

Summer 2015

# University Library Annual Report FY 2014-2015

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The image shows the Eastern Michigan University Library building, a multi-story structure with a prominent clock tower. The clock tower has two large, square clock faces on its upper levels. The building is constructed with brick and large glass windows. The sky is clear and blue, and there are green trees in the foreground and background. The overall scene is bright and sunny.

*Connect with the Library,  
Connect with the World*

2014-15 Eastern Michigan University Library

***ANNUAL REPORT***

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# Connecting to *People*



## Message from the *Interim University Librarian*

At EMU, we create connections through teaching, learning, and research. We learn together about the research process and the recorded work of others in order to contribute to, and become part of, the larger community that promotes knowledge.

The library is committed to helping individuals achieve their academic goals. Whether that may be instructing individuals through consultations, teaching within the classrooms, or chatting online, the library connects with all so they may become independent thinkers, lifelong learners, and global citizens.

In this annual report we celebrate our accomplishments of keeping the library responsive and vibrant. We look forward to the future and invite you to connect with all the library has to offer.

When you connect with the library, you connect with the world.

*Susann E. DeVries*



## *Library Collaborations*

The library is continuously challenged to balance the resources of the present, while preserving the past and preparing for the future. Technology, digital resources, and the plethora of information have transformed library services; and we collaborate in teams to ensure all our users may identify, locate, evaluate, and effectively use information.

Our group efforts include:

- » Implementation of a sophisticated electronic resource management system.
- » Addition of several collections to the Archives, including the Department of African American Studies records, the Betty Brown-Chappell papers, and Michael McGuire papers.
- » Implementation of phase two of a three-year assessment plan.
- » Review and reformatting of all existing policies and identification of areas where new policy development should be considered.
- » Implementation of a QR code survey for patron feedback.
- » A successful Fall meeting to update teaching faculty.
- » Transfer of the Law Reference collection to the second floor.

## *Library Research Guides and Canvas*

### GUIDES.EMICH.EDU

The library worked to promote its presence in the Canvas Learning Management System (LMS), which became the campus' new LMS beginning in Summer 2015. As a result of the collaborative effort between the Center for E-Learning (Extended Programs), the Library's Systems, and Digital Presence Teams, a "Library Guides" link is now generated and added to every active course in Canvas. When selected, this link will redirect the user to one of the three following library options:

- » A course-specific library guide, if one exists.
- » A subject-specific library guide, if no course-specific guide exists.
- » The library's homepage, if neither a course-specific nor a subject-specific guide exists.

The library will formally assess library guide usage in all disciplines during the 2015-2016 academic year.



## *Textbook Alternatives*

Librarians worked with faculty to find ways to reduce student textbook costs. They disseminated textbook best practices and created a tool for finding textbook alternatives. Grants from EMU Women in Philanthropy and eFellows funded experiments providing library e-book versions of selected titles assigned in EMU courses.

Students and faculty are responded enthusiastically—with 12,000 uses of 69 grant purchased titles in 2014. 50+ additional e-book titles are ready for 2015/2016. These efforts will not solve the entire textbook problem, but the e-book experiments will help numerous students in more than 60 courses during 2015/2016. More information at: <http://guides.emich.edu/alt-texts>



## *Academic Projects Center*

The Academic Projects Center, or APC, is a collaborative effort of the University Library, the University Writing Center, and the Writing Across the Curriculum and First Year Writing Programs. The APC offers individualized, point-of-need help with research, writing, and technology to students working on research papers and other academic projects. Library faculty, University Writing Center consultants, and student assistants work together in the APC to provide project-oriented support.

**1,125**

Visits to the APC in 2014-15

## DigitalCommons@EMU

DigitalCommons@EMU is a virtual showcase of scholarly and creative works produced by Eastern Michigan University students, faculty, and staff. Current collections in DigitalCommons@EMU include:

- » Graduate theses and dissertations
- » Honors theses
- » Three hosted scholarly journals
- » Faculty journal articles
- » Conference proceedings
- » Archival materials

Content in DigitalCommons@EMU is easily discoverable through search engines, such as Google, expanding the reach and potential impact of the research and creative achievements of Eastern Michigan University's scholars and enhancing the reputation of the University.

We thank the faculty, staff, and students who have contributed materials to DigitalCommons@EMU.

DigitalCommons@EMU	October 2009 - June 2015	July 2014 - June 2015
<b>Total Items</b>	<b>3,868</b>	<b>+829 (+27.3%)</b>
<b>Full-Text (Downloads)</b>	<b>1,773,418</b>	<b>+529,807 (+42.6%)</b>
<b>Site Visits</b>	<b>178,059</b>	<b>+42,185 (+31.0%)</b>
<b>Visiting Countries</b>	<b>173</b>	<b>193 (+11.6%)</b>
<b>Last Five Years of Operation</b>		

### Top 10 Full-Text Downloads (July 2014-June 2015)

Title	Full-Text Downloads
1. Effective Strategies for General and Special Education Teachers	<b>32,392</b>
2. Flower Symbolism as Female Sexual Metaphor	<b>19,315</b>
3. Herzberg's Two-Factor Theory of Motivation Applied to the Motivational Techniques within Financial Institutions	<b>18,192</b>
4. The Catcher in the Rye: A Teaching Unit	<b>17,474</b>
5. The Effectiveness of Nazi Propaganda During World War II	<b>13,397</b>
6. The Revolutions of 1848 in Germany, Italy, and France	<b>10,776</b>
7. Using Drama as an Effective Method to Teach Elementary Students	<b>9,663</b>
8. Cultural Diversity: Pain Beliefs and Treatment among Mexican-Americans, African-Americans, Chinese-Americans and Japanese-Americans	<b>8,640</b>
9. Standards, Training, and Guests' Perceptions in Luxury Hotels	<b>8,383</b>
10. Female Self-Objectification: Causes, Consequences and Prevention	<b>7,915</b>

# Connecting You to *Resources*

## EMU Library Resources

### *By the Numb3r5*

**188**

Electronic Indexes and Databases

**10,347**

Monograph Titles Purchased

**10,915**

Interlibrary Loans Requested for EMU Users

**18,674**

Serial Subscriptions

**58,005**

Checkouts

**109,677**

EBooks

**978,177**

Print Volumes

## *Tutorials:*

### *Understanding Plagiarism*



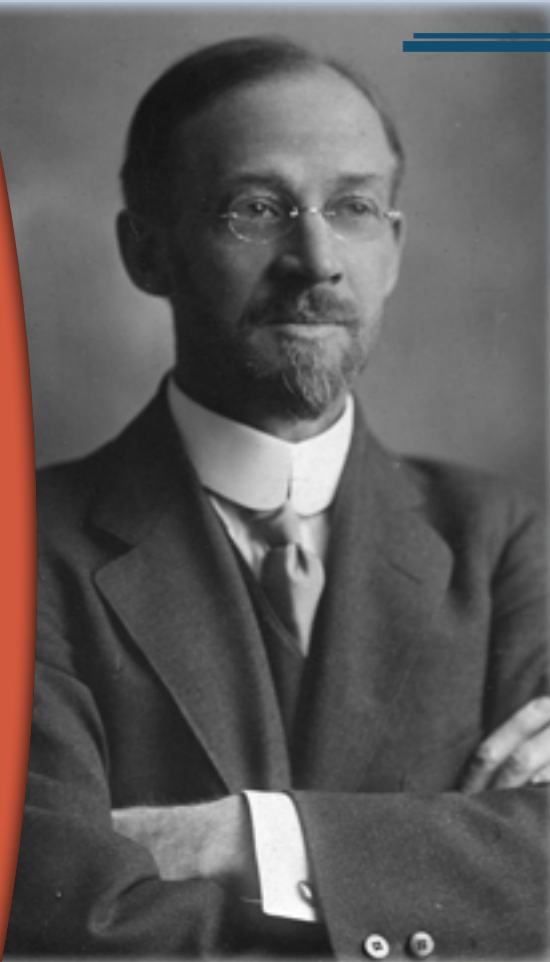
**31** *Institutions...*

...utilized the library's award-winning tutorial presenting plagiarism in the context of everyday situations. The tutorial, which debuted in Fall 2014, teaches how to avoid plagiarism and discusses why doing so is important.

All tutorials may be found at:  
<http://emich.edu/library/help/index.php>

# Connecting to *History*

## *Mark Jefferson*



The University Archives is honored to have received a collection of manuscripts and photographic materials highlighting the work of Mark Jefferson.

Professor Jefferson was a charter member of the Association of American Geographers and greatly influenced the development of the discipline of geography in the United States. As a faculty member at the Michigan State Normal College (Eastern Michigan University) from 1901-1939, he schooled future generations of teachers in the subject matter of geography and shaped geographic thinking by his numerous writings and oral presentations.

*\*This page's background image is of the Mark Jefferson Science Complex*



The University Archives partnered with the Division of Communications, assisted EMU's Historic Preservation graduate students in creating the exhibit "In Her Shoes" during the 2015 Winter semester. Housed in the McKenny Gallery, this exhibit focused on how women at Eastern Michigan University learn, grow, and influence the world around them.

Since 1849, women at EMU have been breaking barriers for themselves and society as students, alumni, staff, and faculty. This exhibit illustrated their histories through research, artifacts, and interpretation.

*In Her Shoes*

For more information, visit <http://forgingpathsatemu.com/>.

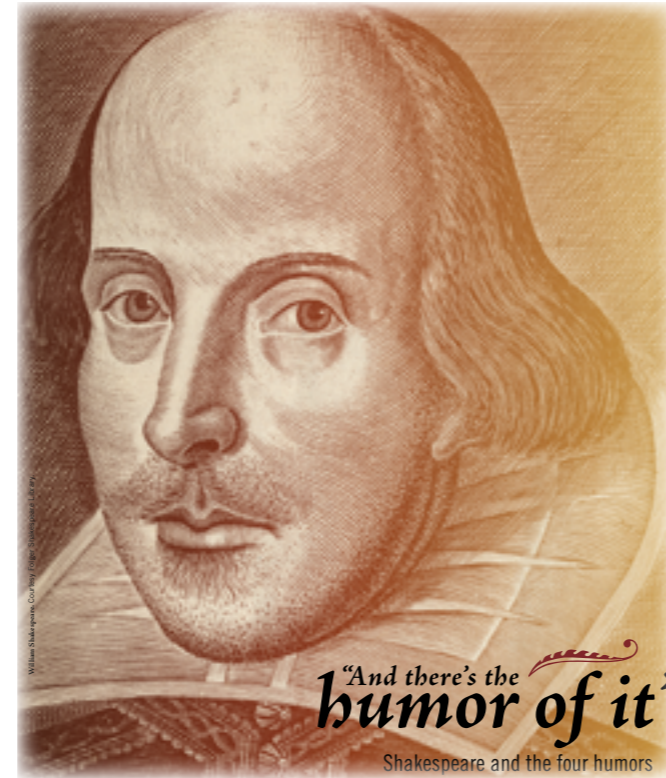


# Connecting to *Community*

## “And There’s the Humor of It” *Shakespeare and the Four Humors*

The library hosted a U.S. National Library of Medicine traveling exhibition entitled “And There’s the Humor of It: Shakespeare and the Four Humors.”

English poet and playwright William Shakespeare created characters that are among the richest and most humanly recognizable in all of literature, yet he understood human personality in the terms available to his era—that of the now-discarded theory of the four bodily humors—blood, yellow bile, black bile, and phlegm. These four humors were understood to define people’s physical and mental health, and to determine individual’s personality as well.



This exhibit explored the language of the four humors and their influence in Shakespeare’s plays; it was free to the public and on display on the first floor of the EMU Library from Jan. 19 - Feb. 27, 2015.

## *Community Participation*

Library faculty and staff are involved with communities in south-east Michigan. This is a small sample of the groups library faculty and staff donated their time to support in 2014-15:



# Library Quick Facts

## Personnel

Library Faculty .....	21
Administration.....	1 (1 Vacancy)
Professional/Technical Staff.....	6
Clerical Staff.....	19
Lecturers.....	1 FT, 4 PT
Maintenance.....	2 FT
Student Assistants .....	62

## Services

Students Reached by Library Instruction.....	4,851
Library Instruction Sessions (group & individual).....	641
Reference Questions.....	16,393
Research Guides.....	332
Research Guide Views.....	124,130
Gate count.....	569,088
Visits to web page.....	373,474
Open hours each week (fall/winter) .....	99.5

## Financials (FY 2014-15)

Total adopted budget .....	\$7,809,037
Personnel.....	\$4,586,893
Acquisitions .....	\$2,558,220
Operating.....	\$663,924



### 2014-15 Library Hires (pictured above; l to r)

**Jieron Robinson** (Circulation) – Nov. 2014  
**Tony Martin** (Circulation) – Jan. 2015  
**Brooke Boyst** (Administration) – Jan. 2015

### 2014-15 Library Retirements

Marcus Adams (Circulation)  
Joanne Hansen (Maps Librarian)

## 40+ Years of Service!

The Library has five employees who were honored at the EMU Employee Service Recognition event on March 23, 2015. The following outstanding individuals have 40 or more years at EMU:

- » Rita Bullard
- » MaryAnn Butkovich
- » Joanne Hansen
- » Spencer Schubbe
- » Keith Stanger

## Acknowledgments

### Report Committee

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