Reference Department

Univeristy of Maine at Fort Kent
Blake Library
Annual Report – FY2015

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Bibliographic and Computer Instruction

Bibliographic sessions:
- FY2015: 707 students attended 36 sessions, FY2014: 596 students attended 33 sessions; a rise of 19 and 9 percent respectively.
- On a side note: two library staff actually addressed 959 students (includes both BI and eportfolio sessions). The BI sessions are broken down into two sessions, the first being a tour and general information about the library, and the second being specifics on using tools and resources in the library (primarily addressing advanced database searching). Library staff officially counts only one session and one set of students.
- There were 267 students in 14 sessions in FY2015. In FY2014 there were 282 students in 13 sessions.
- In FY2015, eportfolios became mandatory for incoming freshmen.
- See Appendix A

Collection Development

- We are actively using patron driven acquisitions (PDA) to purchase materials. These materials have notes inserted into the records to identify them so we can collect data. PDA purchases include both print and ebook titles. Some of the ebook titles come from the R2 Library, a collection of nursing titles.
  - In FY2015, PDA titles circulated more often than traditional librarian choices. PDA items, not including web resources, were off shelf (combination of circulated and in house count) 1.33 times compared to the items chosen by librarians, which were off shelf .76 times.
  - If we include web resources, PDA was off shelf 3.88 times while Standard choices were off shelf .86 times.
  - See **Appendix B** for a more detailed spreadsheet of the numbers with further explanations.
- Maine Shared Collections: is a state wide collaborative where libraries promise to retain certain titles. Our goal is to be part of this collaborative and have selected retention candidates by end of summer, 2015.
  - Information available at: http://www.maineinfonet.org/mscs/

Exhibit Area

- Reference staff applied for the 2015 Foundation Grant to purchase a display case. The case will be used for both the exhibit area and the Special Collections. We will find out if we got the grant in August.
- The March exhibit was a collection of faculty and staff works. Three members of the library staff participated in the March exhibit.

Table 1. Exhibits on display for FY2015		
Date	Title	Artist/Host
July 2014	"Scenes of Tranquility"	Rita Pelletier
August 2014	"Eclectic Miscellany"	Michelle Richardson
Aug/Sept 2014	"Eye to Eye"	Lulu Pelletier
October 2014	Information Literacy Awareness	Sofia Birden
November 2014	6th Annual Young Artists Exhibition	Therese Provenzano
December 2014	Art Work by UMFK Students	Therese Provenzano
January 2015	Art Work by UMFK Students	Therese Provenzano
February 2015	Photography Club photos	John Metz/Photography club
March 2015	UMFK Staff/Faculty Art Exhibit	Sofia Birden
April 2015	Art Work by UMFK Students	Therese Provenzano
May 2015	Art Work by UMFK Students	Therese Provenzano
June 2015	Art Work by UMFK Students	Therese Provenzano

Indexes and Databases

NEW:

- New to statistics are the COUNTER Reports. COUNTER Reports were developed to create a common dataset or standard of statistics across all databases or other electronic resources to help users compare use across different systems. The following are some of the types of data used in the reports and may be used in the UMFK/Blake Library Annual Reports starting FY2015:
  - **Result Click**: A click originating from a set of search results; i.e. the same as a Search Click (JICWEBS)
  - **Record View**: A Successful Request for a database record originating from a set of search results
  - **Search**: A specific intellectual query, typically equated to submitting the search form of the online service to the server (EBSCO, abridged)

SYSTEM:

- System data coming soon.
- System database committee decisions and issues for the coming year:
  - The total appropriation for system databases was $221,730 (continues to be the same as previous years).
  - The total estimated cost of current resources was $263,753 (slightly less than last year)
  - OCLS contributed $17,000.
  - MSL continued to pay a portion of the WorldCat subscription ($3,065).
  - We had a shortfall of $21,958, which is slightly less than last year's $23,425.63
  - We agreed to make up the difference by paying our FTE share of the remainder. Our portion was $835.94 as compared to last year's $569 (we had a higher FTE this year).

UMFK:

- The Database use over the past three years have been having a "Yo-Yo" effect. In FY2013 use dropped for Ebsco sessions and searches by -4 and -7 percent respectively, in FY2014 use rose to 13 and 26 percent respectively, while this year, FY2015, use dropped -14 and -23 percent respectively essentially negating any growth of the previous year.
- Possible reasons for the reduction in use is there were several non-nursing faculty not teaching, or had reduced teaching, who had research components in their classes. Reference staff also noted that there were mostly only nursing students who asked for help with a few science/environmental students coming in as well.
- Full Text downloads totaled 20,130 documents in FY2015 while in FY2014 there were 23,492; a -14% change.
- FY2015 UMFK had access to 100 licensed databases.
- This year we continued the subscription to Films on Demand (FOD) through a group purchase. UMFK library staff organized the purchasing and the pricing stayed the same.
  - We are starting to see a slight increase in use, much more so with searches than with sessions.
  - There were 493 sessions this year as opposed to 419 last year, an 18% increase and 2,852 searches as opposed to 1,628 last year, a 75% increase.
- BioOne: This year there was the upward trend continues in full text articles retrieved. Students retrieved 265 articles as opposed to last year's 224. At the same time, Searches continued to drop by -12% with there being 299 searches initiated this year and 339 last year.
- Additionally, the BioOne statistics have changed. As of last year, BioOne no longer collected Session statistics, but instead use "Result Clicks." Result Clicks are a COUNTER Report statistic that is now a standard across electronic resources. Last year, BioOne reported 79 Result Clicks while this year they reported 152. Result clicks are defined above.
- The Chronicle of Higher Education searches and pageviews continued to drop this year. Pageviews showed a -10% drop while visitors dropped by -23%. However, Visitors rose slightly by 4%.
- ProQuest has some issues when moving from standard searches and sessions to the COUNTER Reports. Last year, Proquest no longer made session statistics available, so the reports used for searches were the same as those showing the Result Clicks and Result Views. However, when we looked at the reports this year, sessions reports were again included. We pulled data from the previous year to see the session data, to find that the search data was now higher than previously reported due to some monthly numbers not reporting in the COUNTER 4 statistics. The tables in the appendix show the current correct data.
- This year we have started including the COUNTER Reports data.
- The overall ProQuest collection and the Criminal Justice collection (part of the overall ProQuest numbers) dropped in sessions and searches, but rose in full text retrieval.
  - There were 911 sessions this year and 937 last year in the overall ProQuest use. A -3% difference.
  - All other stats, with the exception of the full text numbers, had a drop in use between -14% and 35%. Even the COUNTER Reports dropped in use.
  - Full text retrieval rose this year with a 21% change in the overall ProQuest use and 32% change in the Criminal Justice use.

	Table 2. Top ten databases from EBSCOHost (by session)					
	Databases	**FY2015 # of Searches**	**FY2015 # of Sessions**	**FY2014 # of Sessions**	**% Change of sessions**	**FY2014 % Change**
1	Academic Search Complete	20,396	6,408	7,094	-9.7%	18.8%
2	CINAHL with Full Text	18,991	4,913	4,542	8.2%	23.7%
3	PsycInfo	3,178	752	1,174	-35.9%	21.8%
4	Health Source: Nursing/Academic Edition	2,980	678	725	-6.5%	39.4%
5	Nursing and Allied Health Collection: Basic	3,133	669	743	-10.0%	66.2%
6	Business Source Complete	1,662	614	747	-17.8%	7.9%
7	MasterFILE Premier	802	522	542	-3.7%	43.0%
8	MEDLINE	2,310	513	564	-9.0%	32.1%
9	PsycARTICLES	1,140	493	766	-35.6%	12.6%
10	GeoRef	1,161	469	507	-7.5%	57.9%

See Appendix C for more detail.

Reference

Table 3. Printer Table					
	FY2015	**FY2014**	**FY2013:**	**FY2012:**	**FY2011*:**
Jobs	7,085	7,203	6,164	6,979	9,808
Pages	31,349	41,048	34,424	35,464	50,184

Table 4. Libpub Account					
	FY2015: Full Fiscal Year	**FY2014: Full Fiscal Year**	**FY2013: Full Fiscal Year**		
Jobs	1,741	2,909	2,987		
Pages	13,036	23,236	24,062		
Cost	$452.10	$696.72	$737.76		

Reference Questions Statistics
- Library staff no longer cover Concierge chat and phone.
- Library staff began covering the Reference Desk for UMPI starting in January break in order to give the new library director a chance to get acclimated with her job. Reference staff at UMPI was away on sick leave and will retire in June. Coverage continues until we are notified otherwise. Coverage is handled by chat and phone.
- As of May, complications arose with the new library director. A new search was initiated. Reference staff continued to cover chat services, while phone coverage went back to UMPI.
- Staff handled a total of five calls and one chat for UMPI since January.
- In FY2015, there were 593 reference questions, while in FY2014 there were 554 reference questions, an increase of 7%.
- In FY2015, there were 982 total questions, while in FY2014 there were 863 total questions, an increase of 14%. Last two years we had a decrease of 7%.

- Over the years questions statistics have been consistent in showing that September, October, and November of the fall semesters and March and April of the spring semesters are the months students ask the most questions. The numbers have fluctuated some across these months, but continue to remain the most active. Due to this, staff will no longer insert the monthly comparison charts provided in previous appendices.
- Service Point questions:
    - Staff tallied questions that came to them at their desk.
    - In FY2015 there were 178 reference questions asked at four service points not including the reference desk, whereas in FY2014 there had been 224; a -20% difference; about the same drop as last year.
    - There were a total of 668 questions asked (reference, IT, and general) this year whereas there were 672 questions asked in FY2014; less than a one percent difference.
    - Staff did not include questions asked on their night to work at the reference desk.
    - Reference questions tallied were ones not forwarded to the reference desk.
    - The 178 questions have not been included in the total reference questions noted above.
    - Due to the loss of one position at the library, we now have only four service points (including the reference desk).

Electronic Reference Service

- During the first part of FY2015, IT no longer used or managed Comm100. Instead they moved to Rhino LiveHelp Chat. Library staff were asked to also move due to IT not wanting to maintain two different chat services.
- During the latter half of FY2015, Reference staff changed chat services from the IT's Rhino Chat to the LibraryH3lp Chat service. The LibraryH3lp chat service is better as a library tool. LibraryH3lp is managed by a University of Maine at Farmington staff for the UM System.
- Though there was no drop in Chat coverage and service the entire year, there was a significant drop in Chat sessions since we stopped using Comm100. We don't know if this is simply coincidence, or if the Comm100 service managed to attract more users.
- In FY2015 there were only 23 reference chats answered out of a total of 41 questions. Whereas In FY2014, chat services answered 71 reference questions out of a total of 124 questions. This is a significant drop by -68% in use.
- IT had 47 chat sessions in FY2015 as opposed to 97 in FY2014. So their use also dropped by -52%.
- Reference emails rose slightly in FY2015 to 47 when in FY2014 there were 45; a 4% increase.

CampusGuides

- There are currently 23 published guides and several in the works.
- 23 guides were viewed 4,927 times this year while last the guides were viewed 3,825 times; an increase of 29%.

Published Guides	FY2015	FY2014	FY2013
# Guides	23	21	17
# Views	4,927	3,825	1,995

Reference: Other
- Discovery continues
  - o Directors approved the recommendations of the Discovery team to extend the Summon contract for eighteen months
  - o In the meantime, Reference group, along with campus Summon administrators, and MIN staff, will continue looking at two other options and help any campuses tweak their Summon 2.0 instance.
  - o Currently, ExLibris Primo and Ebsco EDS are scheduled for a hands on review on Friday, July 24, 2015. A final decision will be given to the directors by their August retreat date.
- Tutorials: Reference staff began to overhaul the library tutorials, creating shorter more how to type videos. In addition, reference staff began creating a CampusGuide covering a broader look at use of reference search tools.

See Appendix D for more information on reference services

Website

New additions, changes, and future goals
- Media Services began plans to overhaul the campus website. Once the campus site is done, reference staff will reevaluate the library site to consider any changes.

Web Report

- There were 27,289 sessions in FY2015 and 31,123 sessions in FY2014. This was a decrease of -12%. This figure does not include spiders and web crawlers.
- There were 59,679 pageviews in FY2015 and 69,601 pageviews in FY2014, a difference of -14%.
- In general, most web site use fell this past year, which is consistent with library services and resources use across the board.

Description	FY2011	FY2012	FY2013	FY2014	FY2015	% diff
All Visits (FY2014 called sessions)	29,885	30,235	30,139	31,123	27,289	**-12%**
Absolute Unique Visitors	8,228	9,278	9,048	7,204	6,699	**-7%**
Pages/Visit (Fy2014 called sessions)	2.06	2.36	2.25	2.24	2.19	**-2%**
New Visits	25.35%	30.15%	28.58%	23.12%	24.50%	**6%**
Main Page - pageviews	33,421	33,944	29,948	30,407	26,452	**-13%**
Main Page - Top Landing visits	24,377	23,108	21,147	21,652	19,316	**-11%**
Pageviews	61,624	71,450	67,815	69,601	59,679	**-14%**
Unique Pageviews	47,344	49,720	48,765	50,479	42,576	**-16%**

See Appendix E for more detail.