

Administrative and Educational Support Report

University Library

Annual Action Plan
Annual Assessment Report

June 2004 – May 2005



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: University Library

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Academic Affairs **Unit Head:** Mr. Lawrence Caylor

Unit Mission: As a component of The University of Texas-Pan American, the University Library plays a critical role in the commitment of The University of Texas-Pan American to academic excellence in a balanced program of teaching, research, and service. Its main function is to provide educational support for The University of Texas-Pan American, and, accordingly, library programs are focused upon securing informational resources relevant to the university curriculum and making them available for student and faculty use. The Library actively assists instruction programs by providing students with library use instruction both on an individual and group basis. The Library facilitates scholarship by acquiring and providing access to resources, reference materials, and facilities to students and faculty. The University Library serves as the chief information center on campus and also plays a strong role as a regional information center, making its resources accessible to area residents, in accordance with The University of Texas-Pan American mission statement.

Unit Goal: Continue to provide bibliographic instruction and reference services in support of the university’s academic programs.

Link to UTPA Goal(s):

- 1: Ensure undergraduate access and success
- 2: Enhance graduate education and research
- 3: Improve UTPA’s organizational effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Promote bibliographic instruction (1)	2, 4	Increase the use of online instruction and research tutorials during 2004-2005 by 25% over 2003-2004.	Create, offer, and promote online tutorials.	The Head of Instruction will compare the web site hits for the tutorial pages in 2004-2005 to those in 2003-2004.	Software and training

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Increase interactions with the faculty (2)	2, 4, 5	During 2004-2005, increase the promotion of Library (Internet) resources to university faculty (as an indirect means to promote the use of those resources to students) by 10% over 2003-2004.	Librarians will visit with faculty in their departments to show them how to use Library web resources.	The Assistant Director for Research Services will compare the number of librarian contacts of faculty/department offices in 2004-2005 to that in 2003-2004, and will survey the faculty contacted.	Laptop computers, digital cameras, software, and training
Increase use of library resources (3)	2, 4, 5	Increase participation in Virtual Reference during 2004-2005 by 10% over 2003-2004.	Answer Virtual Reference questions via UT System software.	The Head of Reference will compare the level of Virtual Reference participation in 2004-2005 to that in 2003-2004.	Chat software
		Increase the use of Geographic Information Systems (GIS) during 2004-2005 by 25% over 2003-2004.	Promote the use of the GIS laboratory in the Library.	The Assistant Director for Resource Management will compare the number of GIS uses in 2004-2005 to that in 2003-2004.	Training
Improve collection development (4)	7	During 2004-2005, increase the number of core lists consulted when ordering materials for the reference collection by 25% over 2003-2004.	Locate core lists of reference materials.	The Head of Reference will tabulate the number of core lists consulted during 2004-2005.	Core lists



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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Promote bibliographic instruction (1)	2, 4	Increase the use of online instruction and research tutorials during 2004-2005 by 25% over	The Head of Instruction will compare the web site hits for the tutorial pages in 2004-2005 to	April 2004: Number of tutorials: 17 Number of visits: 796	Staff has planned to create more tutorials based on the success of the current tutorials

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		2003-2004.	those in 2003-2004.	<p>November 2004: Number of tutorials: 26 Number of visits: 1824</p> <p>Number of tutorials increased by 9, a 53% increase.</p> <p>Number of visits increased by 1028, a 129% increase.</p> <p>Reason for April to November comparison: The first tutorials were created in February 2004. No statistics are currently available for the calendar year 2005. April and November were both full months at the end of the Spring and Fall semesters, thus providing the most similar comparison with the available data.</p>	as illustrated by the statistics.
Increase interactions with the faculty (2)	2, 4, 5	During 2004-2005, increase the promotion of Library (Internet) resources to university faculty (as an indirect means to promote the use of those resources to students) by 10% over 2003-2004.	The Assistant Director for Research Services will compare the number of librarian contacts of faculty/department offices in 2004-2005 to that in 2003-2004, and will survey the faculty contacted.	<p>Number of departments visited: 2003-2004: 6 2004-2005: 9</p> <p>50% increase</p>	A task force was formed to try to further increase faculty interactions
Increase use of library	2, 4, 5	Increase participation in	The Head of Reference	Questions answered	Planned to attend

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resources (3)		Virtual Reference during 2004-2005 by 10% over 2003-2004.	will compare the level of Virtual Reference participation in 2004-2005 to that in 2003-2004.	2003/2004: 30 (chat) 192 (email) 222 (total) Questions answered 2004/2005: 98 (chat) 175 (email) 273 (total) 23% increase	videoconferences. Planned to train new personnel in virtual reference.
		Increase the use of Geographic Information Systems (GIS) during 2004-2005 by 25% over 2003-2004.	The Assistant Director for Resource Management will compare the number of GIS uses in 2004-2005 to that in 2003-2004.	2003/2004: 78 GIS users 2004/2005: 129 GIS users 65% increase	Increased user stations from 10 to 20. Increased hours of operation - January 2005, adding 2 hours per day Monday through Saturday.
Improve collection development (4)	7	During 2004-2005, increase the number of core lists consulted when ordering materials for the reference collection by 25% over 2003-2004.	The Head of Reference will tabulate the number of core lists consulted during 2004-2005.	Core lists consulted: 2003/2004: 6 2004/2005: 8 33% increase	Core lists consulted were not always appropriate to our library. Based on this experience decided to use other resources.

Additional Resources Needed (if any) that were requested for FY06 during the budget cycle: \$150,000 was requested to partially increase the budget for reference materials.