LETTER FROM THE DEAN: STRIVING TO BE FUTURE READY

What does it mean to be future ready? We in the Library have been asking that question. We constantly strive to be ready for the future of our College, its students, faculty, staff, and community. Future ready means:

Listening to our primary constituents: faculty, students, and staff.
- This year we instituted Faculty Listening Sessions. We held several sessions and learned about trends in their respective disciplines, use of technology, and awareness of Library resources and services.
- We also held our first Subtle Soirée with faculty and staff to build relationships, give them an opportunity to see our newly remodeled classroom, and to attend a Library event following the Soirée.
- Our first class of Student Government Library Advisors helped us understand what services and resources they need.
- Decisions about future manuscript donations will now be discussed with the newly formed College Archives Advisory Group made up of representatives from across the College. Members will assist in policy review and manuscript material collection.

Selecting, acquiring, cataloging, and making the right digital and physical resources accessible.
- We select resources based on the curriculum. Our librarians work closely with faculty to choose relevant resources including books, ebooks, journals, e-journals, music, film, databases, scores, and scripts for use by students and faculty in support of their scholarly and creative work. This year we aggressively weeded books that were no longer heavily used to make more room for student seating and study and incorporated reference materials into the main stacks for a more seamless user experience.
- 102,100 physical items and 314,956 digital items were accessed.

Inventing new or expanding existing services and programming.
- This year we reinvented and expanded our Liaison program: now there are both Collection Liaisons and Teaching and Learning Liaisons. Collection Liaisons continue to focus on what they have done all along — managing the selection of materials and communicating with departments about their needs relating to materials and services. Teaching and Learning Liaisons communicate with faculty to gather information about the curriculum and promote increased collaboration with faculty in support of their teaching.
- College Archives is promoting digital submission of theses from graduate students. Already a part of the workflow of Creative Arts Therapies, we are enabling other departments to participate via the user-friendly digital repository Digital Commons SelectedWorks.
- Our robust instruction program offered 315 instruction sessions to 5,659 students, averaging about 18.8 students per instruction session.
- We have expanded our weekday hours of operation now opening at 7:30am Monday – Friday. Students now have a place on campus to print and get last minute work done before their classes begin.
- The Audio Visual department began lending equipment: laptops, projectors, and other equipment to students, faculty and staff.
Maximizing our space and resources.

- Making way for a maker lab: The weeding and integration of reference materials into main stacks and the shifting of periodicals and microforms on the second floor has allowed us to create more space for students to gather, study, and enjoy a future maker lab.
- Collaborative technology in one group study room is up and running, allowing students to show their work to each other from a variety of devices.
- We continued to offer our space to Learning Studio tutors on Saturdays and Sundays (thus saving facility costs on Sundays when the Learning Studio need not open).
- Our spaces are favorite spots for special events and programs sponsored by other College units. The North Reading Room, East Reading Room, Weisman Reading Room, Blum Room, fifth floor, and second floor have hosted various functions such as award presentations, exhibit receptions, Alumni on 5, department meetings, student organization meetings, and board committee meetings.

Looking forward to our shared future,

Jan Chindlund
Library Dean
LIBRARY VISION, MISSION, AND VALUES

Vision
The Columbia College Chicago Library fuels discovery, sparks creativity, and ignites your future.

Mission
The mission of the Columbia College Chicago Library is to support Columbia College Chicago and its academic programs by providing access to information resources and teaching students to evaluate and use them. Our Library has a teaching mission, and is committed to preparing our users to be lifelong learners in an information rich society. It is a gathering place for intellectual and artistic freedom and expression, where we consistently surprise and delight our community with a fierce dedication to coloring outside of the lines in support of lifelong learning.

The Columbia College Chicago Library will fulfill this mission by providing:
• Relevant, organized resources in support of academic programs.
• An active instruction program dedicated to teaching students to be competent researchers and information users.
• Student-centered services and programs.
• A robust liaison program serving College departments.
• Clean, well-lighted, and welcoming spaces that promote research, reflection, and collaboration.
• Virtual and physical access to resources.
• Appropriate technology to promote communication and learning.
• Effective and visionary library management.
• A knowledgeable, accessible, and engaged staff.

Values
These values guide our work within our Columbia community and beyond:
• Leadership—anticipate trends, and lead in bringing new services and resources to our community.
• Accountability—are good stewards of the resources entrusted to us, and are responsive to our faculty and students.
• Collaboration—work together across boundaries to accomplish common goals and foster community.
• Creativity—encourage experimentation and innovation.
• Curiosity—embrace curiosity as a catalyst for lifelong learning.
• Fun—recognize fun as a vital component of what we do.
• Openness—provide equitable access to information in a welcoming and supportive environment.
• Respect—honor differences to create an inclusive atmosphere where diverse voices are heard.
• Service Orientation—listen to our community, and connect it with high-quality and relevant services.
In this annual report we will relate our activities to the mission via these broad categories:

**LETTER FROM THE DEAN: STRIVING TO BE FUTURE READY**  

**LIBRARY VISION, MISSION, AND VALUES**  

**STRENGTHEN RESOURCES**  

**DEEPEN CONNECTION WITH TEACHING MISSION, STUDENTS, FACULTY & ALUMNI**  

**MAXIMIZE SPACE**  

**LEVERAGE TECHNOLOGY**  

**DEVELOP STAFF**  

**ENGAGE OUR COMMUNITY**  

**MEASURE PROGRESS**  

**APPENDIX: DEPARTMENTAL MISSIONS AND GOALS**
STRENGTHEN RESOURCES

- Relevant, organized resources in support of academic programs.

Our collections are well used by students, faculty and staff. Others outside the Columbia community use the resources via inter-library loan and I-Share through the Consortium of Academic and Research Libraries in Illinois (CARLI). Overall circulation of materials to Columbia community totaled 41,888, comprised of 32,916 initial charges and 8,972 renewals. Altogether 102,100 physical items were accessed (sum of circulation, browsed, inter-library loaned, paged from Special Collections, theses paged from College Archives). The number of digital items accessed was 314,956 (sum of full-text documents from electronic research databases, electronic reserves, theses, and other digital items). Our gate count was 375,208 representing 187,604 visitors (divide gate count by two to arrive at number of visitors).

<table>
<thead>
<tr>
<th>Collection use</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation of materials (initial and renewals)</td>
<td>41,888</td>
</tr>
<tr>
<td>Circulation of materials initial (including 7,684 print reserves and 5,369 audio visual)</td>
<td>32,916</td>
</tr>
<tr>
<td>Circulation of materials renewals</td>
<td>8,972</td>
</tr>
<tr>
<td>Browsed materials</td>
<td>24,517</td>
</tr>
<tr>
<td>Inter-library loaned I-share (initial and renewals)</td>
<td>28,338</td>
</tr>
<tr>
<td>Circulation of materials initial</td>
<td>13,409</td>
</tr>
<tr>
<td>Circulation of materials renewals</td>
<td>14,929</td>
</tr>
<tr>
<td>Inter-library loaned OCLC books (initial and renewals)</td>
<td>2,188</td>
</tr>
<tr>
<td>Inter-library loaned OCLC articles</td>
<td>270</td>
</tr>
<tr>
<td>Special Collections viewings</td>
<td>4,650</td>
</tr>
<tr>
<td>Theses paged from College Archives</td>
<td>249</td>
</tr>
<tr>
<td><strong>Total physical items accessed (sum of circulation, browsed, inter-library loaned, special collections viewings, theses paged from College Archives)</strong></td>
<td>102,100</td>
</tr>
<tr>
<td>Full-text documents accessed from electronic research databases A-Z</td>
<td>293,647</td>
</tr>
<tr>
<td>Electronic reserves documents accessed</td>
<td>2,129</td>
</tr>
<tr>
<td>Ebooks sections accessed</td>
<td>112,691</td>
</tr>
<tr>
<td>Theses accessed electronically</td>
<td>10,024</td>
</tr>
<tr>
<td>Other digital items accessed (images &amp; oral histories &amp; full text documents)</td>
<td>9,156</td>
</tr>
<tr>
<td><strong>Total digital items accessed</strong></td>
<td>314,956</td>
</tr>
<tr>
<td>Inter-library borrowed I-share</td>
<td>3,545</td>
</tr>
<tr>
<td>Inter-library borrowed OCLC books</td>
<td>74</td>
</tr>
<tr>
<td>Inter-library borrowed OCLC articles</td>
<td>205</td>
</tr>
<tr>
<td><strong>Total items borrowed</strong></td>
<td>3,824</td>
</tr>
</tbody>
</table>
## 2011-2014 Selected Usage Trends Compared to Enrollment Trend

![Graph showing enrollment trend and usage trends for different types of media.](image)

### Collection in numbers

<table>
<thead>
<tr>
<th></th>
<th>FY12-13</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Books</td>
<td>296,613 physically in Library; additional 8,540 held outside Library*</td>
<td>292,523 physically in Library; additional 8,780 held outside Library*</td>
</tr>
<tr>
<td>Serials</td>
<td>396 current; 1,195 inactive and on shelf</td>
<td>383 current; 780 inactive and on shelf</td>
</tr>
<tr>
<td>Theses</td>
<td>1,783</td>
<td>2,118</td>
</tr>
<tr>
<td>Manuscript</td>
<td></td>
<td>1,842</td>
</tr>
<tr>
<td><strong>Electronic</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ebooks</td>
<td>58,901</td>
<td>41,809</td>
</tr>
<tr>
<td>Full-text journals</td>
<td>48,325</td>
<td>50,039</td>
</tr>
<tr>
<td>Research databases</td>
<td>129</td>
<td>134</td>
</tr>
<tr>
<td>Digital images</td>
<td>269,451</td>
<td>289,456</td>
</tr>
<tr>
<td>Oral histories</td>
<td>130</td>
<td>126</td>
</tr>
<tr>
<td>Theses</td>
<td>37</td>
<td>60</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audio</td>
<td>17,995 physically in Library; additional 2,808 held outside Library*</td>
<td>18,858 physically in Library; additional 2,808 held outside Library*</td>
</tr>
<tr>
<td>Film/video</td>
<td>20,655 physically in Library; additional 73 held outside Library*</td>
<td>20,926 physically in Library; additional 73 held outside Library*</td>
</tr>
</tbody>
</table>

*In Center for Black Music Research, Fashion Studies, Center for Book and Paper Arts, or Institutional Effectiveness.
**Audio Visual**

Film reservations by faculty continue to be a popular service. Reservations allow faculty to plan far in advance to have specific media ready for pick up the day they are needed.

Equipment in the viewing area of the Audio Visual department was upgraded; flat screen televisions and Blu-ray players replaced small screen tube televisions. As a result, the viewing experience for patrons has been substantially improved.

Faculty also bring their students to the Audio Visual department to view select materials as a group. Classes from Business and Entrepreneurship (formerly known as Arts, Entertainment and Media Management), Cinema Art + Science (formerly known as Film), Theatre (formerly known as Theater), English, Advertising & Public Relations, and Humanities, History & Social Sciences have used the upgraded viewing area on the fifth floor to view and discuss course-related media.

![Film requests by year](chart)

In January 2014, the Library began lending equipment including laptops (repurposed from the Library classroom update), projectors, projection screens, conference phones, a digital camera, and headphones. Patrons appreciated this access to equipment. Staff from other College departments have used the projectors and screens for meetings, and students used the laptops, projectors, and headphones. Access Services staff have provided equipment setup and support for a variety of meetings and events held in the Library.
### Cataloging FY13-14

<table>
<thead>
<tr>
<th>Physical added</th>
<th>Titles</th>
<th>Volumes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>5,071</td>
<td>774</td>
</tr>
<tr>
<td>Audio</td>
<td>829</td>
<td>46</td>
</tr>
<tr>
<td>Video</td>
<td>353</td>
<td>101</td>
</tr>
<tr>
<td>Total</td>
<td>6,253</td>
<td>921</td>
</tr>
</tbody>
</table>

**Grand total** 7,174

<table>
<thead>
<tr>
<th>E-resources added</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebooks (single title)</td>
<td>244</td>
</tr>
<tr>
<td>Ebooks (within sets)</td>
<td>6,346</td>
</tr>
<tr>
<td>Music (within sets)</td>
<td>4,206</td>
</tr>
<tr>
<td>Video (within sets)</td>
<td>4,415</td>
</tr>
</tbody>
</table>

**Grand total** 15,211

<table>
<thead>
<tr>
<th>Physical withdrawn</th>
<th>Titles</th>
<th>Volumes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>7,559</td>
<td>1,601</td>
</tr>
<tr>
<td>Audio</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>34</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7,598</td>
<td>1,614</td>
</tr>
</tbody>
</table>

**Grand total** 9,212

<table>
<thead>
<tr>
<th>E-resources withdrawn</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Safari</td>
<td>335</td>
</tr>
<tr>
<td>Credo</td>
<td>9</td>
</tr>
</tbody>
</table>

**Grand total** 344
Collection usage by patron group and physical format type

Undergraduate students
- Book: 93%
- Audio: 4%
- Video: 2%
- Equipment: 1%

Faculty
- Book: 49%
- Audio: 5%
- Video: 1%
- Equipment: 0%

Graduate students
- Book: 89%
- Audio: 8%
- Video: 2%
- Equipment: 1%

Staff
- Book: 60%
- Audio: 22%
- Video: 17%
- Equipment: 1%

Alumni
- Book: 77%
- Audio: 13%
- Video: 5%
- Equipment: 5%

Inter-library loan
- Book: 99%
- Audio: 0%
- Video: 0%
- Equipment: 1%
Circulation

<table>
<thead>
<tr>
<th>Circulation of materials by patron type</th>
<th>FY13-14</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Charges</td>
<td>Renewals</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>24,449</td>
<td>4,894</td>
</tr>
<tr>
<td>Faculty</td>
<td>3,970</td>
<td>1,300</td>
</tr>
<tr>
<td>Graduate</td>
<td>1,130</td>
<td>948</td>
</tr>
<tr>
<td>Alumni</td>
<td>628</td>
<td>671</td>
</tr>
<tr>
<td>Staff</td>
<td>2,289</td>
<td>710</td>
</tr>
<tr>
<td>Other</td>
<td>450</td>
<td>449</td>
</tr>
<tr>
<td><strong>Total Columbia</strong></td>
<td>32,916</td>
<td>8,972</td>
</tr>
<tr>
<td>Inter-library loan (OCLC/ALA)</td>
<td>2,224</td>
<td>515</td>
</tr>
<tr>
<td>Inter-library loan (I-Share)</td>
<td>11,222</td>
<td>14,929</td>
</tr>
<tr>
<td><strong>Total non-Columbia</strong></td>
<td>13,446</td>
<td>15,444</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>46,362</td>
<td>24,416</td>
</tr>
</tbody>
</table>

Top non-Columbia borrowers of physical materials

<table>
<thead>
<tr>
<th></th>
<th>Charges</th>
<th>Renewals</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Illinois Urbana Champaign</td>
<td>1,092</td>
<td>1,699</td>
<td>2,791</td>
</tr>
<tr>
<td>School of the Art Institute of Chicago</td>
<td>1,113</td>
<td>1,289</td>
<td>2,402</td>
</tr>
<tr>
<td>University of Illinois Chicago</td>
<td>793</td>
<td>1,116</td>
<td>1,909</td>
</tr>
<tr>
<td>DePaul University</td>
<td>781</td>
<td>754</td>
<td>1,535</td>
</tr>
</tbody>
</table>

Collection Maintenance

The Library continued weeding the physical collection to ensure curricular relevance and maximize space. Liaisons weeded 5,921 items in FY13-14; 4,363 items from the main collection and 1,558 from the reference stacks. Several hundred titles from the reference collection were moved into the main stacks and are now available for circulation. The Library continues to use Better World Books for duplicate or unwanted materials. The Library receives a commission and some books are donated to Books for Africa.

Weeding was completed in the following subject areas:

- Acoustical engineering
- Advertising and public relations
- Brands, patents, trademarks
- Education
- Journalism
- Management
- Clothing manufacturing
- Comics
- Computer aided design
- Decorative arts
- Furnishing
- Geography
- Graphic design
- History
- Mathematics
- Museology
- Photography
- Photography tech
- Science
- Sewing
- Sound and recording technology
- Sports
- Typography
Inter-Library Loan
Our patrons borrowed a total of 3,834 items from other libraries. 3,545 or 92% of those were book requests processed through the I-Share consortium and 74 books were borrowed through OCLC ILLiad. 205 articles were borrowed through OCLC ILLiad.

The Library loaned a total of 13,958 items to other libraries. 82% of these loans, or 11,500 books, were handled through I-Share and the remaining 19% through OCLC ILLiad, including 2,188 books and 270 articles.

Inter-Library Transactions 2003-2014

[Graph showing loaned and borrowed items from 2003 to 2014]

Inter-Library Transactions by Type 2009-2014

<table>
<thead>
<tr>
<th>Type</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-Share (Books)</td>
<td>10,258</td>
<td>11,631</td>
<td>13,566</td>
<td>14,155</td>
<td>11,500</td>
<td>3,141</td>
</tr>
<tr>
<td>OCLC /ALA Books</td>
<td>2,544</td>
<td>2,789</td>
<td>2,240</td>
<td>2,445</td>
<td>2,395</td>
<td>2,188</td>
</tr>
<tr>
<td>OCLC ILLiad Articles</td>
<td>569</td>
<td>612</td>
<td>406</td>
<td>508</td>
<td>440</td>
<td>270</td>
</tr>
</tbody>
</table>

Document Delivery Service
Document delivery includes scanning articles housed in our collection for Columbia patrons, as well as providing PDFs from articles available online. We provided 68 articles via document delivery.

Collection Promotion
Access Services staff continued to explore effective approaches to collection promotion highlighting holdings in various subject areas and formats. Display cases, the lobby monitor and social media were used to bring attention to collections including media, graphic arts, comics and film genre books, and other collections. Student staff picks were a fun way to highlight both our wonderful Student staff and interesting and previously lesser-used materials in the collection.
Photography Book Circulation
In June 2014 we changed the status of 18,539 volumes from non-circulating to circulating (to CCC affiliates only). This change was in response to feedback received during student focus groups and faculty listening sessions.

Periodical Maintenance
Two projects related to the periodicals collection commenced in FY14.

- A review of all print titles in the collection. This process had multiple stages to insure vital materials were not deaccessioned: Two librarians reviewed titles for academic merit, citation indices, and redundancy of online access. Titles that did not meet these criteria were reviewed by subject liaisons and, contingent on consensus, the materials were withdrawn. After a portion of the collection was reviewed, another staff member made the collection look more attractive by standardizing and labeling the periodical shelf files. This review process is ongoing.
- The remaining collection was consolidated into fewer linear feet to remove shelving allowing more open areas for student seating. The area is cleaner and brighter as a result and students have been drawn to the expanded space.

<table>
<thead>
<tr>
<th>Periodical collection review statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titles reviewed</td>
</tr>
<tr>
<td>Titles withdrawn</td>
</tr>
<tr>
<td>Titles transferred to Center for Black Music Research</td>
</tr>
<tr>
<td>Titles transferred to College Archives</td>
</tr>
<tr>
<td>Linear feet withdrawn</td>
</tr>
</tbody>
</table>

Reclassification Project
A reclassification project of comics and graphic novels was completed in Fall 2013 in the main stacks that included titles being reclassified in Special Collections from the Dewey range 741.5 through 741.509.

Reserves
The use of the Course Reserve collection continues to rise. This in-house use only collection includes all required textbooks that cost more than $40 as well as faculty requested items. With the cost of textbooks on reserve ranging from $40-$350, students find this collection to be an economic alternative to purchasing textbooks. In the summer of 2014 the Electronic Reserve platform, which houses non-physical and unbound materials, was re-evaluated and a new platform was identified that will provide better value, additional integration with other library resources, and provide a more seamless user experience.

Selected Acquisitions of Faculty, Staff, and Alumni Publications
- Aesthetics: A Memoir by Ivan Brunetti
- Bedrock Faith by Eric Charles May
- Exploring Chicago Blues: Inside the Scene, Past and Present by Rosalind Cummings-Yeates
- Fearless Facilitation: The Ultimate Field Guide to Engaging (and involving) Your Audience by Cyndi Maxey
- The Hackers of Oz by Tom Mula
- Occasional Desire: Essays by David Lazar
• Old Irving Park by Wilfredo Cruz
• Once I Was Cool: Personal Essays by Megan Stielstra
• Peyton Place: A Haiku Soap Opera by David Trinidad
• Retail 101: The Guide to Managing and Marketing Your Retail Business by Nichole Reyhle
• Retention and Resistance: Writing Instruction and Students Who Leave by Pegeen Reichert Powell
• Tom Burtonwood: Composition 2: Color Studies and Orihon by Tom Burtonwood
• War and the Media: Essays on News Reporting, Propaganda, and Popular Culture by Stanley T. Wearden
• We Shall: Photographs by Paul D’Amato

Gifts to the Library
The Library revised its gift policy in the 2011-2012, and is much more selective about the types of gifts accepted. The policy can be found at: http://www.lib.colum.edu/about/gifts.php.

Electronic Resources
Electronic resources review
The committee was faced with making some difficult decisions during FY13-14 selection process due to a significant reduction in the Electronic Resources budget from the previous year. To help in decision making, the committee used the Database Analysis Spreadsheet to compare cost/usage, cost/curricular area and cost/credit hour information. In addition, the committee members and Library liaisons met extensively with key departments, such as Marketing Communication, Journalism, Fashion Studies, and Mathematics and Science to review current resources and to discuss possible cuts or new acquisitions with the departments. These efforts helped to ensure that the Library electronic resources selected for would adequately support student and faculty needs across the curriculum.

Database recommendations
Based on trials run, feedback received, budget considerations and the discussions of the Electronic Resources Committee the following recommendations were made:

New resources:
• Fashion Euromonitor (this selection included moving the cost of the College subscription to Material ConneXion to the Art Department budget)
• Women’s Wear Daily Archive

Revised subscriptions:
• Reduce SU (Simultaneous Users) in Simply Map to 10 users
• Reduce SU in Grove Art Online to 8 users
• Reduce SU in Grove Music Online to 8 users

Database cancellations
• CQ State Stats
• ProQuest Statistical Datasets
• Biography Reference Bank
• Nature - initially recommended for cancellation, but subsequently moved to a different budget
**CARLI additions**
Over the past 2 years CARLI has negotiated with Alexander Street Press to provide CARLI members with access to selected Alexander Street Collections. Since May 2013 we have been able to add the following Alexander Street Press Collections at no cost to the College:

- Black Studies
- Ethnographic Video Online volume II
- Fashion Studies Online
- LGBT Studies in Video
- The March of Time
- New World Cinema - Independent Features and Shorts
- Rehabilitation Therapy in Video
- Silent Film Online
- Sports Medicine and Exercise Science in Video

Based on the Electronic Resource Committee recommendations, FY13-14 electronic resources budget distribution of targeted and general resources looked like this:

**Database cost distribution by targeted area FY13-14**

![Pie chart showing database cost distribution by targeted area]

**Database trials**
As part of the review and selection process, the Library offers database trials throughout the year. Here is a list of the trials offered during FY13-14. (These titles were reviewed during FY13-14 for consideration in FY14-15 budget.)

- Art Films Online
- Historical Abstracts with Full-Text - EBSCO
- Rock’s Backpage
- SRDS: Digital Networks and Tech - SRDS
- Try-It Illinois
- University of Fashion Studies
- Very Short Introductions – Oxford
- The Women’s Wear Daily Archive - ProQuest (previously purchased in FY13-14)
The following databases were also reviewed by the committee:

- Academic Charts Online
- Academic Video Online Premium
- AP Images
- Classical Scores Volume III
- Dance in Video Volume II
- Keesing’s Record of World Events
- Mango Languages
- Underground and Independent Comics Volume II

**Resources Summary**

During FY13-14 we migrated to the EBSCO A-Z and LinkSource system from the ProQuest Serials Solutions. There is a considerable difference in the way the two systems track our electronic resources. As noted in last year’s report, by moving to the EBSCO system we have lost the ability to track some of the broader categories, but we have gained a more granular analysis of our resources.

<table>
<thead>
<tr>
<th>Resource Type</th>
<th>FY11-12</th>
<th>FY12-13</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique resources</td>
<td>177,888</td>
<td>181,261</td>
<td>202,113</td>
</tr>
<tr>
<td>Unique managed resources</td>
<td>176,318</td>
<td>179,787</td>
<td>200,705</td>
</tr>
<tr>
<td>Unique custom resources</td>
<td>2,240</td>
<td>2,094</td>
<td>1,961</td>
</tr>
<tr>
<td>Databases</td>
<td>NA</td>
<td>129</td>
<td>134</td>
</tr>
</tbody>
</table>

*Managed resources:* The total number of links to titles maintained by EBSCO.
*Custom resources:* The total number of links to custom titles. The A-to-Z administrator is responsible for the maintenance of custom titles.

**Managed Resources**

- Book: 41,809
- Book series: 17
- Database: 134
- Journals: 50,039
- Musical scores: 55,203
- Newsletter: 1,483
- Newspaper: 5,689
- Proceedings: 1,216
- Report: 21,209
- Streaming audio: 102,439
- Streaming video: 25,336
- Thesis/dissertation: 3
- Unspecified: 298
- Website: 352

**Usage**

Gathering statistics for electronic resources continues to be a problem due to the lack of consistency between vendors and publishers. Most vendors provide some sort of Counter Compliant Report ([http://www.projectcounter.org/about.html](http://www.projectcounter.org/about.html)). The most recent version of the Counter Code of Practice is version 4 and the deadline for implementation of this version was December 2013. Many of the vendors and publishers we deal with have made the switch and are now Counter 4 compliant. However, there are still publications that are only supplying earlier versions of Counter reports. To further complicate reporting, several of our vendors switched the Counter Report Version in mid-year, which gives us statistics for part of the year with one version of a Counter report and part of the year in a different Counter report version.
This year we began tracking journal/databases, streaming media and ebook statistics separately.

**Database usage**
The statistics in this section relate to journal titles in our electronic databases.

Here are the usage totals:

<table>
<thead>
<tr>
<th>Journals/databases</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total searches conducted</td>
<td>5,628,649</td>
</tr>
<tr>
<td>Total full-text documents viewed</td>
<td>289,008</td>
</tr>
<tr>
<td>Total sessions</td>
<td>2,008,371</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>FY10-11</th>
<th>FY11-12*</th>
<th>FY12-13</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total searches</td>
<td>1,014,947</td>
<td>7,986,860</td>
<td>7,093,075</td>
<td>5,628,649</td>
</tr>
<tr>
<td>Total full-text documents viewed</td>
<td>214,736</td>
<td>156,529</td>
<td>327,906</td>
<td>289,008</td>
</tr>
<tr>
<td>Total sessions</td>
<td>NA</td>
<td>NA</td>
<td>2,506,851</td>
<td>2,008,371</td>
</tr>
</tbody>
</table>

*Discovery tool implementation

There has been a corresponding decline in student enrollment over the same time period, which might account for some of the lower usage.

Another possibility for our lower search numbers is that more of our electronic resources are now included in our discovery tool which may provide our students with better initial search results, making fewer searches necessary. This trend will need to be watched over the next few years.
In general, the ebb and flow of FY13-14 seems to follow the pattern of previous years. Here is a comparison of searches, sessions and downloads month-by-month:

A look at FY13-14 year searches and downloads compared to FY12-13 show similar usage patterns. As is to be expected, our Fall semester shows heavier usage than Spring with mid-term spikes in usage both semesters.

Several databases were singled out as having had a significant reduction in the number of searches:

<table>
<thead>
<tr>
<th>Database</th>
<th>FY11-12</th>
<th>FY12-13</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Resources: Insights</td>
<td>38,418</td>
<td>14,907</td>
<td>7,777</td>
</tr>
<tr>
<td>Chronicle of Higher Education</td>
<td>2,131</td>
<td>515</td>
<td>313</td>
</tr>
<tr>
<td>Foundations Directory</td>
<td>2,109</td>
<td>1,237</td>
<td>1,446</td>
</tr>
<tr>
<td>JSTOR</td>
<td>15,109</td>
<td>10,280</td>
<td>8,048</td>
</tr>
<tr>
<td>Literature Criticism</td>
<td>859</td>
<td>538</td>
<td>881</td>
</tr>
<tr>
<td>Literature Resource Center</td>
<td>1,099</td>
<td>583</td>
<td>1,167</td>
</tr>
</tbody>
</table>

Many of these databases continue to be of concern, most notably the Chronicle of Higher Education and Business Resources: Insights. The Electronic Resources Committee is planning to implement some strategies to increase usage of electronic resources during FY14-15 and these databases will be specifically targeted.

**Ebook usage**

Ebook usage totals:

<table>
<thead>
<tr>
<th>Ebooks</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total searches</td>
<td>231,521</td>
</tr>
<tr>
<td>Total sessions</td>
<td>69,383</td>
</tr>
<tr>
<td>Total sections</td>
<td>112,691</td>
</tr>
<tr>
<td>Full-text</td>
<td>2,452</td>
</tr>
<tr>
<td>Turnaways</td>
<td>412</td>
</tr>
</tbody>
</table>

Usage totals by collection/vendor:

<table>
<thead>
<tr>
<th></th>
<th>Searches</th>
<th>Sessions</th>
<th>Sections</th>
<th>Full-text</th>
<th>Turnaways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credo</td>
<td>2,516</td>
<td>2,545</td>
<td>2,710</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Ebrary</td>
<td>845</td>
<td>279</td>
<td>3,221</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>EBSCO</td>
<td>224,930</td>
<td>62,482</td>
<td>19,479</td>
<td>1,656</td>
<td>412</td>
</tr>
<tr>
<td>Gale Virtual Reference</td>
<td>622</td>
<td>437</td>
<td>4,540</td>
<td>796</td>
<td>NA</td>
</tr>
<tr>
<td>Safari Technical</td>
<td>2,476</td>
<td>3,538</td>
<td>82,619</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Sage SK</td>
<td>131</td>
<td>102</td>
<td>122</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
Note: The ebook download feature is turned off for most of our ebook collections because of the extremely difficult and confusing download process. At present only EBSCO tracks turnaways. The unusually large numbers for the EBSCO holdings are a result of the way EBSCO tracks usage through our discovery system.

Not surprisingly, a comparison of the past several years show a slight downward trend in ebook usage from FY12-13 to FY13-14, similar to what was noted in our journal/database searches:

<table>
<thead>
<tr>
<th></th>
<th>FY11-12</th>
<th>FY12-13</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Searches</td>
<td>Sessions</td>
<td>Searches</td>
</tr>
<tr>
<td>Credo</td>
<td>NA</td>
<td>NA</td>
<td>3,911</td>
</tr>
<tr>
<td>Ebrary</td>
<td>181</td>
<td>225</td>
<td>707</td>
</tr>
<tr>
<td>EBSCO</td>
<td>243,784</td>
<td>84,221</td>
<td>250,360</td>
</tr>
<tr>
<td>Gale Virtual Reference</td>
<td>973</td>
<td>506</td>
<td>376</td>
</tr>
<tr>
<td>Safari Technical</td>
<td>248</td>
<td>701</td>
<td>1,181</td>
</tr>
<tr>
<td>Sage SK</td>
<td>NA</td>
<td>NA</td>
<td>438</td>
</tr>
<tr>
<td>Totals</td>
<td>245,186</td>
<td>85,653</td>
<td>256,973</td>
</tr>
</tbody>
</table>

However, it is encouraging to observe the usage increase continuing in some of our key ebook databases such as Safari Tech Books and Ebrary. Searches in Ebrary increased from 181 to 846, while Safari Tech Books showed an impressive increase from 248 searches to 2,476.

As with the journals and databases, ebooks will be a key part of our campaign to increase electronic resources usage.

**Usage statistics streaming media**

The statistics in this section relate to streaming media, both audio and video.

This is the first year that we have tracked streaming media as a separate section of usage statistics. Most of our streaming media collections are from Alexander Street Press with a few titles from Films on Demand and one title from Kanopy.
Usage statistics totals by vendor

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Searches</th>
<th>Play back</th>
<th>Sessions</th>
<th>Pages</th>
<th>Turnaways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexander Street Press</td>
<td>4933</td>
<td>1182</td>
<td>2997</td>
<td>55</td>
<td>7</td>
</tr>
<tr>
<td>Films on Demand</td>
<td>248</td>
<td>1175</td>
<td>111</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Kanopy</td>
<td>0</td>
<td>1</td>
<td>7</td>
<td>11</td>
<td>3</td>
</tr>
</tbody>
</table>

Streaming media usage totals

<table>
<thead>
<tr>
<th>Streaming media</th>
<th>FY13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total searches</td>
<td>5,181</td>
</tr>
<tr>
<td>Total play back</td>
<td>2,358</td>
</tr>
<tr>
<td>Total sessions</td>
<td>3,155</td>
</tr>
<tr>
<td>Total pages</td>
<td>17,564</td>
</tr>
<tr>
<td>Turnaways</td>
<td>10</td>
</tr>
</tbody>
</table>

This part of the electronic resources collection continues to grow and will be monitored carefully.

Changes in the Counter 4 report options will give us a much better picture of streaming media usage in the coming year with the addition of multimedia reports.
College Archives Acquisition and Processing Activities

Physical and digital processing and cataloging of manuscript and institutional records activities are below. Two collections have been completed, with a plan to organize other collections completely during the next reporting cycle.

The acquisition of manuscript collections ceased this year until permanent space for College Archives is located on campus.

Acquisitions
- Campus unit materials from various offices

Processing
Completed
- Fred Fine Collection (established AEMM department)
- Youth Communication Chicago (New Expression publication)
- Phi Sigma (public speaking organization)
- Dean of the College/Provost records

Ongoing
- Clyde Caswell (former Radio Department chair)
- Graduate School records
- Sherwood Music School records
- Chicago Journalists Association

Digitization
- Theater Department materials
- Bill Russo materials
- Columbia College Chicago Public Relations negatives
- Office of the Provost audiocassettes
- Board of Trustee minutes

Cataloging
With the addition of an Archives Research and Cataloging Assistant, the unit has made great strides in addressing the College Archives cataloging backlog.

Cataloged
- 184 theses or capstone projects
- Clyde Caswell materials

Cataloged and uploaded
- Phi Sigma materials
- Phi Sigma/The Voice
- Phi Sigma Camping Club records
- Youth Communication Chicago/New Expression
- Columbia College of Expression/Effective Public Speaking correspondence courses
- Columbia Chronicle/early editions
- Alumni newsletters, 1985 – present
- Richard C. Heyser unpublished writings
Digital Commons
Digital Commons at Columbia College Chicago is the digital repository featuring material that showcases college history, manuscript collections, graduate theses, and faculty scholarship.

Content added
- Youth Communications Chicago (YCC) – More than 200 issues of the YCC newspaper “New Expressions”
- Alumni Newsletters – Over 30 newsletters dating from 1985-2000
- Phi Sigma – More than 175 issues of the “Phi Sigma Voice”, dating from 1877 to 1955
- Phi Sigma – Annual Programs, Camping Club documents, selected letters and photos
- Dance/Movement Therapy & Counseling graduate theses from 2013 and 2014 submissions
- “Effective Public Speaking” correspondence courses – produced by Columbia College of Expression
- Richard C. Heyser – unpublished writings relating to audio and acoustics measurement research.

Coming soon
- Sherwood Community Music School – complete correspondence course in piano and other notable content
- Clyde Caswell – audio files of 1940s radio shows.

Notable statistics
- Digital Commons @ Columbia College Chicago reports that the college content was among the most popular institutions in the Arts and Humanities Commons.
- There were 10,024 digital downloads of the Dance Movement Therapy graduate theses and the Cultural Studies capstone projects.
- The Columbia College Chicago Chronicle digital collection had more than 40,700 full-text downloads this past year.
### College Archives statistics

#### Material intake and research statistics  
**FY13-14**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Research questions answered</td>
<td>3,327</td>
</tr>
<tr>
<td>Researcher visits</td>
<td>201</td>
</tr>
<tr>
<td>Accessions</td>
<td>212</td>
</tr>
<tr>
<td>Theses viewed by researchers (in-person)</td>
<td>249</td>
</tr>
<tr>
<td>Theses viewed by researchers (online)</td>
<td>10,024</td>
</tr>
<tr>
<td>Groups or classes addressed</td>
<td>51</td>
</tr>
<tr>
<td>Individuals in groups or classes addressed</td>
<td>1,691</td>
</tr>
</tbody>
</table>

#### Digital Commons usage  
**FY13-14**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full text downloads</td>
<td>68,138</td>
</tr>
</tbody>
</table>

#### College Archives systems  
**FY11-12** | **FY12-13** | **FY13-14**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitized collection size (in GB)</td>
<td>13,126</td>
<td>17,592</td>
</tr>
<tr>
<td>New digitized items added (in GB)</td>
<td>4,456</td>
<td>4,466</td>
</tr>
<tr>
<td>Number of new digital files added</td>
<td>63,345</td>
<td>173,658</td>
</tr>
<tr>
<td>Website visits</td>
<td>91,789</td>
<td>75,652</td>
</tr>
</tbody>
</table>

#### Archive-it statistics  
**FY13-14**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Documents archived</td>
<td>925,654</td>
</tr>
<tr>
<td>Data archived (in GB)</td>
<td>129</td>
</tr>
<tr>
<td>Videos archived</td>
<td>8,659</td>
</tr>
<tr>
<td>PDF documents archived</td>
<td>5,098</td>
</tr>
</tbody>
</table>
DEEPEN CONNECTION WITH TEACHING MISSION, STUDENTS, FACULTY & ALUMNI

- An active instruction program dedicated to information competency
- Student-centered programming and services
- A robust liaison program

Reference and Instruction

Building on the momentum from the upgraded classroom installed last year, the Reference and Instruction team joined forces with other Library departments to open up new space for students to use for group and individual study, laptop and computer workstation use, whiteboard use, and comfortable seating. This project has made the second floor more attractive and brings students into the space where reference and instructional services are most visible. The first step in the process was the removal from the Reference Collection of 1,558 volumes determined to be outdated, low use, or replaced by electronic titles. Next, most of the remaining volumes were integrated with the Main Collection and allowed to circulate. Four out of the six book shelf ranges were removed from the second floor, dramatically opening up the space on the east end of the floor and allowing a clear sight line to the classroom from the elevator for the thousands of students who come to the classroom for instruction each year, and creating more inviting individual and collaborative work and study spaces for students. At the same time, Technical Services and Collection Development staff, with input from collection liaisons, removed periodicals available electronically and those no longer needed, creating space on the west end of the floor, including a new area reserved for a future maker lab.

Late in the summer, a new plan was presented for liaison work with the academic departments. In the past, each department was served by a librarian liaison who was primarily involved in collection development and management, making sure the Library had a strong, relevant collection of books, periodicals, media and electronic and digital content to meet the curricular needs of each department. Beginning in Fall of 2014, an additional liaison, the Teaching and Learning Liaison, was assigned to focus specifically on teaching and learning needs, curricular changes, and communication with faculty about the variety of ways the Library can collaborate to support teaching and learning. Librarians in the Reference and Instruction Department will provide most of the staffing for this new role, with assistance from three additional librarians from other departments who also provide instruction.

Achievements and changes primarily managed by or significantly affecting the Reference and Instruction Department and Inter-library Loan services include the following:

- Transformed second floor space in collaboration with all Library departments, resulting in a significant increase in space for students to enjoy for study, collaboration, computer use, and other activities.
- New User Experience and Emerging Technologies Librarian re-invigorated social media outreach and emerging technologies focus.
- Worked with Web Services to plan for re-design and transition of Library website to College CMS. Target date was Fall 2014, but the College website, released in Fall 2014, was given priority. The debut of the new website is expected in 2015.
- Continued weeding of reference titles.
- Reached 5,659 students in 315 courses through course-related information literacy instruction designed around student research assignment desired outcomes.
• Collaborated with campus Moodle administrator to provide a Library guide widget on every Moodle course page as of Fall 2014, with instructions for how the course instructor can obtain a more tailored guide for the particular course.
• Responded to 1,857 chat inquiries.
• Provided over 6,658 instances of reference assistance in-person and through chat, email and phone, an increase of 5% over FY12-13.

Reference transactions
Reference Librarians managed 13,970 interactions, including those managed in-person, by phone, by email and by instant messaging/chat, a 7.9% increase over FY12-13. Excluding directional questions, 6,658 transactions, or roughly 48%, required professional reference assistance. Thus, non-directional reference increased 5% over FY12-13. Consistent with prior years, reference volume increased September through November and February through April, showing the greatest activity at times when students are most engaged in class projects and related research.

Chat and email
1,857 chat interactions occurred in FY13-14, down about 9% from FY12-13. Patterns of use for chat were consistent with prior years: heavy use in October, November, March and April when student are completing midterm and final research projects. Chat use is heavier Monday through Thursday and declines significantly over the weekend. These patterns are consistent with face-to-face and phone reference transaction patterns.

Librarians served patrons via email and text message in 261 transactions in FY13-14. Email transactions occurred largely at times when chat services are not available, and text messaging allows users an easy means of submitting a question from their phones.

Chat, texting, and email formats provide a convenience that appeals to many students and that communicates that the Library is available where and when they need us via technologies they enjoy using.

Research consultation appointments
15 research consultations were initiated via the online request form in FY13-14. Many extended research consultations occur, however, via other means—on demand at the desk, via phone or by email to departmental liaison librarians directly. Also, increasingly, students, faculty and others are using chat and email to handle in-depth research needs. Official research consultation numbers have been decreasing overall since email reference and chat were introduced. It should be noted that the type of service often provided via chat—long, detailed, ongoing conversations about all aspects of a user’s research—usually meet the needs formerly met through the research consultation service.

Instruction summary
• Total uses of classroom for instruction, meetings, events: 391
• Total instruction sessions: 315
• Non-instruction uses of classroom: 76
• Total users in classroom (all events, meetings, instruction): 6,730
• Total students in classroom (instruction only): 5,659
• Non-student users in classroom: 1,071
• Average of 18.8 students per instruction session
• Average of 14.5 users per meeting/event
Instruction overview and statistics
The Library instruction program is designed to educate students in all aspects of the research process, from brainstorming and searching, to evaluating and citing sources.

During FY13-14, the Library taught 315 instruction sessions, which was a slight increase from FY12-13 (294). The likeliest reason for this uptick in instruction sessions despite the decline in enrollment is the programmatic integration of instruction into specific foundation and introductory courses at the departmental level.

Library instruction is provided to classes across the curriculum and within all three schools (Liberal Arts & Sciences, Fine & Performing Arts, and Media Arts).

Instruction for the Fashion Studies (5%) and Photography (12%) departments have remained consistent from the previous year. The Fashion Studies Program continues to rely on Library instruction in support of their curriculum, and Photography restructured their curriculum and foundation classes to add a mandatory Library component in an introductory level course. We saw 100% of the 30 sections for Foundations of Photography I for the past. AEMM, Marketing Communication, and HHSS have relied heavily on Library instruction the past few years and continue to request sessions frequently. Starting in Fall 2013 AEMM introduced a mandatory Library session for all Entrepreneurship classes. This partnership continued in Spring 2014 with 100% of all 17 sections participating during the . Additional departmental relationships have been cultivated in an effort to develop more of these programmatic integrations with the curriculum for the subsequent . A revamping of the liaison program with a focus on teaching and learning outreach will further strengthen this effort.

<table>
<thead>
<tr>
<th># of Sessions</th>
<th>FY08</th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series1</td>
<td>230</td>
<td>262</td>
<td>271</td>
<td>294</td>
<td>303</td>
<td>294</td>
<td>315</td>
</tr>
</tbody>
</table>
During FY13-14 year 5,659 students attended Library sessions, though this number may include students who attended Library sessions in more than one class. As a point of reference, the college FTE was 9,923.
The bulk of the instruction comes from the English department First-Year Writing program, (31%). Within Writing & Rhetoric II there are two primary models for instructors to use; Inquiry and Ethnography. Both models require students to utilize Library resources, but classes using the Ethnography model conduct site observations and then research secondary sources that discuss their site (or a site similar to theirs).

<table>
<thead>
<tr>
<th>Department</th>
<th>Sessions</th>
<th>Students/dept</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+D</td>
<td>16</td>
<td>235</td>
</tr>
<tr>
<td>AEMM</td>
<td>39</td>
<td>765</td>
</tr>
<tr>
<td>Creative Arts Therapies</td>
<td>3</td>
<td>49</td>
</tr>
<tr>
<td>Dance</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Education</td>
<td>3</td>
<td>56</td>
</tr>
<tr>
<td>English</td>
<td>99</td>
<td>1,661</td>
</tr>
<tr>
<td>Fashion</td>
<td>17</td>
<td>320</td>
</tr>
<tr>
<td>Fiction Writing</td>
<td>7</td>
<td>95</td>
</tr>
<tr>
<td>Film</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>First Year Seminar</td>
<td>6</td>
<td>106</td>
</tr>
<tr>
<td>HHSS</td>
<td>34</td>
<td>725</td>
</tr>
<tr>
<td>IAM</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Journalism</td>
<td>18</td>
<td>297</td>
</tr>
<tr>
<td>Marketing Communication</td>
<td>15</td>
<td>329</td>
</tr>
<tr>
<td>Other (student events)</td>
<td>17</td>
<td>318</td>
</tr>
<tr>
<td>Photography</td>
<td>38</td>
<td>662</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>315</strong></td>
<td><strong>5,659</strong></td>
</tr>
</tbody>
</table>

**Pedagogy**

A variety of approaches to teaching are employed by instruction librarians to best suit the course learning objectives for each session. Lecture, discussion, active learning exercises and collaborative group activities, tutorials and assignments are used in instruction sessions. Handouts and visuals are created to supplement and reinforce verbal instruction and to accommodate multiple learning styles. Activities and hands-on learning in the instruction classroom support these learning styles and reinforce concepts and skills introduced during sessions. Whenever possible, information literacy instruction relates to students’ ongoing coursework and experiences. Instruction is specifically tied to course-related assignments and designed to relate to real-life information needs. Learning how to learn and how to think critically about information are central to all instruction sessions.

The first year in the remodeled classroom was a tremendous success from the perspective of instruction librarians and the students and faculty attending sessions. The physical and technological changes to the classroom included upgraded electrical and lighting options, repainted walls and re-carpeted floor. The manual screen was replaced with an automated screen, and additional lighting controls were added. The chalkboard on the west wall was removed; the wall was painted with Idea Paint (whiteboard paint) to better facilitate brainstorming and classroom participation. The 20 classroom laptops (which were locked in place and permanently attached to the power sources) were replaced with iPads, a dedicated wireless router, and a charging cart for storage and syncing. New flexible furniture (Steelcase Node chairs with work-surface and tablet stands) was purchased to complement the flexible devices, and a new instructor station was installed with a MacBook Pro to manage the iPads.

The impact of the new teaching and learning space was immediate and dramatic. Instruction librarians applauded the increased flexibility of the furnishings and iPads and the ability to better
engage with students and faculty. Students have been unanimous in their appreciation of our Steelcase Node chairs.

The iPads have been a great solution to the issue of connectivity, flexibility and affordability but have some limitations. Overall the students seem satisfied with the iPads (and enjoy taking photographs of themselves and their classmates), but a few of the Library databases are not supported by the iOS used by the tablets or a difficult to use with the small touch screen and built-in keyboard. Workarounds have been established to address these challenges, but a long-term solution needs to be explored for more complete functionality.

**New Association of College and Research Libraries (ACRL) framework**

ACRL issued a series of drafts for a “Framework for Information Literacy for Higher Education”. Over the past several months updated iterations of the draft have been released, the most recent iteration can be found here: [http://tinyurl.com/frameACRL](http://tinyurl.com/frameACRL).

Over the summer the instruction librarians met several times to discuss and workshop the six proposed “frames”:

1. Scholarship is a conversation
2. Research as inquiry
3. Authority is contextual and constructed
4. Format as a process
5. Searching as exploration
6. Information has value

While the framing of these concepts is new, instruction librarians have been employing the ideas within the frames in library instruction for years. The new framework, intended to replace the “Standards for Information Literacy in Higher Education” implemented in 1999, refocuses the goals of instruction – but does not abandon the foundation upon which the standards rest. This is a rethinking of information literacy, not a radical change. As ACRL works to implement the framework formally in the coming year, additional discussions will be necessary and undertaken by instruction librarians.

**Student surveys**

During Spring semester we created a survey and linked to it on all classroom iPads. We also created a tinyurl for students using their own computers and for use when conducting classes off-site. We received responses from 607 students.

Reasons for low participation:

- The survey was implemented after the semester started.
- It took time to integrate into librarians’ lesson plans.
- Many off-site sessions didn’t/couldn’t incorporate the survey.
- Time management during sessions required adjustment to accommodate the survey.
- Users displayed varying levels of willingness to participate.

The most useful information came from OASIS IDs – which allow us to track demographic data about students who participate. Student comments were also illustrative:

- “Columbia has an awesome search database! I can now differentiate between a scholarly text and general text.”
- “How to be a better researcher and how to use the library website better.”
- “How to find information from multiple data bases with the library search. It's easier to know I can check off multiple boxes and not have to go back to the same page to find the information I am looking for.”
- “I can get books from other schools! It's phenomenal!”
• “I can get books sent to me from other school libraries and can also rent books and renew them for almost a whole semester! (Free textbooks) woohoo”
• “I have learned a lot about different ways to narrow and specify my searches, especially to find scholarly journals. I also learned about I-share [sic], which I am very excited about, and that the library has much more resources (CDs, different kinds of books) than I'd expected.”
• “I've already had a class like this before, so it was all pretty familiar to me. However, it was nice having a bit of a refresher.”
• “Nothing. It was informational but I'm a senior and I'm well aware of these things already.”
• “That there’s a live chat with librarians on our library's website.”
• “The Liberian [sic] is awesome and, she made it much easier for me to research my paper.”
• “The librarians are helpfull!!!!”
• “The library is actually not so scary!”
• “The new chairs are awesome!”
• “This was so helpful I feel like I have a better understanding of the things the library offers that I didn't before. I know where to find items I need clearer [sic] for example what I can find in each floor. I wish I knew about the library my first semester it would have been so helpful. This session also helped me in my research process and knowing where to find sources for an assignment. I would recommend this for first year students in Columbia.”

Special Collections: class use and research

The continued promotion and advancement of teaching and learning is a key engagement strategy in fitting into the overall goals and mission of the Library.

There were a variety of requests for Special Collections materials. These ranged from classes visiting the Library to in-classroom use to Library event presentations along with individual research requests related to projects. Examples: faculty and students from the School of the Art Institute of Chicago, an ex-Chicago Tribune reporter researching historical photographs of Detroit for an article for publication in a history journal, and an alumni (now working at the Museum of Contemporary Photography) viewing materials for the creation of an upcoming exhibition.

Courses using the collection:
- Advanced Typography
- Color Photography
- The Documentary Book
- First Year Seminar
- Foundations of Photography II
- Graphic Narrative: Words, Image, Culture
- History of Photography I and II
- Introduction to Graphic Design for Photo Majors
- Photo Communication

College Archives collaborations

The College Archives enjoys beneficial collaborations with campus and regional units. College Archives has worked with various campus offices, providing units with digitized collection material, research, projects ideation and creation, College history facts, and with campus units utilizing Library exhibit space.
Each semester for more than four years the Art of Oral History class has invited a College Archives staff member to guest lecture. Other class presentations include students in HHSS, Art + Design, English, and Cinema Art + Science.

Manuscript collection donors, individuals, and organizations have also met with College Archives staff this year. College Archives participates in regional collaborations in order to raise the historic profile of the College and to bring awareness of and research interest in the collections it holds.

College Archives hosted a faculty member from the Audio Arts & Acoustics Department working on the Richard C. Heyser manuscript collection.

Other collaborations
- Alumni Relations Office (twice yearly exhibit of alumni artwork)
- Chicago Area Archivists
- Chicago Collections Consortium
- Creative Services (various projects)
- Cultural Studies (undergraduate capstone projects)
- Dean of the School of Media Arts Office (hosting an Audio Arts & Acoustics faculty member)
- Institutional Advancement Office (now Development Office) (exhibits)
- International Programs and Study Abroad Office (exhibit)
- Marketing Communication Department (exhibit)
- Multi-Cultural Affairs – LGBTQ (exhibit and events)
- Office of the Provost /Academic Affairs (exhibits and Columbia College Chicago Press records)
- President’s Office (research, Board of Trustee minutes project, 125th Anniversary exhibit)
- Student Affairs (Manifest exhibit)
- Theater and Music Departments (exhibit and event planning)

The unit consulted with Chicago area institutions about digital systems, choices, workflows, and several of its staff performed an archival consultation for an area repository, as well as speaking to students, faculty, and outside group members about College Archives holdings.
MAXIMIZE SPACE

- A clean, well-lighted space: a variety of welcoming spaces and facilities that promote research, reflection, knowledge sharing, and collaboration.
- It is a gathering place for intellectual and artistic freedom and expression, where we consistently surprise and delight our community with a fierce dedication to creative approaches coloring outside of the lines in support of lifelong learning.

Space Related Activities

- Planning for changes to the second floor began in September. Campus Environment approved the initial plan to consolidate periodicals and remove stacks making more "student spaces". Technical Services and Collection Development staff coordinated removal of paper periodical and microform holdings.
- All equipment in Audio Visual area was upgraded to flat screen monitors, new remotes and players and equipment at each station were standardized.
- Weeding materials got a boost in activity as a concerted effort was made to remove outdated, duplicate, and lesser-used materials.
- Equipment checkout program began with specific items for Library use only. All staff and student use equipment was cataloged into Voyager, allowing for check out by active borrowers. Audio Visual staff will handle requests, storage and inventory of all items.
- Several student staff were hired through the Columbia Works Award (CWA) Program.
- Monday through Friday opening time was moved to 7:30am; Sunday hours were changed to 12-7pm.
- More Simple Scanners were added beginning Fall 2013.
- Second Floor classroom renovation was completed September 23 with the delivery of 24 Steelcase Node chairs.
- Water damage and mold growth abatement had to be addressed in Room 109. Damaged carpeting was removed, mold was cleaned up and after a drying out period, a new tile floor was installed. Similar problems were solved in the staff break room.
- The first of many discussions for implementing collaborative technology in the Library began in December.
- The Library hosted the College Art Association during their annual conference in February with a reception for members and use of meeting spaces.
- Discussions began in February for the renewal of the contract to provide copiers and printers on campus. The Library was represented on the working group.
- A new fleet of Xerox printers and copiers was installed at the end of July. The Library is part of the campus-wide five-year contract.
- Centralized recycling stations on each floor now include one bin for recycled paper, recycled plastics/cans and one bin for trash. Each station is located near the elevators.
- Consolidation of the reference collection started in July 2014. Most items were relocated to the main stacks as circulating items. A core reference collection was developed and shelved behind the Ask (Reference) Desk on the second floor. Four ranges of reference shelving were removed to create more people spaces on the east side of the second floor. New signage was developed for the classroom, increasing visibility. The entire second floor was repainted, including the Weisman Room, with the intent that this floor will remain one of the larger exhibition spaces in the Library. The result is an excellent space for collaborative exhibits with the Museum of Contemporary Photography.
- Periodicals were consolidated and shifted to save space, and two ranges of shelving were removed.
• College Archives space: Currently, College Archives cannot host organized class visits and adequately accommodate researchers to view its rich collections until space for the unit has been identified. Discussions continue about obtaining permanent, secure, and environmentally sound storage conditions and workspace for College Archives. It is hoped that consolidated space for work functions, staff, researchers and classes, as well as material storage, can be identified soon, as this unit cannot function optimally without consolidating services in one space. This year, the College Archives slowed the collection of manuscript materials until proper storage conditions and unified space for its collections are determined.
LEVERAGE TECHNOLOGY

- Virtual and physical access to resources.
- Appropriate technology to promote communication and learning.

<table>
<thead>
<tr>
<th>Library hardware and infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barcode scanners 6</td>
</tr>
<tr>
<td>Blu-ray players 14</td>
</tr>
<tr>
<td>Collaborative technology Located in one group study room</td>
</tr>
<tr>
<td>Compact and microcassette players 2</td>
</tr>
<tr>
<td>Digital cameras 4</td>
</tr>
<tr>
<td>DVD players 5</td>
</tr>
<tr>
<td>Electronic keyboard 1 with composing software</td>
</tr>
<tr>
<td>Fax machines 2</td>
</tr>
<tr>
<td>Internet service High bandwidth optical fiber circuit</td>
</tr>
<tr>
<td>Label printers 3</td>
</tr>
<tr>
<td>Laser disc player 1</td>
</tr>
<tr>
<td>Projectors 2</td>
</tr>
<tr>
<td>Public printers (including Xerox) 26 +6 CBMR = 32 (20 staff; 9 public; including 9 Xerox)</td>
</tr>
<tr>
<td>Public workstations 64 (45 with office and adobe suite)</td>
</tr>
<tr>
<td>Record player 2</td>
</tr>
<tr>
<td>Scanners 9 public; 4 staff</td>
</tr>
<tr>
<td>Servers 17 physical + 26 virtual = 43 +5 CBMR = 48</td>
</tr>
<tr>
<td>Smart classroom 1 laptop for instructor; 20 tablets</td>
</tr>
<tr>
<td>Staff workstations 78 (including workstations for student workers) +24 CBMR = 102</td>
</tr>
<tr>
<td>Tablet 1</td>
</tr>
<tr>
<td>Televisions 19</td>
</tr>
<tr>
<td>VHS players 4</td>
</tr>
<tr>
<td>Wireless Access points on all floors with a/b/g technology</td>
</tr>
<tr>
<td>Available for checkout Laptops (7), camera (1), projectors (3)</td>
</tr>
<tr>
<td>speaker system (1), cd player (1), conference telephones (2), adapters (3), headphones (14)</td>
</tr>
</tbody>
</table>

Library technology is maintained by the Library Information Technology Coordinator and a part-time IT staff member. In recent years, the Library has been increasing collaboration with the College Information Technology (IT) Department in planning major infrastructure changes for the Library. The Library network was integrated with the College network on June 13, 2014.

Website Management and Development

During FY13-14, we began the process of transitioning our current website to a new platform that utilizes Cascade, the content management system used by Columbia College. This process requires that the User Experience and Emerging Technologies Librarian work closely with the College webmaster and a team of designers and developers.

New website progress highlights
While the transition to a new website will not be complete until FY15-16, significant progress was made in designing a new site map and user interface. Mockups were completed for the new homepage and the main pages including the research, services, events and exhibitions, help, and about pages.
The Library Web Committee also began reviewing and revising website content to ease the transfer of content during development.

Current website maintenance highlights
While awaiting a new Library website, the following updates to the current website were made.

Widgets
- The chat widget on the homepage was updated so that the email widget appears in place of the live chat widget when no one is logged into chat (i.e., after hours).
- A LibCal widget to display Library hours was added to the homepage and another was added to the hours page to display complete Library hours in a calendar layout.
- Library contact information was also added to the homepage through the use of a LibAnswers widget.
- The Library Moodle widget was updated and made a default widget on all Moodle pages.

EBSCO Discovery System (EDS)
- The Library began tracking EDS searches through the use of Google Analytics which provides data on the number of searches and the search terms used.
- Based on a review of keywords, direct links were added from the EDS search results to specific databases. For example, students frequently searched for WGSN in EDS, but were not being linked to the WGSN database. Now when they search for WGSN in EDS they can link into the WGSN database through a direct link.
- The chat widget and email widget were added to the EDS results pages to make it easier for students and faculty to ask questions while doing research.
EZproxy
• The EZproxy authentication process was updated to avoid potential problems with unauthorized persons gaining access to our licensed databases. Changes were made to the login page and we are using a log of OASIS numbers (updated monthly) for authentication.

Social media
• With input from the Library Social Media Committee, social media policies and procedures were updated.
• Student staff is assisting with the creation of social media content to help us share content that is increasingly relevant to students.
• The Library blog was migrated to Wordpress.com and given a new look in August 2014. Additionally, blog contributions increased from a variety of librarians and staff.
• Instagram was added to the Library social media mix.

Website Usage Statistics

Visits and visitors
The Library uses Google Analytics to track website usage. Google Analytics measures visits and visitor data.

Visits represent the number of individual sessions initiated by visitors to the site. However, if a user is inactive for 30 minutes or more, and then later returns to the site that activity is counted as a new visit and that user is counted as a new visitor.

In FY13-14 the Library tracked web traffic on three separate platforms
• Library website (http://www.lib.colum.edu)
• Library mobile website (http://m.lib.colum.edu)
• Library research guides - LibGuides (http://libguides.colum.edu)

Overall Library website traffic declined from FY12-13, but we continue to see increased traffic from mobile devices.

Visits to resources hosted on the Library’s mobile website and on LibGuides are tracked separately from those hosted on the Library domain and are reported separately below:

Library website
• Total visits: 231,127
• Unique visitors: 86,356
• % New visits: 35.73%
• Visits from mobile devices: 11,262 (71% increase from FY12-13)

Library mobile website
• Total visits: 7,010 (29.7% increase from FY12-13)
• Unique visitors: 4,480
• % New visits: 63.57%
• Visits from mobile devices: 6,866
Library research guides
- Total visits: 38,666
- Unique visitors: 17,029
- % New visits: 41.79%
- Visits from mobile devices: 4,131

Traffic Sources

Library website
Visits to our website come from various sources. Direct traffic refers to visits from users who clicked a bookmark or who typed the site URL directly into their browser to get to the site. Referring sites shows visits from users who clicked to the site from a link on another site. Search traffic shows visits from users who clicked to the site from a search engine results page. Social traffic indicates visits from social media including Facebook and Twitter.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct traffic</td>
<td>72,127</td>
<td>31.2%</td>
</tr>
<tr>
<td>Referral traffic</td>
<td>125,343</td>
<td>54.2%</td>
</tr>
<tr>
<td>Search traffic</td>
<td>32,916</td>
<td>14.2%</td>
</tr>
<tr>
<td>Social traffic</td>
<td>736</td>
<td>.3%</td>
</tr>
</tbody>
</table>

The top 10 keyword searches that sent visitors to the website were:
1. columbia college chicago library
2. columbia college library
3. lib.colum.edu
4. columbia library
5. lab.colum.edu
6. library columbia college
7. colum library
8. columbia library Chicago
10. lib Columbia

Library mobile website
Traffic to our mobile site comes almost exclusively from the main Library website:

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct traffic</td>
<td>429</td>
<td>6.1%</td>
</tr>
<tr>
<td>Referral traffic</td>
<td>6,568</td>
<td>93.7%</td>
</tr>
<tr>
<td>Search traffic</td>
<td>13</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

The 6.1% of direct traffic visits most likely comes from users that bookmark the mobile site on their phone or device.
Library research guides:
As with the Library Website, visits to our research guides came from various sources.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct traffic</td>
<td>2,723</td>
<td>7%</td>
</tr>
<tr>
<td>Referring sites</td>
<td>31,975</td>
<td>82.6%</td>
</tr>
<tr>
<td>Search engines</td>
<td>3,926</td>
<td>10.2%</td>
</tr>
<tr>
<td>Social traffic</td>
<td>40</td>
<td>.1%</td>
</tr>
</tbody>
</table>

Again, the Library website is the top referring site to the research guides. Search engine traffic makes up approximately 10.2% of traffic to the guides. The top 5 keyword searches directing traffic to the guides are:
1. columbia college chicago library
2. columbia college library
3. columbia college chicago libray
4. womens wear daily columbia college Chicago
5. college current events

Content overview
In addition to measuring visits, Google Analytics also measures pageviews which are quite simply defined as “a view of a page on your site”. However, it is important to keep in mind that if a user hits refresh after reaching a given page, this action is counted as an additional pageview. By counting pageviews we can get a sense of which pages on our sites are viewed most often.

Library website
Total pageviews: 395,017

Top viewed pages:

<table>
<thead>
<tr>
<th>Pages</th>
<th>URL</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td><a href="http://www.lib.colum.edu/">http://www.lib.colum.edu/</a></td>
<td>287,600</td>
</tr>
<tr>
<td>Hours &amp; Location</td>
<td><a href="http://www.lib.colum.edu/about/hours.php">http://www.lib.colum.edu/about/hours.php</a></td>
<td>6,723</td>
</tr>
<tr>
<td>Find Movies</td>
<td><a href="http://www.lib.colum.edu/research/findMovies.php">http://www.lib.colum.edu/research/findMovies.php</a></td>
<td>4,634</td>
</tr>
<tr>
<td>Staff Directory</td>
<td><a href="http://www.lib.colum.edu/about/staffdirectory.php">http://www.lib.colum.edu/about/staffdirectory.php</a></td>
<td>3,016</td>
</tr>
<tr>
<td>Research</td>
<td><a href="http://www.lib.colum.edu/research/research.php">http://www.lib.colum.edu/research/research.php</a></td>
<td>2,317</td>
</tr>
</tbody>
</table>

Library mobile website
The top five mobile devices accessing the website are:
1. Apple iPad (7,087 visits)
2. Apple iPhone (2,434 visits)
3. Samsung SGH-T999 Galaxy S III (69 visits)
4. Samsung SPH-L710 Galaxy S III (51 visits)
5. Google Nexus 7 (48 visits)

Small screen handheld devices that support JavaScript are automatically redirected to the mobile website. Larger format handheld devices such as iPads do not redirect to the mobile site.

Total pageviews on the mobile site: 12,121
Top content on our mobile site includes:

<table>
<thead>
<tr>
<th>Pages</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>m.lib.colum.edu</td>
<td>8,001</td>
</tr>
<tr>
<td>/about/hours.php</td>
<td>3,202</td>
</tr>
<tr>
<td>/about/hoursFull.php</td>
<td>855</td>
</tr>
<tr>
<td>/about/staffdirectory.php</td>
<td>44</td>
</tr>
</tbody>
</table>

**Library research guides**

Total pageviews: 148,119

Top 10 research guides by “guide hits” (counted in LibGuides):

<table>
<thead>
<tr>
<th>Guide</th>
<th>URL</th>
<th>Guide hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Databases A-Z</td>
<td><a href="http://libguides.colum.edu/databasesatoz">http://libguides.colum.edu/databasesatoz</a></td>
<td>52,078</td>
</tr>
<tr>
<td>Fashion</td>
<td><a href="http://libguides.colum.edu/fashion">http://libguides.colum.edu/fashion</a></td>
<td>5,741</td>
</tr>
<tr>
<td>Companies &amp; Industries</td>
<td><a href="http://libguides.colum.edu/company">http://libguides.colum.edu/company</a></td>
<td>2,054</td>
</tr>
<tr>
<td>Journalism</td>
<td><a href="http://libguides.colum.edu/journalism">http://libguides.colum.edu/journalism</a></td>
<td>1,810</td>
</tr>
<tr>
<td>Marketing, Advertising &amp; Public Relations</td>
<td><a href="http://libguides.colum.edu/marketingadvertising">http://libguides.colum.edu/marketingadvertising</a></td>
<td>1,707</td>
</tr>
<tr>
<td>Photography</td>
<td><a href="http://libguides.colum.edu/photography">http://libguides.colum.edu/photography</a></td>
<td>1,275</td>
</tr>
<tr>
<td>Art &amp; Art History</td>
<td><a href="http://libguides.colum.edu/arthistory">http://libguides.colum.edu/arthistory</a></td>
<td>879</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td><a href="http://libguides.colum.edu/entrepreneurship">http://libguides.colum.edu/entrepreneurship</a></td>
<td>765</td>
</tr>
<tr>
<td>Great Depression and the New Deal</td>
<td><a href="http://libguides.colum.edu/greatdepression">http://libguides.colum.edu/greatdepression</a></td>
<td>699</td>
</tr>
<tr>
<td>Faculty Resource Center</td>
<td><a href="http://libguides.colum.edu/aecontent.php?pid=55072">http://libguides.colum.edu/aecontent.php?pid=55072</a></td>
<td>676</td>
</tr>
</tbody>
</table>

**EBSCO Discovery System (EDS) usage statistics**

At the end of FY13-14, we began using Google Analytics to track EDS usage including statistics on search sessions and visitors. Google Analytics also captures a log of all search keywords.

Total visits: 70,328
Unique users: 31,013
% New visits: 44.07%
Visits from mobile devices: 3,935
Pageviews: 381,665

As expected, most visits to EDS are referrals from the Library website.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct traffic</td>
<td>3,246</td>
<td>4.6%</td>
</tr>
<tr>
<td>Referring sites</td>
<td>67,054</td>
<td>95.3%</td>
</tr>
<tr>
<td>Social traffic</td>
<td>18</td>
<td>.05%</td>
</tr>
<tr>
<td>Search traffic</td>
<td>10</td>
<td>.05%</td>
</tr>
</tbody>
</table>
There were a total of 67,923 searches conducted in EDS with 43,799 unique search terms. The top 10 search keywords were:

1. Fashion (148)
2. WGSN (112)
3. Bullying (88)
4. Dance (64)
5. Music (52)
6. Starbucks (50)
7. WWD (48)
8. Typographic design (42)
9. Sexism (41)
10. Professional practice for interior designers (40)

**Social Media Use**

Use of social media increased during FY13-14. Below is a snapshot of usage from Facebook, Twitter, Pinterest, Tumblr, Instagram, and the Library blog:

- **Facebook**: 709 “Likes” (32% increase)
- **Twitter**: 1,070 Followers
- **Pinterest**: 443 Followers (Launched in July 2014)
- **Instagram**: 201 Followers
- **Tumblr**: 31 Followers (Launched in July 2014)
- **Library Blog**: 1,760 Visits, 1,341 Unique Visitors, 3,531 Pageviews
College Archives Social Media

“Creating Access” blog
The College Archives efforts towards community engagement continued in the past year in the realm of social media. Our blog, “Creating Access” is written primarily by Archives student staff and offers their perspectives on collections and the activities of the department and the collections.

Other tools
This year the College Archives added to its social media profile with new Instagram and Twitter accounts. We've used these new accounts not just to post departmental news, but also to connect with the larger social network at Columbia and within the archival community.

The College Archives Facebook page continues to generate interest in collections, allow interactions with Archives staff, and gives students an easy way to follow the activities of the department.

The “Byte Size” video series provides brief glimpses into Columbia's past. Videos range in topic from the life of Mary Blood, founder and president of the Columbia College of Expression, to the history of Manifest.
DEVELOP STAFF

- Effective and visionary library management
- A knowledgeable, accessible, and engaged staff

Staff participated in Library, College and professional activities including service on committees, task forces and teams, presenting and moderating, teaching, and publishing. In addition, staff mentored graduate practicum students, participated in peer training, and toured a College department and a neighboring library offering services under consideration for development in the Library.

Staff peer training
Library staff presented training sessions with their peers on topics of interest to all staff and/or to staff in particular areas like instruction. Topics included:
- iPads for teaching
- iPads 101 for all staff
- New Ask-a-Librarian system
- SimplyMap exercises on iPads
- Digital photography 101
- EDS changes and electronic resources subject guide and requests
- Printing in the Library
- Fair use cases about mass digitization of books
- Reflective teaching
- User experience 1.0: creating a user profile
- Career development resources
- Maker spaces College Archives update
- Reporting options in Mytime

All staff in-service
On August 22, Library and Center for Black Music Research staff toured maker and design spaces in the Art and Design Department and two spaces at the Harold Washington Library Center of the Chicago Public Library—the Maker Lab and the youth-focused You Media lab.

Town Hall meetings
Library staff met monthly to acknowledge accomplishments, discuss pertinent issues, share knowledge on relevant topics, and celebrate staff milestones. Guests were also invited to address the staff and participate in Q&A.
Town Hall guests this year included:
- President and CEO, Dr. Kwang-Wu Kim
- Interim Provost Louise Love
- HHSS Faculty Sean Andrews (an expert on trends in ownership of digital content in libraries)

Access staff training and development
Access Services continues to refine relevant and appropriate competencies and learning outcomes for staff. These currently include customer service, responsibility, leadership, teamwork, autonomy and management. These are introduced during training, reinforced when working, and evaluated during end-of-the-year performance reviews.

Access Services continues to increase opportunities for student staff to leverage their developing skills in a professional environment. Examples include working on various graphics, video, social media, and other projects and assignments. As a major part of the Library target audience, they have
also been able to provide excellent feedback on what would be considered appealing or relevant to students.

**Practicum students**
The Reference and Instruction Department hosted two practicum students from the Graduate School of Library and Information Science of Dominican University in Fall 2013.

**Student workers**
We rely on our student workers to accomplish some of the work in each department (processing new materials, checking out materials, shelving materials, staffing the reference desk, digitizing, setting up for events, and more). Each year we employ more than 40 student workers, teaching them valuable job skills as well as how the Library functions. They become our ambassadors, with many working in the Library through their college careers.

**Staffing changes**
- College Archives: The Digital Collections Librarian position was re-configured as Digital Archives Specialist and filled. The position of Archives Research and Cataloging Assistant was created from a vacant Technical Services and Collection Development Department position to fill the need for cataloging support in the College Archives. The Digital Archives Specialist position was vacant at the close of FY14.
- Technical Services and Collection Development: A Cataloging Assistant resigned. The position was vacant at the close of FY13-14.
- Community Engagement and Special Initiatives: A new position, Student and Community Engagement Assistant, was filled.
- Reference and Instruction: The Inter-library Loan Coordinator resigned. The position was moved to the Access Services department.
- Access Services: An Access Services Assistant was promoted to Inter-library Loan Coordinator. The Access Services Assistant position was filled. An Access Services Assistant resigned and the position was filled by hiring a former student worker.
- College IT staff dedicated to the Library: The College IT Department hired a Level One Technician and dedicated this person to the Library. The former staff member filling that position resigned and was replaced.
Staff development and professional involvement
Staff learn, develop, network, teach and serve through their professional involvement in committees and task forces, conferences, workshops, panels, webinars, and other experiences, and they bring back information and best practices on the rapidly changing technologies and trends affecting academic libraries and Columbia constituents they serve. Through their involvement, staff also make significant contributions to the fields of librarianship, education and the arts, and the intellectual life of the College. They also contribute to the visibility of Columbia College Chicago in academic and professional organizations on a national scale. Staff have actively participated in conferences, workshops, webinars, awards, committee service, presentations, and teaching in the following organizations:

- ABA – American Bar Association
- ACRE - Artists' Cooperative Residency and Exhibitions
- ALA – American Library Association
- ALADN – Academic Library Advancement and Development Network
- ACRL – Association of College and Research Libraries, a division of the American Library Association
- ARLIS/NA – Art Libraries Society of North America
- BMRC – Black Metropolis Research Consortium
- CAA - Chicago Area Archivists
- CAA – College Art Association
- CARLI - Consortium of Academic and Research Libraries in Illinois, consortium of 147 academic libraries in Illinois supporting inter-institutional borrowing, consortial pricing on electronic resources and software products, and training and support services. (I-Share is the network of over 80 libraries that share collections and catalog.)
- CASE – Council for the Advancement and Support of Education
- CBA – Chicago Bar Association
- CCC – Chicago Collections Consortium
- GSLIS – Graduate School of Library and Information Science of various institutions of higher education including Dominican University, University of Illinois Urbana Champaign, University of Michigan, Simmons College.
- ICAT – I-Share Cataloging and Authority Control (of CARLI)
- IFYI – Integrated First Year Initiative (Columbia College Chicago)
- ILA – Illinois Library Association
- ILEAD USA
- Illinois Arts Council
- LIBRAS – consortium of 17 private college and university libraries located in the Chicago metro area; all Library staff are members through our Library membership
- LITA – Library and Information Technology Association, a division of the American Library Association
- LLAMA – Library & Leadership Management Association, a division of the American Library Association
- Literacy Volunteers of Illinois
- LOEX – A clearinghouse for library instruction and sponsor of an annual conference
- MAC – Midwest Archive Conference
- MARIL – Metropolitan Area Reference and Instruction Librarians
- MARS – Emerging Technologies in Reference Section
- MDID – Madison Digital Image Database
- MLA – Music Library Association
- OCLC (worldwide library cooperative)
• OLAC – Online Audiovisual Catalogers
• RDA – Resource Description and Access
• RBMS – Rare Books and Manuscripts Section, a division of the American Library Association
• RUSA – Reference and User Services Association, a division of the American Library Association
• SAA – Society of American Archivists
• SAIC – School of the Art Institute
• SLA – Special Libraries Association
• SPE – Society for Photographic Education
• South by Southwest
• VRA – Visual Resources Association
ENGAGE OUR COMMUNITY

- It is a gathering place for intellectual and artistic freedom and expression, where we consistently surprise and delight our community with a fierce dedication to coloring outside of the lines in support of lifelong learning.
- Student-centered programming and services.

All Library staff have the responsibility of representing the Library in their daily work. Our formal liaison work enhances this outreach. Several functions within the Library especially engage in reaching out to our constituents.

- Community Engagement and Special Initiatives (CESI) plans and implements events focused on students and faculty and also seeks grant opportunities.
- Special Collections works with faculty in use of the materials and teaches classes.
- College Archives plans and implements exhibits, teaches classes, interacts with outside organizations, answers questions, and highlights College history.
- Reference and Instruction teaches, answers questions in a variety of ways and maintains our heavily used website.
- Inter-Library Loan enables the lending and borrowing of materials to enhance scholarly and creative work, thus making resources more accessible to wider audiences.
- Technical Services and Collection Development works closely with liaisons in acquiring resources and then catalogs them, and makes them available via the catalog or website.
- Access Services is on the front line, greeting constituents and helping them find and use what they need.

The Columbia College Chicago Library is a vibrant space where thousands of people including students, faculty, staff alumni, outside researchers and other guests visit each year. The Library provides both a physical and virtual learning environment for faculty with collections and services designed around curricular support, a supportive environment for students to gather, collaborate and seek information, and access 24/7 through our website. A welcoming place to study, conduct research and get assistance from our knowledgeable Library staff. In addition to the work done in the Library, staff are also involved in the life of the College and participate in activities throughout the year in support of the students of Columbia College Chicago.

The Community Engagement and Special Initiatives staff are visible at many Columbia programs each year and actively seeks opportunities to be present in support of the work of Columbia staff and the education of our students. The success of our students results in the success of the College; if the Library is able to be a partner in the process, we will be. Our intent is to be strategic in the programs we participate in and host, but also purposeful resulting in discovery, curricular relevance, and a positive and beneficial learning experience for participants. And if there is fun involved, the experience will be more memorable.

Community engagement activities
The Library plays an important role in the life of the College through our involvement in college-wide events. In the last year, the Library participated in the following key programs:

College-wide collaborations
- Convocation
- New Student Orientation, Fall and Spring
- Parent/Family Weekend Brunch
- Undergraduate Open House, Fall and Spring
- Graduate Student Open House, Fall and Spring
Grad Race Expo (new initiative, Spring 2014)

Constitution Day
For Constitution Day, the Library and Student Financial Services sponsored voter sign up for students or anyone who wished to participate. Constitution Day and Citizenship Day is observed each year on September 17 to commemorate the signing of the Constitution on September 17, 1787, and “recognize all who, by coming of age or by naturalization, have become citizens.” Voter sign-up tables were located at 623 S. Wabash and on the first floor of the Library. To promote Constitution Day, advertising was placed in two issues of the Columbia Chronicle. A Constitution Day webpage was developed providing historical information, and social media (Library blog, Facebook, Twitter) was also used for promotion. Red, white and blue cupcakes were offered (a popular addition to voter sign-up), and pocket copies of The United States Constitution in both English and Spanish were given away.

The Library also partnered with two campus departments (History, Humanities & Social Sciences, Cinema + Art) to promote the screening of the award-winning documentary, Gideon’s Army. Gideon’s Army, directed by attorney Dawn Porter, “follows a group of idealistic young public defenders in the Deep South, where lawyers face particularly difficult challenges due to high bonds, minimum mandatory sentencing and a culture that is traditionally “tough on crime””. A Reference and Instruction Librarian developed this part of the project.

Wabash Arts Corridor
The Library participated in the Wabash Arts Corridor (WAC) Art Crawl during the 2013 Fall semester. Considered as one of the “Galleries of Columbia College Chicago”, the Library featured several exhibits, including Art in the Library. WAC Art Crawl coincided with EXPO Art Week, a citywide showcase of visual, performing and culinary arts in conjunction with EXPO CHICAGO, the International Exposition of Contemporary and Modern Art held at Navy Pier.

Holipalooza 2013
Holipalooza is a recent campus tradition to come together and celebrate the community and diversity of Columbia. The Library was invited (along with other campus groups) to participate in “Holipalooza 2013: The Nine Moment”, as a way to increase student awareness and raise money for ColumbiaCares.

Holipalooza is produced by the Events Management class in the Business and Entrepreneurial Management department, and had become the major fundraising activity for ColumbiaCares, a student-driven initiative providing emergency financial assistance to students in times of crisis. A ColumbiaCares canister for spare change was housed at Library service desks. At Holipalooza, the Library provided cookies, apple cider, and a “photo booth” set up in which students could pose individually or in groups and have their picture taken. The photos were later added to our Facebook page so that participants could tag themselves.

The Giving Tree
The Center for Community Arts Partnerships (CCAP) and the Library provided the Columbia community an opportunity to give a gift to a child in need from one of Columbia’s partner elementary schools. Each year, a partner school is chosen to participate, and in 2013, Mahalia Jackson Elementary School was chosen. Students, faculty and staff each selected ornaments from the “Giving Tree”, which represented gifts that the children requested. In mid-December, gifts were delivered to the school and distributed to the children, followed by a holiday party.
Art + Activism

Art + Activism is an ongoing, college-wide program that facilitates dynamic conversation between Columbia's students, faculty and staff around the issues of our time. In FY13-14, the Library partnered with them to produce a "Manifesto Reading Room", a mobile space dedicated to the artistic and/or political manifesto. This lounge features an enclosed bubble chair to give the reader a sense of privacy and a bookshelf stocked with original and reproduced manifestos chosen by Columbia College students, faculty, and staff. The Library also hosted the Intergenerational Queer Dialogue Project/LGBT Office of Culture & Community interactive exhibit, with several student workshops held in the space to add additional material to the exhibit.

Museum of Contemporary Photography
Fall 2013 and Spring 2014: David Plowden and Art Shay

The Library and the Museum of Contemporary Photography collaborated in the display of works by two well-known Chicago photographers.

During the fall semester, the Library exhibited work by David Plowden in conjunction with his latest book, Heartland: The Plains and the Prairie, published by W.W. Norton in October, 2013. David Plowden’s work spans over fifty years and he has authored more than twenty photography books, including The American Barn, Vanishing Point: Fifty Years of Photography and Requiem for Steam. Plowden’s photographs can be found in the permanent collections of the Art Institute of Chicago, the Beinecke Library at Yale University, the Center for Creative Photography, the Library of Congress, and the Smithsonian Institution. His work can also be found in the Museum of Contemporary Photography here at Columbia. During the closing reception of the exhibit on November 19, 2013 he was interviewed by Natasha Egan of the Museum of Contemporary Photography about the book and his work. It can be viewed at: https://www.youtube.com/watch?v=bJaY2ZGIlAE

In the spring semester the Library exhibited a photographic project entitled My Florence by Art Shay. He described this exhibition as “the story in pictures of our 67 years of marriage”. The nearly seventy photographs presented in My Florence were primarily candid moments beginning with the first photograph Art took of Florence the day they met in 1942 as 20 year-old camp counselors in the Catskills. Photographs of raising their family during the mid-20th century are combined with portraits of Florence with their culturally influential friends, such as Chicago writer Nelson Algren, rock musician Billy Corgan and playwright David Mamet. The final photographs in the exhibition were taken immediately after his wife's funeral in August 2012 when both Art and Florence were 90 years old. For over six decades, Art Shay’s photographs have appeared in such periodicals as Time, Life, Fortune, Sports Illustrated and many other publications and monographs, such as Album for an Age: Unconventional Words and Pictures From the Twentieth Century and Chicago’s Nelson Algren.

This exhibit received a lot of media attention, including international coverage. Some of the publications and television programs included:
- CBS Evening News with Scott Pelley
- Chicago Magazine
- Chicago Sun Times
- Columbia Chronicle
- Daily Mail online (UK)
- El Mercurio
- New City (weekly)
- New York Times online – Lens blog
- Telegraph (UK)
- WTTW Chicago Tonight
World Book Night, April 23, 2014
For the first time, Columbia College Chicago Library participated in World Book Night, a celebration of reading and books that takes place on April 23rd (William Shakespeare’s presumed birthday). It started in the UK and Ireland, and then the United States began participating in 2011. Thousands of volunteers including individuals, libraries, and bookstores share their love of reading by giving out books to people in their communities who, for whatever reason, do not read for pleasure or own books. We applied to participate and were selected as one of 25,000 participants. We chose the graphic novel, Same Difference by Derek Kirk Kim as our giveaway title. On April 23rd, we handed out copies of the book outside of Columbia College Chicago.

In the fall of 2014, the U.S. contingent of World Book Night ceased operations due to the cost of the program. While it is still continuing in the UK and Ireland, there are no plans to resurrect World Book Night in the states. However, the Library may decide to celebrate in another way, and that will be discussed in spring 2015.

Friends of the Library Signature Showcase Fall 2013 and Spring 2014: Larry Minsky, Suzanne McBride and Jackie Spinner
Each year, the Library hosts Friends of the Library Signature Showcase in the Fall and Spring semesters. Signature Showcase is an opportunity for Columbia faculty to showcase their research and publications. For the Fall 2013 semester, we featured Laurence Minsky, Associate Professor in the Marketing Communication Department. His program was entitled Get a Job! Observations from My Books and Career in Advertising and Marketing. Recognized for his strategic and creative skills, Mr. Minsky’s experience as a Creative Director/Writer/Educator includes brand development, brand activation, brand and direct response advertising, promotions, interactive, local store marketing, and new product development.

He is an award-winning creative and the author of numerous books including the popular How to Succeed in Advertising When All You Have is Talent Second Edition (2007) and his latest, The Get a Job Workshop: How to Find your Way to a Creative Career in Advertising, Branding, Collateral, Digital, Experimental and More (2013), both published by The Copy Workshop.

During the Spring semester we presented award-winning journalists Suzanne McBride and Jackie Spinner, who discussed the rapid changes in journalism that is impacted by the constantly changing digital environment. Their presentation, Tweet This: The Revolution of Journalism was about how their department is ensuring the next generation of journalists continues to transform the world of media via social media, digital storytelling and online innovation.

Subtle Soirée
In Spring 2014, we hosted our first Subtle Soirée. It was developed as an opportunity to encourage Columbia faculty to visit the Library, find out what is new, and mingle with colleagues and Library staff in a friendly atmosphere. Refreshments were served and it was aligned with Art in the Library so attendees could view the exhibition immediately after. We will host this program once each semester on the same date as Art in the Library and/or Signature Showcase.

Displays using Special Collections materials
Special Collections materials were incorporated into the following Library displays
- 24 Hour Night Zombie Ghost Readings
- Beatles 50th Anniversary Commemoration
- Center for Book and Paper Arts and Library Reception: Nicholas A Basbanes
- Fiction Writing Department Story Week Festival of Writers
- Friends of the Library Signature Showcase: David Plowden
• Friends of the Library Signature Showcase: Laurence Minsky
• Museum of Contemporary Photography and Library Exhibition: Art Shay
• Weeks of Welcome: Mary Blood Library Tour

**College Archives exhibits**
The physical exhibits highlight aspects of College history, manuscript collection holdings, or are collaborative endeavors working with the College community. College Archives coordinates or creates exhibits on five floors of the Library, generally changed once per semester.

- Aesthetics of Research (curated by Library Access Services)
- Alumni on 5 (curated by alumni, in collaboration with the Office of Alumni Relations and the Institutional Advancement Office now Development Office)
- College Archives/Behind the Scenes
- Department Snapshot: Marketing Communication
- Intergenerational Queer Dialog (curated by Multicultural Affairs – LGBTQ)
- Legible / Illegible
- Len Strazewski: Five Collaborations (curated by Office of Academic Affairs)
- Manifest History (requested by Student Affairs)
- Remembering and Celebrating William Russo
- Study Abroad (curated by the Office of Academic Affairs and International Programs and Study Abroad Office)

**Art in the Library**
Art in the Library is the longest running and most recognized event hosted by the Library, offering students, faculty, staff and alumni the opportunity to share their creative work with the Columbia College Chicago community in four yearly exhibitions.

- September 2013: 11 artists featured, 52 pieces of art exhibited, 103 attended opening reception
- November 2013: 10 artists featured, 45 pieces of art exhibited, 60 attended opening reception
- February 2014: 13 artists featured, 66 pieces of art exhibited, 65 attended opening reception
- April 2014: 12 artists featured, 52 pieces of art exhibited, 65 attended opening reception
- Total: 46 artists featured, 215 pieces of art exhibited, 293 attended opening receptions

**Digital exhibit creation**
Digital exhibit creation has become a focus of the College Archives department as these allow a wider audience to connect to the resources. Digital exhibits created this past year include:

- College Archives: Behind the Scenes
- Columbia College & The G.I. Bill
- Department Snapshot: Marketing Communication
- Manifest History

**Aesthetics of Research exhibit**
The Aesthetics of Research exhibit opened in February 2014. The goal of this exhibit series is to increase awareness of the role that the Library and other resources play in artistic creation and to develop a dialog and community around them. The 2014 exhibit featured work by Columbia alumni with degrees in fashion, illustration, fine art, poetry, and interdisciplinary arts. The response has been positive and the staff coordinating the series looks forward to growing this avenue of awareness and visibility.
“While library use and research are integral to traditional scholarship, the role each plays in artistic creation is often overlooked. The Aesthetics of Research showcases how Columbia artists use research materials as foundation and inspiration for creative projects. By displaying both the finished work and research bibliography, which generated that work, the selected pieces offer key insight into individual creative/scholarly process and reinforce the place of research in artistic practice.”
Additional information can be found at www.aestheticsofresearch.com

Gaming night
Access Services and College Archives staff partnered to host a gaming night in the Library. Gaming nights have proven to be effective, interest-based connection points for libraries. They provide a fun avenue for students to connect with each other, Library staff, and each other. The first event was held at the end of the Spring term and featured several games. Library resources related to the selected games were featured in the gaming area.
The Library welcomed more than 5,000 to events held on- and off-site

<table>
<thead>
<tr>
<th>Fall 2013</th>
<th>Event</th>
<th>Attendees</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/17/2013</td>
<td>Voter sign up</td>
<td>117</td>
<td>16 registrations</td>
</tr>
<tr>
<td>9/18/2013</td>
<td>WAC (Wabash Arts Corridor) Art in the Library</td>
<td>103</td>
<td>11 artists; 52 works of art</td>
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<tr>
<td>9/18/2013</td>
<td>Art Crawl programs</td>
<td>58</td>
<td>LGBTQ Open Mike Reading</td>
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<tr>
<td>10/19/2013</td>
<td>Parent's Weekend Brunch</td>
<td>96</td>
<td></td>
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<tr>
<td>10/26/2013</td>
<td>Graduate Student Open House</td>
<td>51</td>
<td></td>
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<tr>
<td>10/24/2013</td>
<td>Gideon's Army</td>
<td>30</td>
<td>Part of Constitution Day</td>
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<tr>
<td>10/31/2013</td>
<td>24 Hour Night: Zombie/Ghost Reading</td>
<td>32</td>
<td>With MCA</td>
</tr>
<tr>
<td>11/2/2013</td>
<td>Open House</td>
<td>417</td>
<td></td>
</tr>
<tr>
<td>11/5/2013</td>
<td>Signature Showcase: Larry Minsky</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>11/21/2013</td>
<td>Art in the Library</td>
<td>60</td>
<td>10 artists; 45 works of art</td>
</tr>
<tr>
<td>11/19/2013</td>
<td>David Plowden exhibit, lecture, and book signing</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>12/6/2013</td>
<td>Holipalooza</td>
<td>80</td>
<td>Estimated</td>
</tr>
<tr>
<td>10/18/2013</td>
<td>Alumni on Five</td>
<td>120</td>
<td>With Office of Alumni Relations</td>
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<thead>
<tr>
<th>Spring 2014</th>
<th>Event</th>
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<tr>
<td>1/14-16, 24</td>
<td>New Student Orientation Spring</td>
<td>263</td>
<td>Estimated</td>
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<tr>
<td>2/13/2014</td>
<td>College Art Association Art Crawl</td>
<td>256</td>
<td>Estimated</td>
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<tr>
<td>2/13/2014</td>
<td>Art in the Library</td>
<td>65</td>
<td>13 artists; 66 works of art</td>
</tr>
<tr>
<td>2/13/2014</td>
<td>Art Shay Opening</td>
<td>180</td>
<td>Estimated</td>
</tr>
<tr>
<td>3/5/2014</td>
<td>Grad Race Expo</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>3/14/2014</td>
<td>People's Library Papemaking Workshop</td>
<td>25</td>
<td>Estimated; in conjunction with Arts &amp; Activism</td>
</tr>
<tr>
<td>3/31/2014</td>
<td>Nicholas Basbanes reception</td>
<td>20</td>
<td></td>
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<tr>
<td>4/3/2014</td>
<td>Subtle Soirée</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>4/3/2014</td>
<td>Art in the Library</td>
<td>65</td>
<td>12 artists; 52 works of art</td>
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<tr>
<td>4/5/2014</td>
<td>Open House</td>
<td>194</td>
<td>Large group of elementary and jr high students from Woodlawn and other schools not reflected in total count.</td>
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<tr>
<td>4/29/2014</td>
<td>Paula Pfeffer Political Cartoon Contest</td>
<td>100</td>
<td>Estimated</td>
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<tr>
<td>5/1/2014</td>
<td>Superfight: Game Night in the Library</td>
<td>8</td>
<td></td>
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<tr>
<td>5/8/2014</td>
<td>Signature Showcase: Suzanne McBride and Jackie Spinner</td>
<td>28</td>
<td></td>
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<tr>
<td>5/9/2014</td>
<td>Alumni on Five</td>
<td>101</td>
<td>With Office of Alumni Relations</td>
</tr>
<tr>
<td>5/16/2014</td>
<td>Manifest</td>
<td>145</td>
<td>Chillaxin and Exhibits; 25 at Manifest booth (11 photos) due to freezing rain</td>
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<table>
<thead>
<tr>
<th>Summer 2014</th>
<th>Event</th>
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<tbody>
<tr>
<td>6/23/14-7/31/14</td>
<td>New Student Orientation</td>
<td>1711</td>
<td></td>
</tr>
<tr>
<td>8/2/2014</td>
<td>Graduate New Student Orientation</td>
<td>47</td>
<td>Additional visitors included staff and faculty</td>
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<tr>
<td>8/25/2014</td>
<td>Graduate New Student Orientation #2</td>
<td>46</td>
<td>Weeks of Welcome</td>
</tr>
<tr>
<td>8/27/2014</td>
<td>Mary Blood Library Tour</td>
<td>34</td>
<td>Weeks of Welcome</td>
</tr>
<tr>
<td>8/27/2014</td>
<td>International Student Library Tour</td>
<td>76</td>
<td>Weeks of Welcome</td>
</tr>
<tr>
<td>8/29/2014</td>
<td>Convocation</td>
<td>350</td>
<td>Weeks of Welcome</td>
</tr>
</tbody>
</table>

**Total** | **5002** |                      |
MEASURE PROGRESS

- Continuous formal and informal assessment of resources and services allows the Library to improve and to make course corrections throughout the year. During the budget planning cycle, its staff plans the next year and assesses what has been completed since the last budget planning cycle.

Library Strategic Goals and Objectives

Aid learning: The Library facilitates teaching, learning, and research by providing services, collections, and technology in well-designed physical and virtual environments.

1. The Library provides services tailored to the curricular and extra-curricular needs of its community through:
   a. Library instruction in research skills and critical thinking.
   b. Research assistance in person and via phone, email, chat, text, and social media.
   c. Subject matter expertise in user experience, copyright, intellectual property, college history, archives, digitization, and preservation.
   d. Guest lectures and demonstrations.
   e. Teaching tools tailored to curriculum.
   f. Engagement in college-wide, student-centered activities.
   g. Course reserves, both physical and electronic, in support of teaching whether face-to-face, hybrid or online.

2. The Library provides robust collections that support teaching, learning, and research by:
   a. Developing the collection in collaboration with faculty and students.
   b. Subject matter expertise in selecting resources and materials to support the curriculum.
   c. Assessing the collection mix (content and format).
   d. Delivering the content in convenient, user-friendly ways.
   e. Preserving and maintaining collections.
   f. Acquiring works by faculty and staff.
   g. Enhancing our collection through worldwide inter-library loan.

3. The Library provides access to technological tools that support our community by:
   a. Enhancing the Library website (our virtual front door) with discovery tools, databases, and curriculum-based content including ebooks, e-journals, streaming media, and research guides.
   b. Using social media to aid teaching and learning.
   c. Providing technology for teaching and learning, such as computers (both PCs and Macs), Wi-Fi, printers, copiers, scanners, smart classroom, and smart study rooms.

Foster collaboration: The Library promotes collaboration across disciplines by:

1. Forging relationships with faculty and students.
2. Providing robust collections and technology-infused work spaces that, together, support the creation of new work.
3. Offering flexible, multi-purpose areas that invite collaboration between the College and the greater community.

Create connections: The Library provides an intellectually energized space that fosters interaction and exploration through:

1. Inclusive programs (such as art exhibits, displays, lectures, panel discussions, book signings, and performances) that attract and engage students, faculty, and our Chicago neighbors.
2. Student-centered spaces, including coffee bar, flexible and comfortable furnishings, and spaces for quiet study or group work.
3. An online presence that attracts students and connects them with Library staff, Library resources, and each other.

Graduating Student Survey
CARLI’s Value to Columbia College Chicago

DATE: November 3, 2014
TO: Jan Chindlund
Columbia College
FROM: Susan Singleton, Executive Director
SUBJECT: The Value of CARLI Services to Columbia College for FY 2014

Through CARLI and its legacy consortia, academic and research libraries in Illinois have cultivated a cooperative, collaborative, and efficient relationship that has thrived for nearly 35 years. As members of one of the premier library consortia in the United States, CARLI libraries work together to provide for the information and research needs of their 850,000 students and thousands of faculty and staff.

The broad array of resources and services that are developed, acquired, managed and maintained by CARLI comprise a critical component of the infrastructure in Illinois higher education, providing essential services to students and faculty. These services include subsidized access to EBSCO’s Academic Search Premier/Business Source Elite, 200+ databases available for discounted subscription, 150,000 freely available digital images, and perpetual access to a substantial body of electronic journals, e-books, and 1.5 million pages of material from member institutions’ collections. CARLI maintains I-Share, one of the largest shared integrated library management systems in the nation; and oversees the timely physical transportation of over 1.4 million physical items annually between member libraries to meet the resource sharing needs of students and faculty. In addition, CARLI staff and members planned and provided more than 40 workshops, training sessions, forums and webinars in FY 2014, with all of these events available to the staffs of all member libraries at no direct cost.

CARLI maintains a 24/7 state-of-the-art enterprise data system that provides real time disaster recovery. The fully virtualized server environment with solid-state equipment allows hardware upgrades and replacements of online services to occur seamlessly and without interruption to students and faculty.

CARLI staff is engaged in the development of new technologies, including an installation of VuFind, the discovery interface for the I-Share Union Catalog, manages the development of the eXtensible Catalog, a next generation discovery tool, and is investigating licensing and operational models for providing ebooks in a consortial environment through a purchase on demand pilot project that launched in May.

VALUE or Return on Investment Overall for CARLI Services

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<th>YEAR</th>
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<th>VALUE or ROI I-Share</th>
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Assessment
In January 2014 work began on a new assessment approach to explore the impact of Library collections and services. Inspired the work being done at the University of Wollongong, New South Wales, Australia, a database was created that could relate various resource and service usage and enable staff to explore impact trends. By working with Institutional Effectiveness, the Library can provide a new range of metrics that illuminate the impact its resources and services has on students. Work in this area at other institutions is producing consistent, positive correlations between the use of library resources and student attainment. This project will also enable the Library to access real-time data on how internal services, initiatives, and resources are being used. This information can be used to promote collections and services in a more targeted and compelling way to our users.

ACRL Survey Spring 2014
Each year the Library participates in the ACRL Survey of academic libraries. The results are published in print and online. These statistics can be used to benchmark operations and budget against peer institutions. For instance, staff has learned through these comparisons that the Library book collection is comparable to institutions half our size and that the Audio Visual collection is twice that of institutions half our size.

ACRL Excellence in Academic Libraries Award Application
The Library submitted an application for the ACRL Excellence in Academic Libraries Award that recognizes “an outstanding community college, college, and university library each year. This award is to recognize the accomplishments of librarians and other library staff as they come together as members of a team to support the mission of their institution.” We are categorized as a university library. This exercise assists us in assessing our work.

Student Poll

![Pie chart showing the results of a poll. The Library is the best place to study on campus.](image)
APPENDIX: DEPARTMENTAL MISSIONS AND GOALS

Access Services Goals
1. Continue to refine assessment practices in Access Services leveraging technology to simplify and relate useful data including resource usage, space and equipment utilization, and assistance from staff. This data will then be connected other data within the Library and college to explore the impacts of various Library services and resources.
2. Develop staff by taking advantage of opportunities for peer-to-peer teaching and learning, further refinement of training materials, and taking advantage of accessible training through Lynda.com, consortia meetings, etc.
3. Enhance customer service training to ensure patrons receive consistent, excellent service.
4. Complete rolling inventory of collections to ensure that the physical collection is accurately reflected in the online catalog to ensure a positive and productive user experience.
5. Continue to maximize the skills of Student staff providing them opportunities to gain workplace experience using the skills they are learning to enhance Library collection promotion, material graphics, etc.
6. Foster an engaged staff by encouraging participation in initiatives within and beyond Access Services and the Library.
7. Continue to leverage technology to improve service and efficiencies within the department.
8. Continue to explore opportunities to enhance services that are meeting the needs of patrons.
9. Continue to work with liaisons to promote departmental services such as course reserves and in-house viewing to faculty.

College Archives Mission
The Columbia College Chicago Archives serves as the designated repository for records of the College and select professional work of its faculty and collections that support its curricula.

The College Archives provides access to these materials in both physical and digital formats, and collaborates with College faculty to create digital teaching resources in support of Columbia College Chicago curricula.

Critical to our mission is compliance with best practices and technical standards to ensure ongoing preservation of the collections.

College Archives Goals 2014-2015
College Archives composed key points to direct its work over the next fiscal year, with a focus on marketing, organization, and advocating for space and preservation of its assets.

1. Implement a system for digital collection preservation, security, and backup based on professional standards and best practices.
   Continue to support the signing of the contract and design workflows to add materials to the backup system.
2. Continue work with the College Archives Advisory Board.
   Regularly meet with this group and create long-term goals and objectives.
3. Reorganize the College Archives websites for improved discoverability.
   Work to enhance the visitor experience by streamlining the College Archives website and its connection to Digital Commons.
4. Continue to advocate and locate space for College Archives. Continue to work with the Dean of the Library, Campus Environment, and other campus partners to locate space to house College Archives collections in one location.

5. Build the College Archives Preservation Account. Work with the College Archives Advisory Group and other to continue building this account.

6. Create research videos and tools. Continue to create Byte Size History videos and compose a presentation on how to conduct archival research.

7. Create faculty guides to archival collections. Create faculty guides to manuscript and archival collections that tie to helpful resources and ideas.

8. Update the Archive-It website. College Archives manages the harvesting of website for the Columbia College Chicago site. This site needs to be organized for better discoverability and use.

9. Implement and populate an instance of Archives Space to replace Archon. Archon has been replaced with Archives Space and this tool is necessary to the work of College Archives.

10. Implement a workflow for receiving capstone projects/theses into Digital Commons @ Columbia College Chicago. Work with faculty to ensure the submission of theses and capstone projects into this system.

**Community Engagement and Special Initiatives Mission**
The mission of the Community Engagement and Special Initiatives Department is to:

- Ensure that the Library is seen as central to the academic life of our students, faculty, staff, and to alumni in the hope that they will continue to maintain interest and contact once they have left Columbia College Chicago.
- Market and promote Library services, programs and events to the Columbia community and targeted external audiences with our missions as guiding documents.
- Identify and cultivate audiences for participation in and support of major Library programs and affiliations such as Art in the Library, Friends of the Library Signature Showcase, etc.
- Seek and respond to mutually beneficial opportunities with internal and external partnerships that fulfill the College’s strategic plan and overall mission.
- Create partner relationships with lasting effect to support future endeavors.

**Community Engagement and Special Initiatives Goals**
1. Deepen departmental activities within the College curriculum through improved marketing and promotion efforts. This includes the focused study collections and Library events, exhibitions and programs to align with the College’s overall strategic direction. Staff will review current communication methods for marketing and promotion to see where improvements can be made. This may also include contacting College staff with similar responsibilities. We will also work closely with College Archives and other Library staff to reach this goal.

2. Unify social media/networking strategies in collaboration with Library Web group.

3. Seek grant funded and free opportunities in order to develop library programming of interest to members of the Columbia College community. Examples are campus collaborations, or working with outside organizations with similar interests such as the American Library Association, National Endowment for the Arts (The Big Read), etc.

4. Re-engage the Friends of the Library.

5. Create meaningful ways to review and evaluate Library programs to ensure relevance to the College Mission, curricular interests and civic engagement activities.
Instruction Mission
The Columbia College Chicago Library continues to fulfill its goal, as stated in the Mission & Vision statement, of providing "an active instruction program dedicated to information competency."

Special Collections Mission
The mission of Special Collections is to enable individuals to seek inspiration, discover, evaluate, and use resources to supplement a freedom of inquiry that is an integral part of instruction and learning at Columbia College Chicago.

The unit strives to collect, preserve and provide valuable collections in support of the educational, research and cultural needs of the Columbia College Chicago community and to actively promote a welcoming environment to users of our collections.

This is accomplished through collection development efforts, consultations with faculty, exhibitions of our collections, and engagement activities with classes within Columbia College Chicago as well as other local academic institutions.

Special Collections Focus
The focus of Special Collections holdings include:
- Works authored by College faculty and staff
- College publications
- Rare books
- Photography, graphic design, typography and other subject areas based on collection review