prisons	347
HIS 396: Crime, Passion and Power in Early America	86
HIS 396: The History of Latinos in the U.S.	360
HIS 411: History of Food	222
HIS 411: Life Stories in Historical Context	41
HIS 412: Dancing Through American History	186
HIS 412: Presidential Assassinations in Historical Perspective	70
HIS 412: The Damned and the Beautiful	233
HIS 414: The Founders and the People	265
HIS 422: Colloquium in Latin American History	23
HIS 431: Cold War Through Hollywood's Eyes	68
HIS 441: Colonial Histories and Literary Representations	469
JRN 108: The History and Future of the American Press	408
JRN 110: News I: Basic News Reporting and Writing	143
JRN 525: Health, Environment, Science and Technology Reporting	89
Kings Park Independent Science Research	139
Library Session - Garcia Summer Research Program	773
New Media, Gaming & Social Networking	390
PSY 310	471
Q Course	221



SOC 348	361
THR 104: Play Analysis	339
WRT 101 I-SEARCH Clarke	173
WRT 101 Marderness	190
WRT 102	994
WRT 102 Brinkmeyer	79
WRT 102 Calvey	361
WRT 102 Clouther	655
WRT 102 Davidson	82
WRT 102 Duffy	360
WRT 102 Hannigan	336
WRT 102 Horbey	96
WRT 102 Kaplan	120
WRT 102 Khost	95
WRT 102 Kilian	56
WRT 102 Klein	65
WRT 102 Kuheylan	147
WRT 102 Lucenko	152
WRT 102 Petty	40
WRT 102 Seitz	134
WRT 102 Zucker	111
WRT 302: Seminar in Writing: Rhetoric and Film	103
WRT 304: Writing for Your Profession	69
TOTAL VISITS	24611

Figure G. All Library Tutorials & Resource Guides

Tutorial & Resource Guide	Visits
Accessing Other Libraries	168
Alerting Services	456
Bioinformatics Tools	317
China-U.S. science and technology cooperation since 1979	272
Chinese Culinary History	791
Citations & Plagiarism	1167
Copyright Friendly Resources	355
Copyright, Fair Use & the Creative Commons	361
Database Trials	1285
Databases	280256
Digital Collections	2277
Dissertations and Theses at Stony Brook University	1380
eBooks	5965
Elections 2012	176
Endnote	3449
Faculty Resources	104
Film Collection at Stony Brook University Libraries	16
First Year Reading 2013	0
First Year Students	5310
George Washington and the Culper Spy Ring	3741
Graduate Student Tool Kit: Science, Technology, and Engineering	51



Graduate Student Toolkit: Arts & Humanities and Social Sciences	337
Health Sciences Research and Publication	693
Impact Factors, Cited References, H-Index and Journal Abbreviations	290
Incorporating Library Resources Into Blackboard	520
Interlibrary Loan & Document Delivery	290
iPads	329
Library Workshops	4144
Long Island Collection: Digitized Documents and Books	1202
Long Island Gravestone Studies: Research Sources	274
Long Island Historical Journal: Digital Edition	538
Long Island Newspapers	179
Mobile Resources & Apps for Library Research	2154
New Books, DVDs and Other Resources	537
News Sources	1500
Non-Traditional Students	272
Patent & Trademark Resources on the Web	44
Primary Sources	1865
Research and Subject Guides	20441
Research Tutorials and Handouts	2151
Social Networking	130
Special Collections and University Archives: News and Events	226
Specula Yearbooks, 1957 to 2006: Stony Brook University	957
Stony Brook University History	238

Stony Brook University Libraries' Interlibrary Loan Lending Policies	135
TA Library Resources	93
The Poetry Center Film Archive at Stony Brook University	96
Undergraduate and Graduate Class Bulletin Archive	7955
Using the Internet for Historical Research	439
WISE Library Resources	122
TOTAL VISITS	356048

Figure H. All Branch Library & Department Guides

Branch Library & Department Guide	Visits
Chemistry Library	2129
Marine and Atmospheric Sciences Information Center (MASIC)	1566
Mathematics, Physics and Astronomy Library	3766
Music Library	34806
Preservation Department	1334
Science & Engineering Library	3364
TOTAL VISITS	46965