

LET Academic Engagement: Carrier Library Public Services, Media Resources, Outreach & Partnerships, Public Services, Research & Education Services, Rose Library Services

Highlights FY2015-2016

NOTE: The above departments of the Academic Engagement (formerly Public Services) Unit chose to present a combined report for 2016-2017. This is, in large part, because these departments existed in various states over the course of the year due to the Phase 1 of LET reorganization. The Music Library has a separate annual report for this fiscal year.

Highlights:

The top highlight for the unit for the year was the reorganization of the structure, function, and vision of most of the departments in the unit (not including the Music Library). Supporting documentation for the reorganization, including planning documents and updates are available on the Hub in the Phase 1 Reorganization folder in the Administrative Unit space. At all times the reorganization was designed to maintain or enhance quality programs provided by the service points, liaisons, and other public-facing services of these units, in a consistent, collaborative, and cohesive way. In so doing, duplicative functions across departmental lines were consolidated, freeing up some staff and faculty lines that were reallocated elsewhere in the unit to support strategic positions including support for the liaison program, a new Science & Math Librarian position, and several staff positions to support the service points and the new Outreach & Partnerships department. Part of this reorganization was the consolidation of all of the main physical service points (one in Rose; three in Carrier Public Services; one in Media Resources) and the virtual services under one department and manager. The instruction and consultation areas of Media Resources is moving out of this unit and into the newly forming Innovation Services Unit.

Planning for the reorganization required a lot of time and energy on the part of the department directors and assistant directors in the fall semester 2015, with every member of the unit involved in planning and implementation work in the spring semester 2016.

Follows are additional highlights from the departments and the unit.

1. Quality Programs (Academic and Non-Academic)

New programs created &/or hosted this year:

- Consolidated Service Model – The new Public Services department planned and began implementing a consolidated model for the service points and public spaces that focused on function rather than geography while maintaining the high level of customer service for which the libraries are known. This involved the transition from eight physical and virtual service

points to two physical and one virtual services points supported by a single staff. This consolidated model will be fully implemented by the fall semester 2016. – Public Services

- Re-envisioning borrowing - Created a holistic philosophy for user experience for borrowing across the JMU Libraries. The goals were twofold: Reward users of the JMU library collection through streamlined and simplified borrowing policies that are consistent between libraries and patron types; Clearly and consistently practice and communicate the differences in service experience expectations between general circulating materials (transactional) and specialty materials that require staff mediation or expertise (consultative). This was a unit-level project led by Stefanie Warlick that required consensus building across Carrier Library Public Services, ETMC, Media Resources, Music Library, Public Services, and Rose Library Services and involved solicitation of feedback and support from library liaisons through the Collection Development Committee. The new borrowing policies will be fully implemented by the fall semester 2016. – unit
- LET Framework for Liaison Librarians – The draft of this document was completed in June after an intensive three-month process that included all of the continuing liaisons as well as several unit-level stakeholders. The draft defines core expectations and provides example activities for liaison work in the areas of outreach/engagement, instruction/consultation/reference, research/scholarly communication, and collections. – Research & Education Services
- Fall Frolic with Therapy Dogs (with JMU Counseling Center) – Outreach & Partnerships
- #ColorOurCollections (with Special Collections) – Outreach & Partnerships
- NJVID – This platform allows for a much more streamlined and efficient workflow for processing new streaming titles, and significantly reduces in-house data storage needs. It will also offer a greatly enhanced user experience and security features. – Media Resources

Notable ongoing programs:

- Coordinated LET participation in JMU Orientation activities. – Outreach & Partnerships
- Hosted De-Stress for Success at the end of both semesters (with UREC, JMU Dining, Counseling Center, University Health Center, University Writing Center, Madison Meditates, and MAD4U Center; see [fall 2015 photos](#) and [spring 2016 photos](#)). – Outreach & Partnerships
- MadLab, Media Lab, and equipment circulation – Media Resources
- Hosted the General Education Student Conference (fall 2015) – Rose Library Services, Outreach & Partnerships

Other LET/JMU programs:

- Helped promote the Special Collections Speaker Series (new collaboration with Spec. Coll.) – Outreach & Partnerships
- Helped promote the Open House for Summer Online Course Orientation (new collaboration with CIT). – Outreach & Partnerships
- Carolyn Schubert coordinated the libraries' pieces of the CHBS move from East to West Campus. This included working with Acquisitions & Metadata Services and Public Services on deploying and collecting Better World Books boxes, working on questions of library outreach space in the

new HHS building, and communicating with liaisons and instructional designers about new teaching spaces in the building. – Research & Education Services

2. Madison Collaborative

- **JMuse Café:** Both members of Outreach & Partnerships served on JMUSE Café as part of their LET service work. The theme and design of the JMUSE Café events this year aligned well with the Madison Collaborative's goals, especially the goal to "Encourage multiple avenues of intentional connection among personal, professional, and civic application of ethical reasoning skills in the classroom, co-curricular activities, and student life." See JMUSE Café report for more information. – Outreach & Partnerships

3. Community Engagement

- **Open Access Week and Fair Use Week:** Worked with LET Scholarly Communications Committee to promote Open Access Week (October 2015) and Fair Use Week (February 2016), two worldwide celebrations related to scholarly communication. – Outreach & Partnerships
- **Office of International Programs partnerships:** Added the Office of International Programs Photo Contest Winners to Rose & Carrier; coordinated a book display with the OIP International Week. – Outreach & Partnerships, Rose Library, Carrier Library Public Services
- **Shakespeare in Shenandoah:** Helped promote the campus-wide celebration of "Shakespeare in Shenandoah: Celebrating 100 Years of the Bard in the Valley," especially the physical and virtual exhibits hosted by LET. This program involved multiple units of the College of Visual & Performing Arts, the American Shakespeare Center in Staunton, and the Virginia Shakespeare Initiative in Richmond. Our department worked with the American Shakespeare Center (ASC) to have the JMU-based celebrations featured in the ASC's social media. – Outreach & Partnerships
- **JMuse Café:** Both members of Outreach & Partnerships served on JMUSE Café as part of their LET service work; this is a major "community engagement" initiative of LET and featured 7 programs this year, including one that was broadcast on a national podcast/radio show. See JMUSE Café report for more information. – Outreach & Partnerships
- **VAAMPS:** The Director of Media Resources participates in an innovative collaboration between Media Librarians across the state. The group is currently working on collaborative collecting and preservation strategies. – Media Resources
- **Community User Support:** Community users with an MRL, Virginia higher education ID, or select other IDs may borrow books and other physical materials from the libraries. Community users with a photo ID can get access to the Internet and use public computers in Carrier and Rose Libraries. - unit

4. Civic Engagement

- **Voter registration:** Worked with JMU Student Government Association to promote voter registration. JMU SGA twice hosted voter registration tables in Carrier's lobby; our department also worked with SGA to feature voter registration on Carrier's digital signs and the JMU Libraries website. – Outreach & Partnerships

5. Engaged Learning

- **Transfer student orientation:** Designed and offered a new, interactive game-based session for new Transfer Students to engage them in learning about JMU Libraries' services, spaces, and resources during 1787 August Orientation. – Outreach & Partnerships
- **PASS Anatomy:** Worked with Peer-Assisted Study Sessions (PASS), part of the learning Centers, to hold PASS anatomy sessions in Rose Library. This was a new service/partnership with the Learning Centers. – Outreach & Partnerships, Rose Library
- **Chat-based writing tutoring:** Pilot project with Writing Center in which they try out our chat system for providing writing tutoring online (also an *Efficiency* highlight). – Outreach & Partnerships

6. Diversity

- **Book display for GLBT Book Month & LGBT Pride Week.** Created book displays celebrating LGBT Pride and GLBT Book Month in Rose & Carrier Libraries, June-August 2015 and 2016. – Outreach & Partnerships with others in the unit
- **Title IX resource guide:** Deepening LET's partnership with the University Health Center by working with the Health Center's LGBT & Ally Education program on a new LibGuide-based resource guide related to Title IX. – Outreach & Partnerships
- **Video Collection:** The Media Resources video collection has a large representation of international film, film by minority and women filmmakers, and documentary film representing a variety of distinct people and culture. Recent acquisitions have included expansions to our holding in film from Arab countries and Indian Cinema. – Media Resources
- **Cinemuse:** Brian Simmons is co-advisor to the [Cinemuse](#) club. – Media Resources

7. Efficiencies

- **Re-organization activities:** In reorganizing the department, several efficiencies in staffing were realized and reallocated across the organization. For example, at the beginning of the fiscal year there were five departments in the unit (Carrier Library Public Services, Instruction, Media Resources, Music Library, and Rose Library Services), with five directors and two assistant directors. As of the end of the fiscal year, there are four departments (Music Library, Outreach & Partnerships, Public Services, and Research & Education Services), with four directors. The three remaining

director positions have been reassigned within LET to other areas of need, eliminating the need to request new managerial lines for those areas. - unit

- **Chat-based writing tutoring:** Pilot project with Writing Center in which they try out our chat system for providing writing tutoring online (also an *Engaged Learning* highlight). – Outreach & Partnerships
- **NJVID:** The addition of the NJVID platform will expedite streaming media processing, and reduce in-house data storage needs. – Media Resources
- **Space efficiencies:** The unit has move to considering public space planning from a holistic perspective, rather than by department or function. This change is already proving to be beneficial in terms of our flexibility to adapt the use of spaces and repurpose furniture across the two facilities. Centralization of decision making for public spaces has also allowed us to think strategically about new purchase in a way that increases our adaptability to respond to new space related directions that arise in the future. For example, changes made to the periodicals room of Carrier and the 1st floor information commons area in Rose freed up space for new services (a silent study room and ICC services) as well as repurposed furniture (study tables and laptop bars), without the need to purchase a large amount of furniture. - unit

8. Recognitions & Accomplishments

- **PR Xchange Award, American Library Association:** This national award recognizes "the very best public relations materials produced by libraries in the past year." Our work on the JMU Libraries mason jar cup was recognized by receiving this award in June 2016. – Outreach & Partnerships
- **Tenure and Promotion:** Two faculty were recognized with tenure and promotion to Associate Professor: Yasmeen Shorish and K.T.L. Vaughan. – Research & Education Services

9. Comprehensive Campaign

10. Other Noteworthy Accomplishments

- **Service point promotion during JMU Orientation:** This department created and coordinated an activity during JMU's Orientation week that welcomed and introduced students to the library. We coordinated with nine LET service points for this activity, which encouraged students to visit these service points and pick up a free JMU Libraries mason jar cup. – Outreach & Partnerships
- **JMU Marketing and Communications Council:** Both members of this department started attending the new JMU Marketing and Communications Council meetings in Fall 2015. Based on connections we made in that group, we worked with Laura Drake Davis to pitch JMU Scholarly Commons to *Madison Magazine* in spring 2016. – Outreach & Partnerships
- **Student Athlete Interest Group:** This group was initiated by liaison Lara Sapp, and includes members from three departments in the unit: Lara Sapp, Brian Flota, and KT Vaughan, (Research &

Education Services), Kristen Shuyler and Jon Reed (Outreach & Partnerships), and Jeff Campbell (Public Services).