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MISSION STATEMENT

The Rohrbach Library of Kutztown University of Pennsylvania is a dynamic, intellectual environment actively dedicated to supporting the University’s mission by providing library and information services of the highest quality and meeting the information needs of the University’s community, both local and distant. The Library is committed to contributing to the flourishing academic community and fostering excellence in its staff, services, programs, collections and facilities.

VISION STATEMENT

The Rohrbach Library will be the intellectual heart of the KU campus by providing technological leadership to all constituencies with respect to access, awareness, and utilization of information resources.
Beginning with this academic year, our students were able to start their research using the new Discovery Search. Now when students enter keywords in the search box located on the Library’s homepage, they will see all the resources available through the Library, print and electronic, related to their topic.

The number of students receiving instruction from librarians through the classes taught as part of our Information Literacy program rose again this year. A new approach which is gaining popularity is the one-on-one consultation with a librarian linked to a required research paper as an extra credit assignment. Anecdotal evidence from Dr. Amy Lynch-Biniek (example at right) suggests that students working with a librarian, embedded as part of the process of writing the research paper, seem to be producing much better final papers. A possible collaborative study of the efficacy of this approach is being considered for the future.

The Voices and Choices Center continued to sponsor many interesting speakers and events while highlighting the resources of the Library. Community members attended numerous events, which served to help strengthen the Town-Gown relationship.

A KU Reading Exchange took place in April bringing together administrators, faculty, staff, and students to discuss the provocative ideas in the book Academically Adrift: Limited Learning on College Campuses by Richard Arum and Josipa Roksa. The initial conversation was deemed a success, and the conversation continued in a second session with plans to continue the series in the next academic year.

We also celebrated National Library Week in April. KU students participated in a library scavenger hunt and a children’s literature costume contest. In addition, the entire campus was invited to participate in the READ posters event, which continued to gain popularity. Images of 81 administrators, faculty, staff, and students with their favorite books graced the wall of the Information Commons.

With the completion of the Rohrbach Library’s first Strategic Plan, the Strategic Planning Committee engaged in the process of working on a new plan. In recognition of the ever changing landscape in libraries, particularly the evolving technologies that are so essential to the effective 21st Century Library, the committee chose a three-year cycle for this plan. The new strategic plan is in alignment with the Association of College and Research Libraries (ACRL) guidelines and will guide the efforts of the Library through 2015.

The Assessment Committee continued to work on its multi-year plan to build an effective, sustainable, and practical assessment program for the Rohrbach Library according to the model suggested by the Association of Research Libraries (ARL) visiting team’s recommendations from 2009. A database designed to collect statistics used by the Library was created by Dan Stafford. ROAR currently contains statistics for this year with some retrospective data. ROAR’s functionality includes the ability to track trends over 5-year increments which complements the 5-year pattern of the University’s requirement for Program Reviews. The Committee also conducted user studies focused on student use of the physical facility. The studies were designed to assist the

Dr. Lynch-Biniek noticed that her students who did the extra credit assignment also “better grasped and practiced the concepts” that were taught and discussed in the classroom. She “saw remarkable improvement not only in the quality of the sources most of them used, but also in their attitude toward researching.”

—Rohrbach Library Newsletter, Spring 2012
librarians in the implementation of the strategic plans for the Library which included implementation of an Information Commons (2008/2011) as well as an initiative focused on Library as Place (2012/2015).

Reassignment of the collections previously part of the Audiovisual Center (AVC) to the care of the Rohrbach Library required considerable amounts of staff time. Collections were weeded, reclassified, relabeled, and moved. The usefulness and appropriateness of equipment was evaluated. The space designated for the AVC was repurposed to house a space for the creation and management of digital resources. A brand new computer laboratory was added to room 1 as part of the transformation of the former AVC.

In April a team of librarians from the Rohrbach Library participated in a PASSHE initiated conversation about the future of the PASSHE System Libraries. All of the librarians contributed to a presentation given by our Department Chair at a cluster meeting held at Bloomsburg University. The presentation articulated a forward thinking view of library services and was well received by the Global Library Consulting Group, the consultants guiding the process.

Advising undeclared freshmen was added to the job descriptions of all the faculty librarians for the first time this year. On average, each librarian was assigned 60 student advisees.

Staffing levels in the Library were at an historic low this year while workload was increased. Responsibility for the AVC collections was transferred to the Library without also transferring the staff. That transfer was accomplished in a timely fashion at the cost of other essential functions related to maintenance of the Library’s collections being abandoned.

Advising was added to the duties of the already understaffed library faculty. While some important initiatives were accomplished several others languished. For example, scholarly growth activities among the librarians were sharply curtailed this year as compared to the previous year. Several assessment activities planned by the Assessment Committee were not accomplished. The Information Literacy Committee was unable to meet and continue its plan of assessment of student learning and the integration of Information Literacy into the curriculum.

Overall, the librarians and staff have a deep professional commitment to serving our community, the students, faculty, staff, and administration of Kutztown University. We take great pride in being referred to as the “heart of the campus” by President Cevallos. Moving forward we will continue to explore all options available to provide our community, particularly our students, with the tools they need to be successful.
The Rohrbach Library continues to be a place for students to learn, connect and unwind. The building gate count was over 450,000 for the fifth year in a row, demonstrating the building's status as a “third place” for students to gather.

**Space Allocation Work – Public Areas**
- The Reference Collection was moved to lower-height shelving providing space for reading and reflection.
- The Information Commons received new tables and chairs that are easily moved, providing an ideal space for students to work in groups.
- RL 28 was updated with a new SmartBoard and smart classroom technology.

**Space Allocation Work – Non-Public Areas**
- The extensive collection of the former audiovisual center (AVC) was inventoried and distributed to the Library and other campus offices. Some of the items circulate.
- DVDs from the AVC collection were moved to public shelving on the third floor; videotapes were boxed and stored.
- Extensive renovation was required to convert the former AVC storage space to a space for digital projects and space for a staff workspace.
- Parts of the Dornish Collection will be moved, in part to RL 20. That collection will now have two permanent library locations, RL 20 and RL 104.

**Events & Exhibits**
The Library offered a wide variety of events and displays in the building
- A chronological list of the events and exhibits/displays can be found in the Outreach, Events, & Partnerships section of this report
- Many of them involved collaboration with groups or offices across campus
- Total events: 31

Students learn to write Chinese characters during the Chinese New Year celebration on February 2, 2012. The event involved collaboration with several offices on campus.
ELECTRONIC RESOURCES

A total of 8,278,756 searches were conducted on the Library’s electronic resources compared to 1,563,890 searches conducted last academic year. This is a 520% increase in total searches. This increase is almost entirely due to the way that the Library’s new discovery search tool (EBSCO Discovery Service) counts usage statistics.

- **EBSCO Discovery Service** (EDS) creates a unified index of 60 of the library’s databases, allowing users to access all of that content from a single search box.
- When a user enters a search in EDS, that search is run across all resources simultaneously, and one search is logged for each resource in EDS usage statistics.
- For example, since the library has 60 databases indexed in EDS, every time a user runs a search 60 databases are actually being searched and EBSCO logs 60 searches.
- Technically this is an accurate picture of the total number of searches conducted on library databases. However, most of them are automated searches done by EDS.

For a better sense of the actual number of user-initiated searches, we can look at the number of searches conducted in EBSCOhost databases, the EDS Interface, and all other library databases. Below is a summary of this data:

<table>
<thead>
<tr>
<th>Database/Platform</th>
<th>Total Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBSCOhost Databases</td>
<td>665,915</td>
</tr>
<tr>
<td>EDS Platform (estimated)</td>
<td>127,000</td>
</tr>
<tr>
<td>All other databases</td>
<td>577,504</td>
</tr>
<tr>
<td>Total for all databases</td>
<td>1,370,419</td>
</tr>
</tbody>
</table>
This shows a usage pattern that is consistent with previous years.

For the academic year 2011 – 2012 the most heavily used databases were:

<table>
<thead>
<tr>
<th>Database</th>
<th>Vendor</th>
<th>Total Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Search Complete</td>
<td>EBSCO</td>
<td>279599</td>
</tr>
<tr>
<td>Image Collection</td>
<td>EBSCO</td>
<td>213617</td>
</tr>
<tr>
<td>PsycINFO</td>
<td>EBSCO</td>
<td>149323</td>
</tr>
<tr>
<td>Business Source Premier</td>
<td>EBSCO</td>
<td>133811</td>
</tr>
<tr>
<td>Psychology and Behavioral Sciences Collection</td>
<td>EBSCO</td>
<td>132224</td>
</tr>
<tr>
<td>Communication and Mass Media Complete</td>
<td>EBSCO</td>
<td>132211</td>
</tr>
<tr>
<td>ERIC</td>
<td>EBSCO</td>
<td>131757</td>
</tr>
<tr>
<td>SociINDEX with Full Text</td>
<td>EBSCO</td>
<td>130235</td>
</tr>
<tr>
<td>America: History &amp; Life</td>
<td>EBSCO</td>
<td>128312</td>
</tr>
</tbody>
</table>

Databases which were not heavily used included:

<table>
<thead>
<tr>
<th>Database</th>
<th>Vendor</th>
<th>Total Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Broadsides and Ephemera</td>
<td>Newsbank</td>
<td>168</td>
</tr>
<tr>
<td>Early English Books Online</td>
<td>Chadwyck-Healey</td>
<td>117</td>
</tr>
<tr>
<td>MLA Directory of Periodicals</td>
<td>ProQuest</td>
<td>40</td>
</tr>
<tr>
<td>Sanborn Maps (visits)</td>
<td>UMI</td>
<td>37</td>
</tr>
<tr>
<td>LexisNexis Congressional</td>
<td>LexisNexis</td>
<td>12</td>
</tr>
</tbody>
</table>
Accomplishments

- **Ebrary** Single Sign-On implemented
- **Ebrary** and **EBSCO ebook** downloading implemented
- **JSTOR Current Scholarship** conversion – converted all print subscriptions that the library owned to the e-version hosted by JSTOR
- GVRL migration to new interface completed
- **Ebooks on EBSCO** records added to catalog
- **EBSCO Discovery Service** implemented
- Catalog fully integrated and searchable in **EDS**
- KU’s ContentDM content full integrated and searchable in **EDS**
- CORAL (open source ERMS from Notre Dame Libraries) implementation underway

E-books

The Library has access to 87,782 ebook titles through ebrary and EBSCO. A total of 93,986 searches were conducted in the ebrary database, and 102,615 pages in 3,032 unique ebrary ebook titles were viewed by KU patrons.

**ebrary usage**

<table>
<thead>
<tr>
<th>Year</th>
<th>Searches</th>
<th>Pages Viewed</th>
<th>Pages Copied</th>
<th>Pages Printed</th>
<th>Unique Documents</th>
<th>User Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11</td>
<td>17,626</td>
<td>86,137</td>
<td>616</td>
<td>7,260</td>
<td>2,883</td>
<td>11,638</td>
</tr>
<tr>
<td>11-12</td>
<td>93,986</td>
<td>102,615</td>
<td>727</td>
<td>6,743</td>
<td>3,032</td>
<td>6,289</td>
</tr>
</tbody>
</table>

**EBSCO ebook collection usage**

<table>
<thead>
<tr>
<th>Year</th>
<th>Searches</th>
<th>Total ebooks viewed</th>
<th>Sessions</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12</td>
<td>114,938</td>
<td>3,278</td>
<td>64,641</td>
<td>77</td>
</tr>
</tbody>
</table>

DATABASES 2011-2012 – Additions and Cancellations

The following new database collections were added:

- **Lyrasis Ebooks** on EBSCO 10th Shared Collection of 3000+ ebooks
- **Picture Book Database** - The service brings readers and picture books together, helping you find the best picture books in one place, without having to consult multiple resources.
- **Mergent Historical Annual Reports** – almost 500,000 historical annual reports
- **Mergent Bondviewer**
- **Mergent Economic Indicators**
- **Sage Backfiles** – complete back files of 500 Sage scholarly journals to Vol. 1, Issue 1.
- **Ambrose Video** – purchased perpetual access to 200 streaming educational video titles

The following database collections were cancelled:

- **Business Insights**
- **BioOne**
PERIODICALS

Electronic Subscriptions

As of May 2012, the Library subscribes to a total of 74,469 journals electronically in 139 databases. This marks a 12% (9,124) increase over last academic year. Of these titles, 53,486 (72%) are unique holdings.

Print Subscriptions

The Library currently subscribes to 122 print subscriptions. This marks a 14% reduction over last year.

### Total E-Journal Subscriptions

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>E-Journal Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/08</td>
<td>48,737</td>
</tr>
<tr>
<td>08/09</td>
<td>60,137</td>
</tr>
<tr>
<td>09/10</td>
<td>63,175</td>
</tr>
<tr>
<td>10/11</td>
<td>65,345</td>
</tr>
<tr>
<td>11/12</td>
<td>74,469</td>
</tr>
</tbody>
</table>

### Current periodical subscriptions (print)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/07</td>
<td>560</td>
</tr>
<tr>
<td>07/08</td>
<td>211</td>
</tr>
<tr>
<td>08/09</td>
<td>177</td>
</tr>
<tr>
<td>09/10</td>
<td>159</td>
</tr>
<tr>
<td>10/11</td>
<td>141</td>
</tr>
<tr>
<td>11/12</td>
<td>122</td>
</tr>
</tbody>
</table>

Bound Volumes/Film/Fiche

The Periodicals Department added 104 bound volumes of periodicals this year. The department withdrew 1,444 bound volumes as those journals became available as part of one of the electronic journal databases.

The microfilm and microfiche collections are no longer being developed as the information contained in those earlier formats migrates to electronic formats. Microfilm and microfiche continues to be withdrawn from the collection as the information becomes available through one of the periodical databases in the Library’s collection.
PRINT RESOURCES

Circulation of Print Resources

Accomplishments
- Continued to weed the PA Documents Collection. Over 900 documents were deaccessioned from the collection.
- Prepared allocation budgets
  - Librarians monitored budgets for each academic department
  - Materials were ordered on behalf of departments as necessary
  - Annual review of continuation titles
- Continued to weed older U.S. topographic maps—2,445 maps were withdrawn in the 2011-2012 academic year
Information Literacy (IL)

IL classes

Fall 2011: Student contact hours = 202
134 classes for the following courses:

<table>
<thead>
<tr>
<th>ARU 236</th>
<th>CRJ 201</th>
<th>EEU 308</th>
<th>ENG 230</th>
<th>POL 381</th>
<th>WRI 211</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARU 401</td>
<td>CRJ 362</td>
<td>ELU 302</td>
<td>HIS 378</td>
<td>PSY 350</td>
<td>WRI 212</td>
</tr>
<tr>
<td>ARU 522</td>
<td>EDU 101</td>
<td>EEU 304</td>
<td>ITC 325</td>
<td>SPE 010</td>
<td></td>
</tr>
<tr>
<td>ANTS</td>
<td>EDU 500</td>
<td>ELU 308</td>
<td>MGM 210</td>
<td>SPU 314</td>
<td></td>
</tr>
<tr>
<td>BIO 270</td>
<td>EEU 130</td>
<td>ELU 569</td>
<td>PED 240</td>
<td>SPU 318</td>
<td></td>
</tr>
<tr>
<td>BIO 380</td>
<td>EEU 205</td>
<td>ENG 022</td>
<td>PED 250</td>
<td>TVR 400</td>
<td></td>
</tr>
<tr>
<td>CRJ 010</td>
<td>EEU 220</td>
<td>ENG 023</td>
<td>PED 270</td>
<td>WRI 207</td>
<td></td>
</tr>
</tbody>
</table>

Spring 2012: Student contact hours = 157
112 classes for the following courses:

<table>
<thead>
<tr>
<th>ARH 351</th>
<th>EDU 502</th>
<th>EEU 306</th>
<th>ENG 023</th>
<th>ITC 321</th>
<th>SPE 010</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARU 236</td>
<td>EEU 130</td>
<td>EEU 519</td>
<td>ENG 230</td>
<td>LIB 121</td>
<td>SWK 130</td>
</tr>
<tr>
<td>BIO 270</td>
<td>EEU 205</td>
<td>ELU 221</td>
<td>ENV 380</td>
<td>LIB 326</td>
<td>WRI 100</td>
</tr>
<tr>
<td>BIO 380</td>
<td>EEU 209</td>
<td>ELU 302</td>
<td>HIS 256</td>
<td>PED 226</td>
<td>WRI 207</td>
</tr>
<tr>
<td>CRJ 362</td>
<td>EEU 220</td>
<td>ENG 010</td>
<td>HIS 378</td>
<td>PED 270</td>
<td>WRI 211</td>
</tr>
</tbody>
</table>

Consultation Project

Students in Dr. Amy Lynch-Biniek’s two sections of ENG 023 made consultation appointments with librarians. These consultations were in lieu of a traditional IL session and introduced the students to library resources and helped them begin the research process. 52 students made appointments in Spring 2012. This is an example of one way librarians can be embedded into the curriculum.
Information Literacy in the Residence Halls

In Spring 2012 we collaborated with Housing and Residential Services to provide library programming in the dorms. A librarian presented “Library Tips and Tricks,” and then attendants played Library Jeopardy. Events were open to particular floors of a residence hall and were marketed by the CA of that floor. Two events were held for a total of 25 students. The advertising poster for the event, created by the housing office, appears below.

LibGuides

- LibGuides are online library guides created and maintained by the library faculty to provide a place to collect resources for a particular class, topic or library event.
- They also provide access to videos and other online research guides and tools and act as an e-handout.
- As of April 2012, there are 204 LibGuides, a growth of 50 since April 2011.
- During June 2011- April 2012, the LibGuides homepage (http://libguides.kutztown.edu) was visited 14,566 times and individual LibGuides were visited 43,343 times.
- A poster was designed by a Library PR intern in Spring 2012 to advertise LibGuides (see image below)

Below: Advertising posters for LibGuides and Library Jeopardy
REFERENCE/RESEARCH HELP DESK

- The Rohrbach Library Research Help Desk is open 57 hours per week during the semester.
- The Rohrbach Library continues its association with the cooperative reference service AskHerePA by contributing five hours per week to this online chat initiative.
- Over 2,000 reference questions were answered in the 2011-2012 academic year. For the first time we are counting reference questions with an online system (Libanswers Reference Analytics) instead of a pencil-and-paper hash mark system. We suspect that the total number of questions counted is lower than the actual number asked as people become comfortable using reference analytics. Counting a question used to be as easy as making a hash mark; the process now involves logging into a web-based module. We do collect more information about reference questions, such as time spent answering a question and the time the question was asked. These statistics will help us to staff the research help desk in a way that is most beneficial to students.

Libanswers

The Libanswers service was added this year. Libanswers is an ask-a-librarian platform with a built-in knowledge base. Users search the current knowledge base for an answer to their question. If they found the answer, great! If not, they can ask their question via email or text, and a librarian will respond directly to the question and add the answer to the knowledge base, if appropriate. This service acts as our virtual ask-a-librarian service.

The service has been used 4,071 times since it was launched in August 2011. During the year 144 new questions were submitted, and many of the answers were added to the knowledge base.
INFORMATION COMMONS

Audiovisual Center Reorganization

The major project for the year in the Information Commons was the absorption of the former Audiovisual Center (AVC) collection into the Library’s collections. While the Technical Services Department cataloged the thousands of DVDs and other AVC items (with help from Information Commons staff) to prepare them for the open shelves, the Information Commons faculty and staff gained responsibility for the equipment and services offered by the AVC. It is important to note that the Library took on these additional responsibilities without additional funding or staff.

- Absorbed circulation and maintenance responsibilities for all equipment from the AVC.
- Inventoried and evaluated condition of audiovisual equipment, then split the collection
  - Laptops and equipment commonly used by students moved to RL 100
  - Event equipment (normally booked by faculty, administration, or staff) was reorganized and moved to one side of RL 18.
  - Follow-up inventories were conducted during Winter Session and Spring Break
- Most of the VHS tape collection was boxed and moved to RL 3
- RL 18 (former AVC storage area) was divided into two areas: event equipment and digital services
- Books on the second floor had to be shifted to make room for over 5,000 DVDs and CDs, now called the Media Collection
- Offered fee-based services of lamination, color printing, and poster printing as established by the former AVC
- Began the process of relocating the fee-based services to the University Copy Center

Dornish Collection

- Planned and began to shift the Dornish Collection materials to RL 20
- Processed, organized, and created finding aids for over 250 F & G’s (“folded & gathered”). In the printing industry, this is a complete printed version of the book that has not been trimmed or bound, this is the last step in the publishing process before a book is printed.
- Reorganized, indexed, and created finding aids for the 36 binders of author correspondence

EReserves

- Completed the move to Springshare Campus Guides as the new interface for ereserves.
- Manually transferred 685 files from Docutek (former platform) to Springshare that were lost in the transfer.
- Added 213 new files to ereserves.
- Ereserve pages had a total of 12,959 hits during the 2011-2012 year.

Institutional Repository

The Information Commons faculty and staff began work on an Institutional Repository system. Different programs were examined to determine the best fit for our needs. We do have access to ContentDM through a cooperative
agreement, but that program doesn’t have the customization that would be needed for a university-wide digital repository. DSpace, an open-source software for open digital repositories developed by MIT and the HP Corporation used by many U.S. universities, has been downloaded onto one computer and is being configured. We are currently in the test phase; some videos, text and images have been added to the repository to function as demonstrations. To move forward, the initiative requires funding and cooperation from many offices on campus. Two major issues include where to host it and the development of a policy for inclusion in the repository. We believe that the Library is the best place to anchor an Institutional Repository for Kutztown University.

Digital Collections
- LSIT Intern, Alex Greene, in conjunction with S. Czerny, instituted and configured the Lantern Slide-Geography collection from undocumented lantern slide sets found in the AVC collection. 327 slides were added to the collection. Alex Greene was awarded a Chambliss Student Achievement Award for outstanding service to the university for his excellent work with this project.
- The Kutztown Patriot continues to be digitized. Issues from 1880-1919 (1,989 issues) were uploaded to ContentDM, our digital collection platform.

Archives
- Planned and began shifting Rare Books and Archives materials to reflect a major reorganization of Archives that is now possible with additional cabinets and shelving.

Personnel
The schedule of the Evening Library Technician was changed to accommodate lost positions. This position now works with no backup and is the only non-student employee in the building from 8:00pm-12:00am. Two Library Technicians in the Information Commons continue to work on the Dewey to LC reclassification project as a major component of their workload, about 50% for one and nearly 100% for the other.

Social Media
The @elusiveseacow Twitter account is used to inform followers of new resources and services in the Information Commons area.

“The Elusive Sea Cow” sculpture was created by Abigail J. Krantz while she was a student at KU as part of the 2004 Cow Parade Harrisburg art exhibit. On November 6, 2004, our cow was sent to market as part of the annual President’s Ball fundraiser, but she was bought by Sovereign Bank, represented by KU alumnus Ramona Turpin, who then donated her back to the Library to graze in our Information Commons (or as the cow calls it—the Information Cow-mons). “The Elusive Sea Cow” has become a popular fixture in the Library, especially as a meeting spot.
INTERLIBRARY LOAN (ILL)

Accomplishments
- ILLiad LDAP logon implemented (allows patrons to use their KU network login/password to login to our interlibrary loan service
- Kindle pilot program initiated
- Alibris and ABE ordering implemented in ILLiad
- RapidILL book chapter module implemented (pilot program)
- Running RAPIDILL lending requests through ILLiad
- One interface for all ILL—AccessPA, RapidILL, FirstSearch and Library database requests are all directed to ILLiad

Interlibrary Loan Statistics
During the 2011-2012 academic year, the Library received 3,397 books and articles for KU patrons and sent out 4,006 books and articles to other libraries. (see charts below)

ILLiad Amazon Project
The ILLiad Amazon Service continues to be very popular. This add-on to the ILLiad allows the Library to purchase difficult to acquire or new books that faculty have requested via ILL for their scholarship. A faculty member is allowed to check out the book for up to one year. After the faculty member has returned the book, the title is added to the Library’s main circulating collection. One hundred eighteen titles were ordered under this program during the 2011-2012 academic year.

Kindle ILL Project
With collaboration of the Information Commons staff a KINDLE pilot project for Interlibrary Loan was initiated.
TECHNICAL SERVICES

- Cataloged/processed 35,610 new titles, including over 32,000 online titles
- Reclassified 17,606 titles
- Deleted and withdrew 8,512 items
- Assumed the responsibility for the acquisitions and cataloging of new titles for the former Audiovisual Center (AVC).
- Completed the rushed reclassification of over 6,000 DVDs from the former AVC to the Library of Congress Classification so that these titles could be shelved in the open stacks. Note: This was a large task with a short deadline. Therefore, two members of the Information Commons staff had to be pulled from their normal duties in order for the Library to complete this task on time.
- Initiated a process by which titles previously copied from VHS to DVD will be continuously monitored to determine whether they have become available for purchase in DVD format, a key factor in keeping the audiovisual collection in compliance with copyright regulations.
- Reduced the size of the VHS collection by 25% by deaccessioning titles that had not circulated in five or more years. This task was also done in cooperation with the staff in the Information Commons.

LIBRARY SYSTEMS

- Completed Voyager 7.2.5, 8.1 & 8.1.1 Upgrades
- Extracted patron data from PeopleSoft to create a new Voyager IL patron data file with Holly Fox, KU Office of Information Technology
OUTREACH

Social Media

- Facebook
  - Reached 350 “likes” in May 2012
  - Changed to the new Facebook layout in Spring 2012
  - Uploaded pictures of the READ posters were well received
- Twitter
  - @Rohrbach Library:
    - 198 followers
    - Reached 700 total tweets
  - @Elusive Sea Cow:
    - 37 followers
    - Reached 87 total tweets
- Blog
  - 57 new posts during the 2011-2012 academic year
  - Decrease from last year (67) when we had student interns in the fall and in the spring to assist
- Social Media Loop
  The Facebook posts also appear as tweets on Twitter, and the Twitter feed appears on our blog. However, we can no longer automatically feed our blog posts to Facebook because that feature is only available for personal Facebook accounts. We did edit the blog so that links appear at the end of each post for readers to repost the content to popular social media accounts. We use this link to post an item to our Facebook page.

EVENTS, EXHIBITS, & DISPLAYS (listed chronologically)

In a Nutshell: The Worlds of Maurice Sendak exhibit—August 29 - October 14, 2011

- Drawing the Other Story: The Cathartic Art of Maurice Sendak—September 1, 2011—speaker: Patrick Rodgers
- 9/11 displays—September 2011—part of KU's Remembrance Day observances.
- Involvement Fair
  - We were unable to staff a table at this year’s involvement fair as...
we had planned

- **Library Open House**—September 19, 2011
  - 121 Students participated
  - 7 faculty sent their classes or offered some form of credit for participating
  - 3 Greek organizations also encouraged participation
- **KU Frederick Douglass Institute Colloquium**—September 21, 2011—featured speaker: Dr. James Jackson
- **Rumpuspalooza**—September 24, 2011
  - A celebration of all things Sendak including an appearance from a real Wild Thing character (see photo)
  - Activities included: crafts, storytelling, and videos featuring some of Maurice Sendak's works.
  - Supported the traveling exhibit *In a Nutshell: The Worlds of Maurice Sendak* that was on display on the first floor of the Library.
- **Every 1 Knows Some 1: KU Students Tell Their Own Coming Out Stories**—October 4, 2011
  - A powerful, annual celebration where students from the KU Allies group read short personal essays
  - Included a display of library resources for National Coming Out Day that featured the 2011 Stonewall Book Award winners and other GLBTQ literature
- **Children’s Book Publishing**—October 5, 2011—Author Mara Rockliff, illustrator Amy Wummer, and their editor Juliana Hanford of Kane Press talked about their work and the process of publishing a children’s book
- **Gala reception for Peruvian watercolorist Daniel Egusquiza**—October 12, 2011—featured the Barrio Alegria dance company
- **Frederick Douglass Institute Colloquium**—October 19, 2011—featured speaker: Dr. Pascale Dewey
- **Die Marriyeschtanne**—October 27, 2011—a musical presentation by a group dedicated to preserving secular Pennsylvania German dialect music through performance
- **Conversation with Veit Müller**—November 10, 2011—an opportunity to speak with journalist and mystery author, via Skype coordinated by the Department of Modern Language Studies, the LRC, the German Club & Rohrbach Library
- **Frederick Douglass Institute Colloquium**—November 16, 2011—featured speaker: Drs. Linda McMillan and Mary O'Neil
- **Cheer Up, Frankenstein! Exhibit**—December 2011
  - Artist: Tracey Luscia, Fine Arts major at KU
Exhibit Reception: Dec. 6

Philadelphia Soul exhibit—Fall 2011 through January 2012

People’s Library display—Spring 2012

Screening and discussion of the film Rise like Lions—Feb 1, 2012

Chinese New Year event—February 2, 2012

Frederick Douglass Institute Colloquium—February 8, 2012—featured speaker: Marietta Dooley

Noted art educator Frederick Toone Bacon reception—February 23, 2012

Election 2012
  • Held election days—March 5-8—Registration Table near the coffee shop
  • Created bulletin boards on ground floor to display information
  • Created Election 2012 handout

Jayaruwan Gunathilake exhibit reception—March 6, 2012
  • KU Chemistry student
  • reception marked the opening of month-long exhibit of 27 exceptional prints of scenes from his global travels

Frederick Douglass Institute Colloquium—March 7, 2012—featured speaker: Dr. Christine Saidi

The Molly Maguires exhibit—April 2012
  • Paintings by Tim Betz
  • Coal Region native and KU graduate (Magna Cum Laude, Fine Arts & Communication Design, ’11)

National Library Week (NLW)—April 8-14, 2012
  • READ posters
    • This was the second year that the Library created READ posters, featuring members of the KU community with their favorite books.
    • Participation more than doubled this year with a total of 81 posters [79 humans, Avalanche (KU’s mascot), and the Elusive Sea Cow]. Last year’s total was 30.
    • Our two, Spring 2012 PR interns, Jessica Reppert and Kierstin Rhinier, worked many hours to take the photos, edit them, and design the posters.
    • The posters were hung around the Information Commons area of the Library, and the images were uploaded to our Facebook page, where they obtained a lot of “likes.” We also received a lot of complements via email and in person for the posters and the event.
      • Children’s Literature Costume Competition
      • Scavenger hunt

READ Postsers:

The Dean of Library Services, the Provost, KU’s President & First Lady, Graduate Reading Faculty, The Elusive Sea Cow, and Avalanche were among the 81 members of the KU community who were featured on READ posters this year.

To see all of this year’s READ posters, go to our Facebook page (Rohrbach Library) and click on our 2012 READ Poster album.
• Frederick Douglass Institute Colloquium—April 11, 2012—featured speaker: Dr. Nathaniel Williams
• Speaker: Graphic satirist Dwayne Booth (AKA Mr. Fish) —April 12, 2012—Mr. Booth also signed copies of his scorching new book *Go Fish: How to Win Contempt and Influence People*
• KU Reading Exchange with Dr. Carlos Vargas—April 18, 2012 & April 30, 2012 (more information below)

PARTNERSHIPS

Bookstore
Rohrbach Library spearheaded the first KU Mobile Technology Census, in cooperation with the KU Student Bookstore and the Department of Modern Language Studies—two campus entities that share our desire to develop and improve services that respond to students’ increasing reliance on mobile content delivery devices such as phones, tablets, and e-readers. Help from University Relations, Aramark, and the MSUB helped us to gather nearly 400 responses to the survey.

Department of Communication Design
Worked with this department to bring major graphic satirist Dwayne Booth (AKA Mr. Fish) to campus.

Department of Library Science and Instructional Technology (LSIT)
• Collaborated to offer the Rumpuspalooza event in September— included collaboration with faculty as well as the Alpha Beta Alpha student fraternity
• Partnered with the LSIT student workers to maintain the Library Science Collection. The students pick up returned books from the Information Commons desk and shelve them. They also keep the collection in order. They are officially supervised by Mona Turner, secretary for the LSIT department.
• Worked with the LSIT faculty and student workers to reclassify and re-label the fiction books in the Library Science Collection after a change in call numbers.
• Worked with several LSIT professors to present library and career information to LSIT classes
• Offered 5 internships for 4 different LSIT students

KU Reading Exchange:

The Library collaborated with Dr. Carlos Vargas, Provost/VP for Academic & Student Affairs, during the Spring 2012 semester to offer a KU Reading Exchange on the book *Academically Adrift: Limited Learning on College Campuses*. The Provost had distributed copies of the book to all department chairs during the fall semester.

The event was held in the Library on April 18, 2012 with around 30-35 attendees (students, faculty, staff, & administrators). The Provost led the discussion, which focused on the book as well as other research and explored the topic of student learning both at KU and elsewhere. After 1 1/2 hours, the group decided to continue the conversation at a later date.

The second session took place on April 30, 2012 with around 25 attendees. There was interest in making this an ongoing series with the Provost for next year.
Frederick Douglass Institute
Worked with them to develop a series of 6 colloquia
- Apr 11, 2012 - Dr. Nathaniel Williams, Frederick Douglass Institute Colloquium
- March 7, 2012 - Dr. Christine Saidi, Frederick Douglass Institute Colloquium
- Feb 8, 2012 – Marietta Dooley Frederick Douglass Institute Colloquium
- November 16, 2011 – Drs. Linda McMillan and Mary, Frederick Douglass Institute Colloquium
- October 19, 2011 – Dr. Pascale Dewey, Frederick Douglass Institute Colloquium
- September 21, 2011 - Dr. James Jackson, KU Frederick Douglass Institute Colloquium

Housing & Residential Services
- Distributed flyers to the dorms to advertise such as the Chinese New Year celebration
- Worked with several Community Assistants in the dorms to offer Jeopardy-style, introductory Information Literacy sessions to first-year students.

KU Performing Arts Series – Rohrbach Library created displays related to some of their Fall 2011 programs

Multicultural Center - The Library created a display of library materials and a bibliography in conjunction with the “The Road to Freedom” event

Modern Language Studies—The Rohrbach Library and Modern Language Studies (MLS) partnership:
- Our formal partnership with MLS started in spring 2011 when our departments agreed to hold joint programs.
- Subcommittees for each language were set up.
- At least one event is held each semester.
- These programs are promoted and summarized in both the Rohrbach Library and the MLS newsletter.
- This year’s events include a Skype lecture with German author Veit Mueller and a Chinese New Year celebration.
- Library faculty members also attend class activities and MLS events. For example, this year one faculty member took photos and participated in a Chinese dumpling making class at a local restaurant.
- Technical Services also relies heavily on MLS faculty to assist with cataloging of foreign language materials.

Occupy Kutztown and Communication Design on People’s Library display & collection

PA German Cultural Heritage Center and PA German Cultural Club – The Library partnered with the PA German Cultural Heritage Center to present the “Plain People, Rich Cultures” series of programs related to Amish and Mennonite culture. The three programs in the series attracted over 500 attendees from the KU faculty, staff, student body and local community. The programs were well-received and covered in major local media outlets. The Library spawned, named, helped plan, and supplied most of the funding for the series which flourished thanks to the PA German Cultural Heritage Center

Provost’s Office
KU Reading Exchange—Spring 2012 (see panel on previous page)

University Relations and Student Union and Involvement Services on Remembrance Day planning and RL display, web tributes
PROFESSIONAL CONTRIBUTIONS

Publications

Presentations
- Gottschall, Bruce. “Voyager Upgrade Training for KLN Systems Administrators” co-presentation with Carol Otto, California University of Pennsylvania via Wimba on December 7, 2011.

Grants
- Czerny, Susan and Bob Flatley, $1,443 Library Services and Technology Act Grant (federal), administered by the Office of Commonwealth Libraries, PA Dept of Education. Grant to digitize the historical issues of the Kutztown Journal newspaper, 2011.
- Jensen, Bruce. In a competitive process, we were one of 35 libraries nationwide selected by the American Library Association’s Public Programs Office to host the exhibit, “In a Nutshell: The Worlds of Maurice Sendak.” The exhibit was developed by Nextbook, Inc., a nonprofit organization dedicated to supporting Jewish literature, culture, and ideas.

Continuing Professional Education
- Flatley, Bob, Krista Prock, & Sylvia Pham. “Gale’s All-New Digital Book Experience Webinar” (online), October 29, 2011.
Book Reviews

- Wanamaker, Karen. The following book reviews were submitted to Kutztown University’s Department of Library Science and Instructional Technology for publication in the *Children’s Literature Comprehensive Database*.
  - *Louise the Big Cheese* – Divine Diva by Elise Primavera
  - *I’m Not Sleepy* by Jonathan Allen
  - *Rapunzel* by Sarah Gibb
  - *Perfect Snow* by Barbara Reid
  - *Birdie’s Big-Girl Dress* by Sujean Rim
  - *Jingle Bells: How the Holiday Classic Came to Be* by John Harris
  - *Twinkle, Twinkle, Little Star* by Jerry Pinkney

Conference Attendance

- Association of College and Research Libraries, Delaware Valley Chapter Spring Program – “Stepping Out and Stepping Up: Making a Difference on Campus” – Goodstay Center, University of Delaware, Wilmington, DE April 20, 2012
  - Attended by Bruce Gottschall
  - Attended by Bruce Gottschall
- General Education and General Education Assessment, Kutztown University, Kutztown, PA, January 19, 2012
  - Attended by Krista Prock and Karen Wanamaker
  - Attended by Susan Czerny, Bob Flatley, Bruce Gottschall, Ruth Perkins, Sylvia Pham, Karen Wanamaker, Mike Weber.
- ACLCP Spring Meeting “Embracing… the Digital Native,” Mar. 16, 2012
  - Attended by Mike Weber
- Public Library Association Conference, Philadelphia, PA. March 16, 2012
  - Attended by Ruth Perkins
- Association of College and Research Libraries, Delaware Valley Chapter Fall Program – “ Patron Driven Acquisitions: Collaborative Collection Development?” Penn State Great Valley, Malvern, PA, November 18, 2011
  - Attended by Bruce Gottschall & Krista Prock
- Pennsylvania Library Association Annual Conference, October 3-5, 2011, State College, PA
  - Attended by Bob Flatley
- Pennsylvania Library Association’s Teaching, Learning and Technology Round Table workshop: Using Social Media for Library Outreach, Harrisburg, PA, March 30, 2012
  - Attended by Karen Wanamaker

Service on PASSHE/SSHELCO/KLN/ACLCP Committees

- B. Darden
  - Annual conference Committee - PASSHE/ SSHELCO Liaison
  - SSHELCO Vice Chair/Chair Elect
  - Associated College Libraries of Central Pennsylvania (ACLCP) Executive Board and Governing Board
• B. Flatley
  • Keystone Library Network Ebook Policy Committee
  • Keystone Library Network Electronic Resources Committee
• B. Gottschall
  • Keystone Library Network (KLN) Council
  • Keystone Library Network (KLN) PILOT Committee
• M. Weber
  • Served on Promotion Committee for a librarian at Cheyney University of Pennsylvania

Service on University Committees
• S. Czerny
  • University Curriculum Committee (Secretary)
  • University Calendar Committee
  • University Library Committee
• B. Gottschall
  • Commission on Human Diversity
  • Chairnet
• B. Jensen
  • Commission on Human Diversity
  • KU Programmers’ Council
  • Electronic & Information Technology Access Task Force
• R. Perkins
  • APSCUF
    • Representative Council
      • Grievance Committee (chair)
      • Meet & Discuss
• S. Pham
  • University Senate
  • CET Advisory Board
  • Frederick Douglass Institute
• K. Prock
  • General Education Assessment Committee
  • KU Commission on the Status of Women (Secretary)
• K. Wanamaker
  • KU Welcome Week Committee
• M. Weber
  • Academic Technology Committee

Service on Library Committees
• Assessment Committee
  • Ruth Perkins
  • Krista Prock
  • Karen Wanamaker
• Electronic Resources Committee
  • Bob Flatley, chair
  • Susan Czerny
  • Ruth Perkins
• Electronic Resources Committee, cont.
  • Sylvia Pham
  • Krista Prock
  • Stephanie Steely

• Emergency Preparedness Committee
  • Sylvia Pham
  • Michael Weber

• Green Team
  • Dawn Boody
  • Lynette Breininger
  • Joanne Bucks
  • Eileen Dailey
  • Bob Flatley
  • Bruce Jensen
  • Denise Moll
  • Dan Stafford
  • Donna Trabosh
  • Karen Wanamaker
  • Rhonda York

• Safety Committee
  • Sylvia Pham, co-chair
  • Donna Trabosh, co-chair
  • Dawn Boody
  • Dan Stafford
  • Richard Pugliese

• Strategic Planning Committee
  • Susan Czerny, chair
  • Bob Flatley
  • Bruce Gottschall
  • Roseanne Perkins
  • Krista Prock
  • Stephanie Steely

• Voices and Choices Committee
  • B. Jensen (co-chair)
  • Sylvia Pham (co-chair)
  • Bruce Gottschall
  • Rhonda York

Service to Professional Organizations/Editorships

• B. Flatley
  • Serves on Editorial Board of *Current Studies in Librarianship*
  • Serves on Editorial Board of *Library Philosophy and Practice*

• B. Gottschall
  • Member & Webmaster, ACRL Delaware Valley Chapter Board of Directors

• R. Perkins
  • President, Berks County Public Library System Board

• M. Weber
  • Reviewer for Library Services and Technology Act (LSTA) digitization grants.
Service to the Library Faculty Department (elected positions)
- **Library Faculty Chair:** Bruce Gottschall
- **Library Faculty Secretary:** Sylvia Pham
- **Library Faculty Parliamentarian:** Michael Weber
- **Evaluation Subcommittee**
  - Ruth Perkins
  - Karen Wanamaker
  - Bob Flatley (alternate)

Library faculty serving as supervisors to interns
- S. Czerny
  - Jaclyn Matthews, 100 hour internship
  - Kerri Sullivan, 100 hour internship
- K. Wanamaker
  - Kierstin Rhinier, 150 hour internship
  - Jessica Reppert, 450-hour internship
- S. Czerny
  - Alex Greene, 100 hour internship
- M. Weber
  - Katie Bailey, 100 hour internship
  - Alex Greene, 100 hour internship

Library faculty serving as supervisors to student groups
- K. Wanamaker as co-advisor to Alpha Beta Alpha Library Science Fraternity.
- B. Flatley as co-advisor to Outdoors Club.
- B. Flatley and B. Jensen as co-advisors to the VEG Group.
- B. Darden as advisor to Lady Blossoms
Library Green Team

The Library Green team was created with a mission to continuously add value to the university by minimizing our use of resources while maintaining the Library’s high level of service.

Our non-library members include:
- Tom Green from facilities
- Lou Rivera and Devin Hosie from information technology.

Activities for the year include:
- Organizational meeting to set goals and brainstorm ideas.
- Tour of the campus heat plant, environmental control center, and Dixon Hall
- Met with representatives of Noresco, our campus energy saving company partner, to improve recycling in the Library
- Installed energy saving occupancy sensors to control lights in strategic locations throughout the building
- Placed work orders and worked with facilities to upgrade weather-stripping and door seals

Plans for the future:
- Add more occupancy sensors
- Implement a daylight lighting scheme to minimize use of electric light when appropriate
- Improve recycling procedures
- Automatic shutdown of lab computers when appropriate
- Develop a “Green Department” certification
- Test GoPrint printing reduction program
- Switch default computer font to one that uses less toner
- Lower printer toner density to reduce toner usage
APPENDIX I - LIBRARY PERSONNEL

The Rohrbach Library Administration
- Barbara Simpson Darden, Dean of Library Services; B.S., Ohio State University; M.L.S., Kent State University; Certificate: Higher Education Leadership and Management, Harvard University; Ph.D., Rutgers University.

Library Faculty
- Susan G. Czerny, Assistant Professor; Distance Education Librarian/University Archivist; B.S., Kutztown University; M.S., Drexel University; M.S.Ed., Lehigh University (Tenured).
- Robert K. Flatley, Associate Professor; Coordinator of Electronic Resources, Interlibrary Loan and Periodicals Department; A.A., Harrisburg Area Community College; B.A., Dickinson College; M.S.L.S., Clarion University of Pennsylvania; M.L.A., Lock Haven University of Pennsylvania (Tenured).
- Bruce D. Gottschall, Assistant Professor; Information Systems Librarian; B.A., Gettysburg College; M.A., The University of Arizona (Tenured) (Department Chair).
- R. Bruce Jensen, Assistant Professor; Information Commons, Web, and Multicultural Support Librarian; B.A., University of Washington; M.A., Northern Arizona University; M.L.I.S., University of California, Los Angeles (Tenure Track).
- Ruth M. Perkins, Assistant Professor; Coordinator of Reference and Instruction Services; B.A., Immaculata College; M.S.L.S., The Catholic University of America; M.B.A., Alvernia College (Tenured).
- Sylvia L. Pham, Assistant Professor; Reference/Faculty Research Librarian; B.A., Caldwell College; M.L.S., Rutgers University; M.A., Lock Haven University of Pennsylvania (Tenured).
- Krista E. Prock, Assistant Professor; Instruction/Reference Librarian; B.S., Pennsylvania State University; M.L.I.S., University of Pittsburgh; M.Ed., Lock Haven University of Pennsylvania (Tenured).
- Stephanie A. Steely, Assistant Professor; Coordinator of Technical Services and Collection Development; B.A., Kutztown University; M.A., Duquesne University; M.S., Drexel University (Tenured).
- Karen J. Wanamaker, Assistant Professor; Outreach Librarian; B.S., Indiana University of Pennsylvania; M.S.L.S., Clarion University of Pennsylvania; M.Ed., Lock Haven University of Pennsylvania (Tenured).
- Michael A. Weber, Associate Professor; Technical Services Librarian; B.A., Gettysburg College; M.S., University of Georgia; M.Ln. (Master of Librarianship), Emory University (Tenured).

Library Staff
- Dawn Boody, Information Commons Technician.
- Joanne K. Bucks, Library Technician, Interlibrary Loan & Periodicals Department.
- Eileen L. Dailey, Library Technician, Access Services; B.A., Kutztown University.
- Miguel A. Nieves, Library Technician, Access Services; B.A., University of Puerto Rico.
- Daniel Stafford, Library Technician, ER & Periodicals Department; B.S., Indiana University of Pennsylvania; M.S., Kutztown University of Pennsylvania.
- Donna J. Trabosh, Administrative Assistant to the Dean of Library Services.
Curriculum Materials Center Graduate Assistant
- Mark Magro Fall 2011—Spring 2012

Graduate Student Worker
- Ed Feiner Fall 2011—Spring 2012

Student Interns
- Katie Bailey—100 hour internship, from Department of Library Science
- Kierstin Rhinier—150-hour internship, from Department of English (Professional Writing)
- Jessica Reppert—450-hour internship, from Department of English (Professional Writing)
- Alex Greene—Two 100-hour internships, from Department of Library Science
- Jaclyn Matthews—100 hour internship, from Department of Library Science
- Kerri Sullivan—100 hour internship, from Department of Library Science

Student Assistants

Interlibrary Loan Department:
- Fall 2011—6
- Spring 2012—6

Reference:
- Fall 2011—1
- Spring 2012—1

Technical Services:
- Fall 2011—1
- Spring 2012—1

Voices and Choices
- Fall 2011—0
- Spring 2012—0

Information Commons:
  IC Desk:
  - Fall 2011—20
  - Spring 2012—23
  CMC
  - Fall 2011—1
  - Spring 2012—1
  Digitization
  - Fall 2011—0
  - Spring 2012—1
  Tech Fall
  - Fall 2011—12
  - Spring 2012—11

Dean’s Office:
- Fall 2011—2
- Spring 2012—2
### Growth by Collection Totals

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### Dewey Decimal Withdrawals

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### Library of Congress Withdrawals

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A few more of the 2012 READ Posters

With special thanks to all who participated
Rohrbach Library
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Kutztown, PA 19530
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Blog: http://rohrbachlibrary.wordpress.com
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Twitter: @rohrbachlibrary and @elusiveseacow