

Central University Libraries  
Strategic Plan  
2000-2005

PROGRESS UPDATE  
2004-2005

Southern  
Methodist  
University





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Southern Methodist University  
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**PROGRESS UPDATE 2004-2005**

**A. SUPPORT SMU'S ACADEMIC, RESEARCH AND COMMUNITY PROGRAMS**

**1) Develop, manage, organize and preserve collections to support the University's instructional and research programs**

**a) Optimize purchasing power for collections**

- (1) Identify additional opportunities for consortial agreements  
*Work continued on refining the American Chemical Society consortial package. GIRM Librarian began conversations with GPO /FDLP staff to create Memorandum of Understanding in regards to the "Historic Government Publications from World War II" digital library.*
- (2) Partner with campus schools and departments to secure additional resources  
*Re-established program with the Political Science Department to purchase Japanese materials. Partnered with departments in the Meadows School of the Arts and the FOL to purchase ARTstor. The Dean of Dedman College continued to fund purchases in English and Political Science. Continued the partnership with the BIC and made plans for significant continued joint purchasing. IIS added books from business gifts. ISEM obtained funding from Anthropology to add volumes in primateology as well as the collections of various emeritus professors.*
- (3) Continue to review periodicals listings  
*Completed review of Biology Department listings. Initiated a review of Geology Department listings. Planned reviews for additional departments in the coming fiscal year.*
- (4) Continue to move along the print/electronic continuum where possible; cancel/discard print and purchase new electronic subscriptions where appropriate e.g. ArtSTOR  
*Converted print-plus-electronic subscriptions with three major journal publishers (Elsevier, Kluwer, and Wiley) to electronic-only. Initiated subscription to ARTstor.*
- (5) Reduce binding for JSTOR e-journals and others, in conjunction with consortial libraries  
*Selectively reduced binding of JSTOR journals. Reduced future binding costs substantially with the move of Elsevier, Kluwer and Wiley journals to electronic-only subscriptions.*
- (6) Participate in curricular review of new programs to ensure that each one assesses library impact  
*Participated in new program reviews for engineering, education, business and a Ph.D. in English to assure that library needs were accounted for.*
- (7) Develop improved periodicals pricing reports for Collection Development  
*Greatly improved our ability to produce useful reports. CIP created MS Access database to track electronic resources expenditures. Continued to use the Internet and the SMU procurement card for faster turnaround on orders.*

**b) Improve collection management efforts to increase user satisfaction**

- (1) Identify and replace missing materials where appropriate and in a timely manner  
*FLC Reference Resources Team developed a new policy and guidelines for searching for and replacing missing reference materials. GIRM secured a President's Partners grant for the purchase and cataloging of missing historic U.S. census volumes. FLC Circulation ran monthly reports of missing, in-transit and lost items that were sent to CIP for withdrawal or replacement after stack check. Collection Development staff expedited replacement of certain high-use materials, established an improved process for treating damaged materials in Periodicals and replaced missing issues (or pocket pieces) of USGS Bulletins and Professional Papers.*
- (2) Encourage better collection of in-house use data  
*Established new procedures to scan all new books coming up from CIP in order to attach a "browse count" and date for better tracking. Manual check out slips of FLC periodicals were counted and FLC storage paging slips collected to analyze usage. FLC study room bookings now entered into semester report statistics. FLC Reference Staff Support Team began collecting ATC usage statistics. Periodicals staff improved the electronic display of periodicals use data.*

- (3) Revise collection development policies and library mission statements as needed  
*FLC Reference Resources Team finalized their Subject Selector project and conducted a pilot program. DG drafted a collection development policy to be refined next year.*
- (4) Process high priority unaccessioned collections identified through the Housekeeping/Collections initiative: create new project management structure in CIP for collection processing  
*At the HAL, the Lloyd Pfautsch Memorial Recording Project was completed, staff inventoried the KRLD 16mm news footage and added almost 300 gift CDs. SEL processed the McNaughton and Mobil Oil gifts and others. DG made significant progress on the Stanley Marcus books (2580) and papers and the Lon Tinkle papers; the Ima Herron Collection was completed; finding aids for the JCPenney Archives were almost completed and several smaller manuscript collections processed. FBL processed the bulk of the Wendorf Collection (1230) and added Western Americana items to special collections. CIP created a new project management structure for collection processing. Over 6000 CUL items were discarded while other duplicate gifts were sold.*
- (5) Prioritize 'non-book' collections for processing or discard  
*Made considerable progress at DG, although acquisition of Lon Tinkle collection took time away from processing other non-book collections. SMU-in-Taos program provided funding to process the Wendorf Collection on a fast track.*
- (6) Begin using vendor-assisted cataloging for basic cataloging needs  
*CULISS & ITS provided support for bulk record vendor processing in CIP, which completed the specifications for OCLC/PromptCat. Implementation will occur after the Unicode upgrade. CIP also added ProQuest, Serials Solutions, and NetLibrary records to PONI for electronic items.*
- (7) Continue transfer of selected current DeGolyer materials to Fondren and de-emphasize current secondary literature acquisition  
*Continuing; almost 2,500 titles moved from DG to FLC, including periodicals.*
- (8) Continue DeGolyer fixed location project  
*Almost completed. CIP removed 80% of the fixed locations from DG records.*
- (9) Complete transfer of Bridwell titles and the resulting FLE stack shift  
*Completed transfer of 5XX, 6XX and oversize materials. FLC stack shifting is current with all Bridwell transfers thus far. Added approximately one-third of the titles offered by Bridwell in the Sciences. Some materials being transferred to HAL await processing.*
- (10) Continue to provide access to hidden unique collections  
*Index for 1998 – 2001 Daily Campus newspaper was manually generated and published. New acquisitions in DG were posted on the DG web page to create better awareness. DG trade catalogs have received numerous queries over the internet and railroad materials are more visible and accessible. DG staff spoke at scholarly conferences in the areas of maps, photographs and archives, which generated queries, and hosted classes for faculty and students. Archival processing and creation of finding aids for special collections is ongoing. The DeGolyer photograph collection is now accessible through PONI and more collection level records were added for DG cookbooks. Staff expedited manuscripts processing with increased training and use of templates. Efforts are ongoing to convert DG and Hamon finding aids to EAD. Staff updated DG PONI map locations and developing specifications for copying map records in FileMaker Pro into PONI. Implemented community-based archival standards supported by the Society of the American Archivists. Wendorf Collection and the video collection were processed on a fast track for the FB summer students.*
- (11) Examine policies and procedures for restricted access locations, particularly in the Fondren and Science cages; develop improved user access to these collections  
*664 cataloged ARCO maps were integrated into the Foscue Single Map collection. Patron-requested materials from the Science cage were taken to the DG Reading Room and made accessible to readers. Transferred several highly valuable titles from the Science and Fondren cages to DeGolyer. Completed the transfer of Fondren cage materials to HAL limited access. The CUL Web Librarian offered examples of web form solutions used by other schools to page restricted access materials. Staff are still investigating ways to provide online requests.*
- (12) Complete the reshelving project in the G. William Jones film vault  
*Done. However two devastating floods of the vault resulted in this work being in vain. Some material was destroyed. Full recovery and a potential vault relocation will be a new goal.*

**c) Merge collections where appropriate**

- (1) Analyze current use of collection space throughout the FLC  
*Every area in the FLC was analyzed as part of the preparation for discussions with SBR4 for architectural plans for the FLCC Renovation. In particular, plans were developed to merge map collections with DG special collections and to*

*potentially house all bound periodicals in the west stack core.*

- (2) Conduct vigorous weeding of unaccessioned, little-used, and duplicate material  
*New weeding guidelines were developed by FLC RR Team in conjunction with FLC RS Selector project. FLC Reference subject selectors have begun reviewing their collection sections and transferring materials out of reference as appropriate. The atlas collection was thoroughly weeded. Withdrew duplicate state geological serial publications and consolidated USGS bulletins into one complete set. Withdrew duplicates for transfer to Fort Burgwin, sale, or recycling. At HAL, the Pfantsch Octavo Collection is in the process of being culled for duplicates. CIP withdrew well over 6000 titles.*
- (3) Merge specific collections as needed, paying particular attention to the SEL McNaughton/DeGolyer/Dewey collections  
*FLC Reference Resources Team developed a new policy for keeping CDs that accompany FLC reference books with the volume. Most FLC reference materials in the FLC reference case were moved back into the general reference collection. Consolidated the geological serial holdings that were split between various Science locations to facilitate retrieval, and withdrew duplicates. Several rare science books were transferred to DG and numerous USGS publications were transferred to the FBL. Integrated the Lao She Collection with other DG collections.*

**d) Define and plan a library of digital resources integrated with traditional formats**

- (1) Recommend strategies and technical standards for an integrated and cohesive digital library  
*Done: Digitization proposal, planning form and guidelines completed.*
- (2) Demonstrate successful digital projects  
*Digital Libraries website developed to consolidate access to SMU Libraries digital collections and exhibits. Collaborated on Dallas Museum of Art/Dozier Sketchbooks Exhibit. GIRM Librarian collaborated with the University of Richmond on the presentation "Digitizing the 'Good War': Government Publications and Perspectives on the Second World War 1939-1945", at the Fall FDLC Conference and Depository Library Council Meeting in Washington D.C. Master digital files were created in the Davis Photograph Collection. Completed an inventory of all attributed content in the U.S. War Dept. Special Services Division News maps that may still be protected by copyright. GIRM staff added publications to the "Historic Government Publications from World War II" digital library pilot project and secured a third donation of World War II-era photographs. Established digital photo service in DG to provide better quality photos for users. Materials can now be scanned on demand. Systematic projects are in place to digitize the Steinbeimer Railroad photographs, the SMU 500 'best' and the Texas Bank Note collection.*
- (3) Continue to explore funding opportunities for operating budget and ongoing salary support  
*GIRM received funding through a President's Partners grant to purchase two printers to support digitization projects and departmental needs. A grant for a digital photography lab was not successful.*
- (4) Provide information on new digitization guidelines and encourage their adoption  
*DCM provided information & sampler CD-ROM with guidelines at 2004 Teaching Effectiveness Symposium and made presentations at Faculty Senate, TTG, UCIT, Faculty Senate Information Technology Committee, and History department meetings. Digitization Committee focused on ensuring that new digital collections are created and processed using the new guidelines and planning process.*
- (5) Assess e-journal management tool for its effectiveness in providing access  
*ER Team members monitored Serials Solutions MARC records for accuracy and usefulness of the AMS portal for full text electronic journal access. ER team completed a post-implementation evaluation of Serials Solution and continues to monitor its effectiveness as services are enhanced. The ER Team is also working to assess commercially available Electronic Resources Management systems.*
- (6) Expand digital theses and dissertations submissions/archiving, working with new University archivist  
*Loaded ProQuest dissertation records to provide online access for SMU users. Director of Public Services and CUL ILL Librarian met with CUL Archivist to discuss retention of digital and print theses and dissertations within the Archives Collection. CIP staff met regularly with Archivist to streamline processes.*

**e) Create a vigorous preservation and conservation program**

- (1) Address preservation needs in all formats across libraries, including digital formats  
*Digital Content Manager provided consultation, procedures, and technical standards for creation and storage of digital images. DCM is in the process of developing a vision statement and beginning the software evaluation for long-term preservation of digital assets across all SMU collections. Public Services staff met with Archivist to discuss options for online indexing and preservation of the Daily Campus. The DG pamphlets are now filed in folders instead of being shelved with books.*

- (2) Develop a decision tree for preservation/reformat/withdrawal decisions across all subject areas  
*FLE Reference Resources Team developed guidelines for handling damaged FLC Reference materials. Staff developed a decision tree for use in the Circulation department front lines.*
- (3) Refresh the membership of the CUL Conservation/Preservation Taskforce in light of staff retirements/transfers  
*Done. Reconstituted the CUL Conservation/Preservation Taskforce with several new members.*
- (4) Promote education and training for CUL staff in conservation/preservation techniques  
*DG staff member attended a preservation workshop in Ft. Worth.*
- (5) Expand cooperation among campus libraries on preservation/conservation practices.  
*Work ongoing with Bridwell Library to evaluate digital asset management systems (DAMS) for future projects.*
- (6) Work with library consortia, such as AMIGOS, to optimize preservation efforts  
*See above A1 (e) 4.*

**f) Develop a separate University Archives Department**

- (1) Create an organized, efficient and responsive University Archives facility within the DeGolyer Library  
*Done. With funding from the Summerfield Roberts and Summerlee Foundations, a University Archivist was hired and started in August, '04. Several collections were processed using student help, including BOT reports, 1955-'88, the Ellis Shuler collection, the Women's Symposium files and the records of the Faculty Club.*
- (2) Retrofit current space for staff, processing and storage  
*Much work has been done to organize the materials already in the Archives space. However, the Archives did not actively solicit material this year because of the lack of space. New shelving will be installed in October, '05.*
- (3) Secure continued funding for the Archivist from the SMU Administration, to begin 2006  
*We have been promised this will occur.*
- (4) Work with SMU legal office and other campus units to obtain appropriate and relevant SMU archival documents on a regular basis  
*Although there has been no progress in transferring files under the jurisdiction of Legal Affairs, much progress has been made in other areas. New materials received include the diaries of Claude Albritton, English dept. faculty photographs and files, the Eleanor Tufts papers (transferred from HAL), Public Affairs publications and files, and slides from the Alumni office.*
- (5) Begin the process of relationship building across campus to generate goodwill and build alliances  
*See above. 90 researchers have used the Archives during this period, needing information on Dallas Hall construction, the history of 'Varsity' and details on Salvador Dali's visit to campus. Most of the requests come via email.*
- (6) Work with SMU's PR staff to educate SMU alumni and staff and solicit appropriate materials  
*No progress. Due to various scheduling conflicts, staff from the various areas could not meet until late July '05.*
- (7) Start planning to prepare for SMU's centennial in 2011  
*A draft has been created for a Timeline of SMU for both internal and external uses. A project to digitize the '500 Best SMU Images' has also been initiated.*
- (8) Develop guidelines for processing archival materials  
*Much progress made. Many of the collections have been refoldered with new finding aids*
- (9) Work with campus units as appropriate to develop SMU Record Retention guidelines  
*So far, most of the work done has been in the area of historic records. Assistance was provided in response to an information request for the Records Retention proposal made by the Dean in 2003.*

**2) Facilitate access to a wide variety of resources and services for use by SMU's faculty, students, staff and affiliated users**

**a) Promote CUL resources to the SMU community**

- (1) Provide more publicity about existing materials and services  
*Working group established to develop a direct web linking service to be integrated with pre-existing reserves, e-reserves service and CMS web sites. Links to the digital reference service and the PONI catalog have been added to the template of WebCT and Blackboard. Distance Learning library services were promoted with Guildhall faculty at SMU-in-Legacy. The FLC Library Specialist for Reserves published a bookmark for electronic reserves. The FLC Digital Reference group increased marketing efforts for the Ask A Librarian service with pencils, posters and bookmarks. Collection Development/Reference*

*staff developed plans for a fall debut of a twice-annual newsletter highlighting electronic resources for the SMU community. Science librarians worked closely with faculty to notify them of new acquisitions and the DG posted its new acquisitions online. DG also worked on a guide to literary resources for the English Dept. FB Librarian hosted tours exhibits for the SMU-in-Taos and LEB visits, as well as an open house for the opening of the Wendorf Information Commons.*

- (2) Expand current user education workshops to reach the widest possible audience  
*No progress: FLC User Ed Librarian vacancy resulted in fewer departmental efforts.*
- (3) Find ways to promote library materials within current course management systems or with new products  
*See A. 2a) 1. SEL Director continued to perform online Citation Analysis for Cox and Dedman faculty.*
- (4) Provide information on new digitization guidelines and procedures for digital initiatives  
*Digital Libraries website now provides easy access to SMU Libraries digital collections, exhibits, guidelines, and planning forms.*
- (5) Solicit materials for the University Archives  
*See A1 f(4). SMU Archives acquired materials from faculty members from the English and Theater departments. The Eleanor Tufts papers were moved from the HAL to DG to allow for improved researcher access.*

**b) Develop the CUL web site as the gateway to all information needs**

- (1) Increase access to resources and services via the CUL web pages  
*FLC Circulation continued to offer library account assistance through the Ask A Circulation website. A PONI icon was added to the "Direct Request" link in OCLC FirstSearch to catch users' attention to the ILL feature and to link directly to the ILLiad logon screen. Book requests that meet the criteria are sent directly to lending libraries without intermediation. The "Quick Start" feature planned for the new CUL homepage has a link to ILL. Users' access to ILL service was increased by addition of ILLiad service at IIS and Bridwell Library.*
- (2) Assess e-journal management web-based tool for title access to bundled electronic resources  
*Serials Solutions AMS service has integrated well with CUL's existing SMU Online Resources web menus to provide title access to individual publications on their own or within publisher packages and in aggregator databases. ER team evaluated Serials Solution at the end of implementation and continues to monitor its effectiveness as services are enhanced.*
- (3) Assess current web pages to ensure they meet users' needs, in particular those of the satellite libraries and community services  
*The ILL website is now updated at least once a semester. A QuickStart guide for offsite Engineering students was made available on the Distance Learning Library Services website. Service overviews were added to both the Distance Learning Library Services and SMU-in-Legacy Library Services websites. IIS web pages were updated to reflect online access capability.*
- (4) Increase access to print and e-resources through web-based subject or collection user guides  
*GIRM reintegrated approximately 50 core electronic resources into the "Indexes and Databases" section of the SMU Online Resources database. Both ISEM and FBL added new links and bibliographies to their sites.*
- (5) Update and revise CUL staff website, to include information on the FLCC renovation planning process  
*Done: staff resources pages were finished and are in use; the launch of the FLC renovation site will be timed to completion of the initial design phase.*

**c) Increase and improve delivery of services to CUL users**

- (1) Develop tools to assess user needs  
*Public Services staff and ACS Computer Lab staff hosted a FLC Information Commons Town Hall Meeting in January to gather input regarding service. Public Services continued to survey library user satisfaction once a semester.*
- (2) Evaluate new developments for authentication tools, including VPN  
*Partnered with library system vendor and ITS to develop an interface for the library online catalog, so that it can communicate with SMU's directory services network, enabling patrons with SMU IDs to use their existing campus ID and password to access their library accounts. The current authentication tool, EZProxy was updated so that library users behind secure firewalls are now able to access SMU Online Resources.*
- (3) Assess library policies, particularly in light of heightened national security issues, and modify as necessary to be responsive to the needs of users and the institution  
*FLC Reference User Team and Circulation Department implemented a new Lost and Found procedure. The RUST Team dealt with a variety of problems generated during the ImageNet copier switchover. A revised FLC Food and Drink Policy now permits drinks in screw top containers and snacks within the student lounge. FLC Circulation Department revised student worker employment agreement forms to include restrictions to the use of Voyager Circulation system security and*

requirements for maintaining confidentiality of circulation information. The FLC Security Committee continued to develop new policies and procedures and maintain equipment to make FLC buildings more secure. CULISS removed SSNs from all active library records and databases in response to campus security concerns.

- (4) Improve the quality of the bibliographic database, to include assessing vendor provided authority records  
*CULISS and ITS provided vendor bulk record processing support for CIP. Changes in the display of online-only government information resource were made. Authority record processing was evaluated for cost efficiency and effectiveness. CIP removed all dealer information from DG photographic records and 80% of the DG fixed locations.*
- (5) Evaluate additional e-mail notices for enhanced user service as Voyager functionality becomes available  
*Done: FLC and Hamon Library implemented e-mail notices to students for overdues, item available (hold/recall), and cancellation (hold/recall) notices.*
- (6) Support use of metadata and developing national standards to provide access to special collections and non-traditional library materials  
*Continued the use of EAD for finding aids. Explored standards for technical, administrative and descriptive metadata to accompany digital files. DCM serves on statewide digitization initiative standards committee.*
- (7) Provide video streaming of content from video files, compact flash audio recording services and web-located audio files  
*CMIT, ITS Telecommunications, and CULISS provided the necessary equipment and infrastructure for video delivery over campus network. Testing is underway with ITS. CMIT completed the work necessary for providing compact flash audio recording service to audio files which may be posted to websites. Business School certificate classes have begun using the services and posting files to their website.*

### **3) Assist users in their research; work to help them increase their ability to use information resources**

*All new technology purchased from last year's Presidents Partners and Friends of the Libraries grants has been installed in the FLC Assistive Technology Center. Kurzweil 3000 is now available on all three computers there along with faster scanners and one extra large monitor. USB extension cables were also installed to allow for improved file-saving*

#### **a) Enhance reference services**

- (1) Assess CUL electronic reference services and modify where necessary  
*Promoted "Ask a Librarian" service with bookmarks, pencils and posters. Increased hours of chat reference service.*
- (2) Enhance the subject specialization services of reference staff  
*Completed the pilot FLC RSS collection development project in May 2005. ISEM librarian continues to teach in the Anthropology Dept. and make presentations at departmental meetings. FB Librarian works closely with SMU-in-Taos faculty both here and in Taos, conducting a variety of one-on-one sessions. DG worked with visiting fellows to identify materials related to their research and introduced the collections to both graduate and undergraduate classes.*
- (3) Evaluate the newly created Information Commons areas in both the Hamon and the FLCC; adjust services/hours as needed  
*Public Services and ACS computer lab staff hosted an Information Commons Town Hall Meeting in January to gather input about service. FLC Reference User Services Team relabeled IC workstations, added icons to desktop for CD-Rom and flash drive access, added extension cables for easy access to plug-in flash drives and headphones into PCs, established load for public computers for Summer/Fall 2005 and loaded SAS on 4 IC computers. FLC Reference Staff Support Team collected information about ACS service hours. A question was added into the Public Services semester user satisfaction survey about service within the FLC Information Commons.*
- (4) Assess reference service models in all CU libraries  
*FLC Reference Teams surveyed and evaluated staff input on team evaluation process; created an ad hoc reference group to develop a policy for resolving team conflict; created a program of cross training librarians outside of public services to work the reference desk. Director of Public Services met with staff at Hamon and DeGolyer to share handouts, training materials and promotional information for reference and other public services. A public services sub-group was created within the EC to better coordinate public services staff and policies across all CU libraries.*
- (5) Promote use of GIS and other global planning software to support academic program needs  
*Map Library staff worked with ACS staff to promote and secure a full credit GIS class, including a practicum.*

#### **b) Assess current User Education programs and work to increase participation**

- (1) Promote to all faculty  
*CUL User Education staff continued presentations to faculty at Teaching Effectiveness Symposium and other CTE events.*



*Additional promotional efforts targeted faculty in departments such as Rhetoric. FB Librarian worked closely with SMU-in-Taos faculty both here and in Taos, conducting a variety of one-on-one sessions.*

- (2) Customize programs for targeted student populations  
*User Education Librarian continued to meet with Director of the Honors Program, students and faculty to discuss adding a vigorous research component in non-honors coursework that would include librarian consultation.*
- (3) Develop ways to involve staff from all library departments where appropriate.  
*Created a program of cross training librarians outside of public services to work the reference desk, although no-one has yet signed up.*
- (4) Expand information literacy program efforts and include evaluation tools  
*No expansion of literacy program due to FLC UE librarian vacancy.*
- (5) Involve CUL in SMU's Strategic Enrollment Management, First Year Experience and curriculum planning efforts  
*Director of Public Services served on the steering committee for the First Year Experience Committee.*

**c) Develop campus partnerships to increase information literacy efforts**

- (1) Seek partnerships with academic departments and offices for expansion of library's role in information literacy instruction e.g. orientation events  
*User Education librarian worked with Rhetoric Faculty on course-specific instruction.*
- (2) Target particular groups of students, such as President's and Hunt Scholars for customized User Education programs  
*User Education provided instruction sessions for President's and Hunt Scholars. Continued to meet with Director of the Honors Program, students and faculty to discuss adding a vigorous research component in non-honors coursework that would include librarian consultation.*
- (3) Develop involvement in curriculum planning for both graduate and undergraduate courses where appropriate  
*No progress.*
- (4) Build a strategic alliance with contiguous units such as CTE and Academic Computing to work toward common goals in teaching and learning.  
*Staff are working on revising library reserve readings procedures (e.g. need for course packs) to market library subscriptions and other electronic access. Strategic Alliance group met several times to discuss space and renovation issues. User Education staff worked with ACS to adapt Quizdom interactive software and hardware in classroom 323.*

**4) Develop outreach and community programs**

**a) Increase campus awareness of library exhibits and events**

- (1) Work on exhibits with other campus groups to highlight academic areas  
*Exhibit Committee mounted several exhibits in FLC space: 'Marsh Terry: A Man For All Seasons', exhibits honoring Dr. Jeskey and Dr. Albritton, as well as the Chavez Hummingbird site in New Mexico. GIRM department mounted the exhibit 'FDR Remembered.' The annual Faculty Recognition Exhibit again drew more contributions than the previous year. A book was added to the DG Library in honor of Provost Ross Murfin who made his last speech at that event. Major exhibits in the DG included 'Pablo Neruda: A Centennial Celebration': 'Mapping a New World': 'Images of New Spain'; 'Introducing the JCPenney Archives'; 'The Art of the Book: A Centennial Tribute to Stanley Marcus, Bibliophile'; 'The Road of a Thousand Wonders: The Southern Pacific Railroad.' The DG partnered with the Meadows Museum for two of these exhibits and with the Clements Center for others.*
- (2) Publicize CUL activities in campus press, targeted local publications, and on SMU's web pages  
*The DG Library was a featured story in the SMU Magazine, together with an alumni story on the Director and his son.*
- (3) Expand opportunities to send CUL publications to SMU constituents  
*An insert focused entirely on the FOL was added to the spring Annotations issue.*
- (4) Celebrate the acquisition of major collections with appropriate campus/local participation  
*DG celebrated the acquisition of the JCPenney Collection and curated a centennial exhibit of the Stanley Marcus Library.*

**b) Analyze IIS and its mission in serving the business community**

- (1) Continue to work on developing high-class public relations materials  
*Web pages are continuously updated.*
- (2) Develop expanded marketing plan, to include advertising in other campus publications  
*Continued to expand outreach efforts to acquire new members. Contacted more than 150 business researchers and 57 former members. Enlisted faculty help in obtaining referrals.*
- (3) Aggressively expand customer base  
*10 new members were added and 49 memberships were renewed.*
- (4) Look at ways to streamline document delivery services and business practices, including use of ILLiad as appropriate  
*Done. IIS staff moved operations onto ILLiad in May 2005. The IIS website was updated and a link to ILLiad was added. For the second year in a row, IIS operated with a budget surplus by increasing income and holding the line on expenses. Worked closely with ILL staff to share staff and equipment as needed.*

**c) Develop outreach efforts with campus, community and professional groups**

- (1) Promote library internships with neighboring library schools  
*Practicum students from TWU and UNT were involved in HAL Dozier sketchbook digitization project.*
- (2) Develop partnerships and volunteer opportunities, as needed, with area schools, colleges, libraries, museums and other cultural organizations (e.g. Dallas Historical Society)  
*HAL worked with Dallas Museum of Art on the Dozier sketchbook digitization project, as well as with Temerlin Advertising Institute re marketing/ advertising strategies for the Tyler DVD collection. DG worked closely with the North Texas Chapter, Railroad & Locomotive Historical Society as well as with Age of Steam and Old Red Museum. ISEM librarian spoke to the Texas Chapter of the DAR on American Indians and relevant SMU collections.*
- (3) Work with Alumni Office to feature CUL's programs/collections more often  
*The Dean attended an alumni event in Austin and gave a presentation on the FLCC renovation plans. DG Director gave a presentation to Alumni Council on DeGolyer library treasures.*
- (4) Continue working with CUL Student Advisory Council for feedback on services, collections and facilities  
*The group strongly advocated creating a student lounge, and providing plastic book bags for rainy day use. CUL Dean met with the incoming President of the Student Body to solicit new members for '06. A fond farewell was bid longtime student member Tom Ellis, who was presented with a FOL bag and given a one year membership.*
- (5) Use the SMU Friends of the Libraries for joint sponsorship opportunities e.g. the CMIT Film Festival  
*CMIT developed two film festivals – one on tolerance films and the other on the history of Rock 'n Roll (in conjunction with the 50<sup>th</sup> anniversary of the release of "Rock Around the Clock.") DG curated several exhibits with FOL sponsorship.*
- (6) Explore ways to integrate use of the DeGolyer collections into the SMU curriculum  
*Digitized materials from Texas Bank Notes collection were used in recent art history class on history of printing.*
- (7) Continue development of the Dallas Art Library Consortium  
*No progress.*
- (8) Participate in the SMU planning process to attract the George W. Bush Presidential Library  
*CUL Dean participated in two committees created to develop SMU's proposal.*
- (9) Investigate the potential for working with SMU and community groups to produce archival video programs and to complete the Pfautsch Memorial Recording Project  
*Completed the Lloyd Pfautsch Memorial Recording Project. CMIT is still in discussion with various groups to tape some of the Golden Mustangs and other former students.*

**B. IMPROVE CUL SYSTEMS, SERVICES AND FACILITIES TO MEET USER NEEDS**

**1) Develop quality human resources and organizational structure to support user needs**

**a) Recruit, develop, and retain an excellent and diverse staff. Support and encourage professional development and training opportunities**

- (1) Increase salaries and improve benefits to become more competitive  
*Very little progress. Some LS staff received minor salary increases as part of the FLSA reclassification process. No*

*librarians came up for promotion this year.*

- (2) Analyze all support staff job descriptions in light of revised FLSA guidelines  
*Completed: 33 exempt staff positions (LS IV, LS V, and IT positions) were evaluated based on Department of Labor guidelines; 21 of those positions were changed to non-exempt, 12 remained exempt.*
- (3) Continue to analyze all open positions in light of reduced SMU funds  
*ILL analyzed the open LSIII position in lending services and decided that, in light of current staff skill-sets and the improved automation of many ILL functions, the majority of its duties could be performed by part-time student assistants. That position was then released to UE which had been forced to a freeze a position for budgetary cuts. CIP redefined an open cataloging position to include professional acquisitions duties, and also reclassified a senior cataloger position to a junior level in order to hire from a superior cataloger candidate pool.*
- (4) Evaluate staff mentoring program and expand where necessary  
*Done. Evaluation results, on a 1 - 5 Likert scale (5 as highest), averaged 4.21. Results indicated a favorable view of the program which should continue with some minimal changes (many of which have been incorporated throughout program). Overall, participants enjoyed the experience, appreciated the opportunity for professional growth, and learning more about other areas within CUL.*
- (5) Provide training for cross-functional work to provide efficient and effective delivery of services and processing of library materials, including online tutorials  
*FLC Circulation hosted basic cross training sessions in circulation and opening procedures for 12 public services staff from other departments. FLC Reference Staff Support Team created a program of cross training librarians outside of public services to work the reference desk. So far, there have been no volunteers. DG continued to work closely with CIP staff in training and processing archival materials. IIS and ILL collaborated to share staff and equipment. CIP provided expanded cross training within the division and Voyager training in cataloging and acquisitions modules for Collections staff and new CUL staff. A CIP staff member was reassigned part-time to provide support for the FOL administrative functions.*
- (6) Continue to improve student worker training programs  
*FLC Reference Staff Support Team revised documentation for student training, provided training workshops and self-training exercises and surveyed student workers about the need for additional training. CIP's end processing student training program established target production levels and expedited processes. A comparison of student processing costs to vendor supplied processing showed that student cost is \$.25-\$.31 per item compared to \$2.00 from a major vendor.*
- (7) Provide opportunities for timely and targeted dissemination of information from professional conferences and workshops  
*LEAD coordinated Brown Bag lunches on Voyager user group sessions and ALA reporting. CIP staff provided reports to their various teams.*
- (8) Provide, publicize and support staff technical and management training  
*CULISS and User Education provided technical training to staff on screen capture & documentation creation software as well as one-on-one staff training on computer use, applications, peripheral equipment and special use printers. CIP hosted "LC Classification Workshop: The Basics" to encourage attendance and obtain complementary registrations. Staff attended ALA, NASIG, AMIGOS and ACRL, MLA and TMLA conferences, in addition to the ACRL 2004 Leadership Institute, SCVUGM, MOUG, the Rare Books School, CNI and EduCAUSE. Staff also took advantage of the many Human Resources and IT workshops on campus. All CUL managers took Coaching for Success.*
- (9) Continue to push down more routine processing work to students, as appropriate, and utilize vendors or Library Specialists to handle more of these tasks  
*IIS again used College Work Study students to perform support duties in stead of filling a staff position. In CIP, EDI processing was delegated to LS staff and a student handles the majority of periodical check-in tasks. ILL saved a staff line by pushing down clerical duties to students.*
- (10) Streamline librarian hiring procedures to reduce timelines and make CUL more competitive  
*Ongoing: filled three cataloging positions (one in DeGolyer) from one candidate pool resulting in a \$17,000 savings.*
- (11) Streamline and promote new employee setup and technical orientation procedures  
*CULISS improved new employee computer setup and technical orientation processes. FLC Reference Staff Support Team revised all training documents for new librarians. CIP created a "New Staff" checklist and updated the Orientation checklist regularly.*
- (12) Promote staff retention and manager training through support of continuing education and staff development opportunities, including participation in the Phoenix Leadership Program  
*CUL staff attending library school were polled to determine interest in forming a support group/mentoring program created specifically for their needs. The suggestion met with positive feedback and will meet early in the fall semester. The Phoenix*

*Leadership Program was cancelled due to insufficient enrolment from the other participating libraries. Staff gave presentations at ACRL, EndUser 2005, Town & Gown etc as well as served on a wide variety of professional committees. CIP used Zoomerang software to solicit suggestions for improving the work environment. As a result of the CUL partnership with HR, the courses 'Recruitment and Retention' and 'Coaching for Success' were offered to all CUL supervisors and/or team leaders.*

- (13) Continue to recognize staff for both individual and collaborative efforts  
*CUL Dean created the Eureka Award to recognize fresh and innovative staff ideas. Carol Baker and Bill Dworaczyk were the first awardees, for creating the new Student Lounge out of the basement copy machine room. CUL 4<sup>th</sup> annual Team Award was presented to the Circulation Team. Steven Fratus from CULISS received the SMU Student Employee of the Year award. A SMU-wide farewell event was held to honor Judy Searles as she left CUL after 16 years. CIP recognized its team leaders as well as a 30 year employee.*
- (14) Revamp the CUL staff resources web pages and post CUL policies/procedures  
*New CUL Staff Resources web pages launched in spring 2005. Resources added include a revised travel policy, student hiring procedures, student application and evaluation forms, a list of standing committees in CUL, risk management information etc.*

**b) Organize CUL staff to effectively support library services**

- (1) Assess user needs, workload demands, staff vacancies and building configurations to determine any restructuring of the organization and/or reallocation of staff as part of FLCC renovation planning  
*Public Services Staff participated in discussions and plans to merge Foscoe Map Library collection with DG Special Collections as part of the FLCC renovation. Several staff offices were reorganized/relocated. IIS and ILL developed plans for physical merger in the new building. CIP monitored and changed assignments in response to workload, surveyed staff satisfaction with work environment and made adjustments to weekly work schedules. The two part-time positions of Director of the FOL and Director of CUL Marketing and External Relations were merged when both staff members left.*
- (2) Enhance or strengthen relationships with other SMU Libraries and campus departments  
*CUL staff worked with Bridwell Library to incorporate their electronic journal and database subscriptions in Serials Solutions records and portal implementation. DCM provided consultation and expertise on digitization projects for SMU Libraries and other academic campus departments. Digitization Committee fostered cross-departmental projects. CULISS Director served on SMU Ethics Committee. CUL Deputy Director served on the provost search committee. FLC Reference Staff Support shared student assistant training materials with ITS/ACS staff. DG Library hosted and co-sponsored numerous Clements Center events, exhibited in the Meadows Museum and worked closely with the English dept. and Meadows history of photography and history of printmaking classes.*
- (3) Continue discussions for a strategic alliance with academic computing, CMIT and the Center for Teaching Excellence  
*Strategic Alliance group met throughout the semester to plan for merged services and space in a renovated FLCC facility.*
- (4) Streamline workflow and policies across CU libraries, including cash handling procedures and gift processing  
*All CUL staff with responsibility for handling cash were asked to read and sign the SMU Guidelines and Procedures for Financial Transactions in Business and Finance. DG ordering processes were redesigned and staff support reconfigured. Specifications for Gobi2/PromptCat partnerships were designed for a fall implementation.*
- (5) Take advantage of more vendor products and services  
*Increased use of vendor-assisted bulk record processing in CIP. OCLC Select was replaced with in-house order forms. Changes in the online-only government information resources records were made to better utilize tape loaded records.*
- (6) Develop policies for providing services for CUL's many varied categories of users  
*See A2 c (3)*
- (7) Develop improved assessment and evaluation tools, including a historical statistical profile  
*Much progress made. CUL statistical data set used as the foundation for preparing briefing books for new Provost and VP for Finance and Business.*
- (8) Work with cohort organizations (such as ULG) to collect library statistics  
*CUL contributed to surveys on building projects, staff salaries, numbers of staff and ratio of staff experience to salary.*
- (9) Continue active participation in SMU technology forums  
*Staff participated in SMU IT strategic planning on the following committee and sub-committees: CoLD, ATSC, UCIT, ASC and ARCC.*
- (10) Create a DeGolyer staff and policy manual to help eliminate confusion and clarify mission

*DCM helped with implementation of new policies and procedures for digital photographs reproduction and digitization projects in DG. Staff and policy manual still being revised.*

- (11) Work with the Meadows School of the Arts to develop appropriate budgetary support and building maintenance responsibility for the Hamon  
*Meadows facilities staff have been very supportive during the recent flood emergencies.*
- (12) Restructure CMIT classroom/event services in light of transfer of classroom technology support to ACS  
*More emphasis was placed on enhancing event support, reduced use of student help as CTS took over the management of installed classrooms. Upfront support for faculty was streamlined and staff worked regularly with CTS to 'tweak' classroom support issues.*
- (13) Restructure work duties within CMIT (circulation, media booking and production)  
*Done. Work was redistributed among staff and one new position created in production. Supervisory responsibilities were given to the Manager, Digital Production/ Classroom and Event Services, and various staff expanded their job responsibilities.*
- (14) Investigate ways to further consolidate and streamline all personnel/student hiring and tracking functions  
*Done: CUL HR Officer hired a new Personnel Admin. Asst. who took over all hiring and payroll processes from Dean's Suite staff. New student training and orientation processes set up for all staff to avail themselves of.*
- (15) Conduct cost/benefit audits of distance library service functions in ISEM, Fort Burgwin and Legacy operations  
*Distance Learning Librarian conducted cost/ benefit audit for services at the Legacy campus. Fort Burgwin provided figures for full cost analysis of FBL support over the last 10 years to be used both for budget and service planning.*
- (16) Develop streamlined support model for centralized CUL administrative functions  
*Dean's administrative assistant's duties revised to include BEM and facilities responsibilities while shifting HR support functions to CUL Personnel Office. Work order reporting has been centralized for the FLC.*

## **2) Improve and enhance library information systems and related technologies to support the University's instructional and research programs**

### **a) Improve and expand library information management systems (e.g. PONI/Voyager/PeopleSoft/MS)**

- (1) Evaluate and implement future modules and functionality as appropriate; begin planning and preparation for Voyager upgrade to Unicode  
*Done. Voyager upgrade to Unicode successful thanks to excellent team work and participation of over 60 team members from ITS and all SMU Libraries. CIP upgraded to OCLC Connexion, Voyager Unicode, installed the latest version of Cataloger's Desktop, completed XP migration, upgraded PeopleSoft and the UPS shipping system, WorldShip, upgraded to Outlook 2003 and explored ERMS options.*
- (2) Explore new ways to streamline technical processing tasks, including vendor assisted selection, cataloging, and authority control  
*CIP explored use of vendor records for retrospective and current cataloging (TechPro, Casalini, etc.) but determined it would not be cost effective for the small number of orders. CIP added 2968 NetLibrary records for electronic books to PONI; used vendor (ProQuest) cataloging to provide access through PONI to online SMU dissertations; monitored vendor compliance after OCLC sold Mars authority processing to Backstage; compiled data documenting cost effectiveness of Backstage /MARS authority processes prior to fall implementation; developed a new procurement process for DG materials and provided education and templates for the DG staff; increased the number of Rush/Notify Me Requests by 38%; assessed end-processing processes; established target production levels for students and streamlined processes resulting in backlogs being reduced or eliminated; revised electronic resources web forms in anticipation of future move toward ERMS; strategized with GIRM staff re the potential for centralizing GD processing in CIP. Conversion of print-plus-electronic subscriptions to electronic-only also realized a savings in staff time, while necessitating the creation of 287 purchase orders in order to track expenditures for these publishers.*
- (3) Strive for continued improvement with upgraded public interfaces and new systems releases  
*CULISS worked with FLC RUS team to evaluate, test and change the public PC software load to offer extended functionality, extended language support, and to support Unicode. Unicode upgrade logged less than 1/4 of 1 percent of 1M records and 2M holdings records as problems, the result of improved upgrade processes and teamwork.*
- (4) Expand EDI implementation of business transactions to other vendors  
*Expanded profiles with Blackwell to include all accounts.*

- (5) Continue to develop Voyager reports, web and database usage statistics as requested  
*Developed a number of special reports including new books inventory, location changes, circulation changes, new bulk record processes related to duplicate name authority headings, FLC Dewey counts in preparation for building renovation, faculty check-out limits, barcode generation, E-journal title count, PONI OPAC sample week statistics, lost claims, and numerous circulation statistics. In addition, numerous database usage statistics were compiled for collection development and other library staff on demand. "Circulation Transactions by Patron Group and Item Type" report was revised.*
- (6) Develop more useful in-house administrative statistics  
*Continuing; nearly tripled the statistical data output from the previous year.*
- (7) Develop the Project Management model (with Project Kickstart software) in CIP and evaluate effectiveness
- (8) CIP ran several large projects using Project Kickstart as a management tool and Zoomerang as a survey tool. Project reports are issued regularly to DPG.
- (9) Assess branch libraries' specialized processing needs and adjust CIP service levels as appropriate  
*Project Manager position in CIP was analyzed and progress documented.*
- (10) Develop benchmarking standards for all CUL units where appropriate  
*CIP assessed end-processing processes; established target production levels for students and streamlined processes resulting in backlogs reduced or eliminated. Rush, reference, browsing, and "notify me" books are now processed in 0-2 days; all others between 0-3 days.*
- (11) Complete migration to MS XP operating system and support CIP move to OCLC Connexion  
*Migration of 370 PCs to Microsoft XP almost finished. CIP move to OCLC Connexion completed. Wide screen monitors were added for units working with ILLiad and a new, more efficient scanner added for Ariel transmission.*
- (12) Upgrade to ILLiad 7.0 in late 2004 and explore using campus active directory for ILLiad login.  
*Completed several ILLiad upgrades including ILLiad 7.0. ILLiad system migrated to new virtual hardware server. Exploration of using campus active server postponed. Upgraded to ILLiad 7.0.2 in April 2005, after a delay due to numerous bugs in the initial release. Discussed using campus active directory for ILLiad login with CULISS but decided not to go ahead. Some heavy ILL users are graduate students who are finishing up their theses and may not be actively enrolled. If these users had to be authenticated each time they logged on to ILLiad, they would be denied access during their time of most active research.*

**b) Integrate library information systems with other campus/non-campus systems**

- (1) In conjunction with ITS, continue to promote, test, evaluate and maintain CUL wireless networking technology to enhance access to resources  
*Continued to provide evaluation and support and explore options for possible expansion and future upgrades as needed.*
- (2) Work with CUL users to facilitate ITS' implementation of intrusion protection system for wireless, residence hall and dial-in connectivity in order to decrease network vulnerability to viruses  
*Done. ITS implementation has contributed to a much more stable campus network in the past year.*
- (3) Continue efforts to make the SMU campus cable system as functional as possible, to include investigating potential for fiber network distribution  
*Held regular meetings with CMIT, ITS Telecommunications, and CULISS to address CUL planning and coordination issues. As a result of special funding from the President, CMIT added fiber insertion points in McFarlin, Hughes-Trigg and FLW. Content can now be delivered point to point between these buildings, viewed on SMU Channel 7, and we can separate simulcasts between off and on campus.*
- (4) Work with appropriate campus groups and users to facilitate new Diebold magstripe readers and other equipment associated with UnipriNT.  
*Done. Work completed for Diebold magstripe readers transition in Fall of 2004. Upgraded FLC print stations. SMU campus UnipriNT server installed and tested in summer 2005 as were new SMU ID cards.*
- (5) Investigate possibility of utilizing planned ITS Help Desk program for implementation in CUL  
*ITS implemented new campus wide Help Desk program. CULISS attended initial training/overview of system. Investigation/evaluation for CUL continues.*
- (6) Work with ITS and appropriate SMU Libraries representatives on the next phase of SMU Portal development in order to coordinate linkages to the libraries and explore possible content and authentication integration  
*Expansion of SMU Portal postponed by ITS. Continued to monitor progress to assure library participation and planning.*

**c) Develop CUL's ability to support digitizing, imaging and archiving services**

- (1) Enable the Digitization Committee to lead efforts in developing and facilitating digital projects CUL-wide  
*Digitization Committee meets regularly with representatives from all SMU Libraries. One new project (SMU's Top 500 Historical Images) was approved. Two new digitization project proposals (The Dynamo—JCPenney's earliest newsletter and Early Texas Banknotes) have been approved at the Committee level.*
- (2) Explore range of digital library projects for which to seek financial support as well as potential partners  
*DCM provided digitization planning consultations to several faculty members who subsequently received successful Teaching Technology Grants. Submitted unsuccessful grant proposal for creation of digital photography lab.*
- (3) Purchase software/hardware to expand capacity for program support  
*Purchased new scanners, specialized printers, external large capacity storage devices, additional software, new computers, and other related hardware and software for DG Library digitization needs. Provided a loaner computer for HAL Dozier sketchbook project for TWU practicum student to use in digitization efforts for exhibit. GIRM received funding through a President's Partners grant to purchase two printers to support digitization projects and departmental needs.*
- (4) Cooperate/coordinate with other SMU departments on digitization projects  
*TTG included support for digitization service grants in their 2005 grant guidelines. DCM provided individual consultation services on potential digitization projects with faculty from English, Computer Science and Engineering, Anthropology, Clements Center for Southwest Studies, Political Science, Theater, DELL, Music, and Art History departments. Work ongoing with Bridwell Library to evaluate digital asset management systems for future projects.*
- (5) Provide appropriate staff training in digital and other new technologies  
*DCM provided training to interns for HAL Dozier Sketchbook digitization project, to DG Library staff members on digital workflows, technical standards, and data storage procedures for digitization projects, exhibits, and photo requests.*
- (6) Pursue opportunities to fund the Digital Content Manager beyond the current two years  
*No progress.*

**3) Create an environment conducive to quality education and work**

**a) Provide adequate space for users, operations and collections**

- (1) Continue planning process for renovation of FLC complex, to include working with architect and targeted user/staff constituencies  
*As a result of the RFQ process, three architects were invited to campus. Shepley Bulfinch Richardson & Abbot was selected and met throughout the year in a series of brainstorming sessions held for staff, LEB and FOL board members and faculty/ students. Co-project managers were selected from the EC to assist with the planning process. The final presentation of the planning phase will be made to the President and the Oversight Committee in the Summer of '05.*
- (2) Reclaim and redesignate space currently in use by non-library tenants  
*Reclaimed Room 10 in the SIC basement (on loan to an English faculty member.) The electron microscope equipment is gradually being removed from Room 7 on that floor.*
- (3) Review space in all libraries for increased efficiency; formulate plans to relieve space shortages as needed  
*Began planning for additional shelving needs in the HAL. FLE copier room was converted into a student lounge. CUL User Education Librarian relocated her office to the SEL to better coordinate UE efforts with other UE Librarian.*
- (4) Complete cleaning of SIC basement preparatory to opening it up for users and/or compact shelving  
*Plans for compact shelving are still being evaluated.*
- (5) Evaluate FLC Information Commons and work with ITS staff to continuously improve services/support  
*Information Commons Town Hall meeting was held in January to solicit feedback from CUL staff and library users on Information Commons service. Public Services staff met with ACS Lab staff several times to discuss service improvements.*
- (6) Work with SMU Auxiliary Services to reassess feasibility of adding coffee service/café  
*Public Services helped with obtaining occupancy counts and surveys conducted by SMU Auxiliary Services to measure potential market for coffee service/café within FLE Information Commons.*
- (7) Improve building security in all libraries; assess security/housing issues of all cage/restricted access materials  
*All FLC staff were provided with name tags and lanyards to wear when on duty. FLC Security Team presented a LEAD event for all staff/ students on security policies and emergency procedures. FLC Circulation developed a document, "Student Assistance Employment Requirements for Handling Confidential Information," which must be signed and kept on file for all new student workers and includes information on The Patriot Act. Head of Circulation developed a training manual for*

*the FLC Security Guard Training. FLC Security Committee installed digital monitoring and storage, proposed new policies. Completed transfer of CUL cage materials to HAL cage and relocated older titles from the Fondren stacks to DG.*

- (8) Continue to revise disaster planning process and procedures  
*Several staff job assignments were switched in order to focus more effort on this area. FLC Building Emergency Manager added and deleted staff within Fondren Library East LDRPS database, took fire extinguisher and building manager training classes, attended campus wide Emergency Preparedness meeting to meet the new UP Fire Marshall; completed Building Evaluation Form for FLE indicating utilities shut off; served as Building Emergency Manager during Planned Emergency Evacuation procedures and exercises (power outage, etc). Planned "Active Shooter" Emergency Training and Self Defense Training classes for ladies in CUL.*
- (9) Keep fire emergency evacuation plans in line with campus emergency planning process; conduct regular fire/emergency drills  
*Revised the fire evacuation plans and Building Emergency Plan before transferring information and duties to Dean's administrative assistant. Four fire/emergency drills were conducted in FLC during the year.*
- (10) Complete and celebrate new Fort Burgwin library facility; assess staffing levels and budget concerns  
*Done. Facility opened to great fanfare. Considerable work was done with the SMU-in-Taos staff to ensure a continuous stream of funding and to partially relieve the CUL burden.*
- (11) Continue discussions with CTE, Digital Commons and Academic Computing to discuss a strategic alliance that would achieve common goals  
*The Strategic Alliance met as needed to discuss renovation plans that would facilitate shared visions in providing a learning environment within the library.*
- (12) Improve space utilization in the DeGolyer; continue to revamp procedures and reduce extraneous collections  
*DG added new shelving in the stacks and worked with other units to relocate CUL's rare and fragile materials.*

**b) Provide equipment and furnishings that enhance the productivity of users and staff and secure regular building maintenance services**

- (1) Continue to replace the carpet in the Hamon, floor by floor  
*Recarpeting was completed in the basement.*
- (2) Plan and obtain funding for compact storage where needed in all libraries  
*No progress.*
- (3) Renew and refurbish CUL buildings as needed and opportunity permits to ensure that all buildings are welcoming, safe, and well-functioning environments  
*Six group study rooms were repainted in bright cheery colors, new dry erase boards and 4 PCs were installed. The FLE basement copy room was converted into a student lounge with drink and snack vending machines. SEL Director continued to work with CPPO to improve HVAC equipment and prevent flooding in the library. Rusted valves and piping distribution systems were replaced satisfactorily.*
- (4) Provide adequate workspace with ergonomic furniture and equipment for staff members to carry out their duties  
*Continued to upgrade computer equipment and provide ergonomic equipment as requested by staff. A number of monitors were replaced for CIP, HAL, IIS, and other offices with specialized needs.*
- (5) Promote the availability of laptops and other shared specialized equipment e.g. color laser printer, large format printer  
*CULISS loaned laptops to staff for on and off-campus work-related needs and provided training & support for specialized color and large format printing. CIP used laptops and color laser printing to train, and provided extra processing equipment for temporary staff.*

**c) Maintain and upgrade equipment, furniture, and appearance of physical environment**

- (1) Maintain and upgrade library classrooms, offices, public equipment, furniture, carpeting, paint, and physical appearance on a scheduled and/or grant-funded basis  
*Computers, furniture, white boards, and colorful wall paint enhanced six study rooms in FLCC and provided more inviting and functional collaborative study areas. For refurbished HAL Information Commons, purchased 30 new flat panel monitors and several new PCs and Macs to replace obsolete equipment. New equipment installed for FLC Assistive Technology area. With donor funding, provided new study tables, chairs, and stools in the Information Commons and new FLC student lounge. Lighting in classroom 323 was upgraded for better visibility of the white board during classes, and*



*ceiling tiles and exit lighting were replaced in the SIC. CMIT had its space recarpeted and painted on the first floor.*

- (2) Continue to dispose of badly worn, obsolete and unreparable furniture/equipment  
*Chairs from the HAL Computer Labs were moved to Fondren Library Center to replace old, worn-out chairs. Chair replacement is ongoing in the SEL.*
- (3) As part of the FLCC renovation, develop plans for a climate-controlled environment for proper preservation and storage of all rare and unique collections  
*Done. Final plans show a new Special Collections Library on its own HVAC system.*

#### **4) Develop the necessary fiscal resources to augment collections, systems, staffing, and facilities**

##### **a) Work with campus partners to make most effective use of fiscal resources**

- (1) Improve current Annual Fund solicitation tools to increase CUL gift accounts and grow donor base  
*CUL Development Officer worked with the SMU Communications Management group to develop an annual fund drive for a September launch. This year's efforts will include a September mailing with premium, a year-end email solicitation and a Spring mailing.*
- (2) Work with the SMU Library Executive Board to develop its potential and capability for fund raising  
*With the appointment of a new Vice Chair, the Board's focus on fundraising immediately picked up speed. CUL staff are working with her to educate the board on fundraising priorities for the long- and short-term and to involve board members directly in as many fundraising initiatives as possible.*
- (3) Ensure that CUL cost centers develop robust income streams and reduce operational costs  
*DG photo orders have the potential to at least pay the wages of students; more income possible as orders increase. As part of a CUL-wide cost-cutting initiative, most CUL units reduced their student budget expenditures this year, thanks to a great deal of hard work on the part of many staff.*
- (4) Expand collaborative efforts with other SMU departments in order to broaden our audience for FOL activities and increase membership  
*Fruitful relationships developing with English, corporate communications, art history and history departments.*
- (5) Collect library data from benchmark schools in order to position SMU's libraries to secure additional resources if necessary.  
*Data was given to the new Provost, comparing TCU, Baylor and SMU acquisitions budgets over the last 10 years.*
- (6) Analyze SMU library statistics in order to assess the viability of SMU becoming an ARL library  
*Project postponed until the arrival of the new Provost.*

##### **b) Engage in a vigorous program of fund-raising and library development**

- (1) Position CUL to play a greater role in the next SMU capital campaign  
*CUL Dean and Development Officer are constantly working with the President's office, SMU Development staff and faculty to ensure that the renovated FLCC is the cornerstone academic building of the next capital campaign. When the renovation plans are finalized and approved, we will take our message to a wider audience of potential supporters.*
- (2) Develop funding plan to endow appropriate library positions  
*See B 4) b) (4)*
- (3) Secure continued funding for the Digital Content Manager  
*No progress.*
- (4) Support the board of the AWSW as they develop the fundraising initiative *Remember the Ladies!*  
*Remember the Ladies! campaign to raise \$1M to endow the position of AWSW archivist kicked off with an event in March. To date, we have raised over \$150,000 for this effort. CUL Development Officer continues to work with AWSW chair and other board members to increase awareness of the campaign and finalize personal asks.*
- (5) Begin planning for SMU's centennial celebration  
*Postponed until the summer of '05*
- (6) Complete and mail planned giving brochure  
*Done: planned giving brochure was completed and mailed in October. CUL continues to use the brochure as a fundraising tool for new board members and prospects.*
- (7) Develop new initiatives and find new venues to promote and market CUL  
*GIRM Librarian collaborated with the University of Richmond on the presentation "Digitizing the 'Good War': Government Publications and Perspectives on the Second World War 1939-1945, at the Fall FDLC and Depository*

- Library Council Meeting. 500 international maps were donated to the Library at Alexandria, Egypt from the Foscoe Map Library. CUL Dean was able to promote CU libraries/resources in her role as President of Town & Gown.*
- (8) With the assistance of SMU Public Affairs, develop a cohesive CUL marketing plan to include events and new services  
*No progress due to staff turnover.*
  - (9) Develop donor pyramid for FLCC renovation fundraising  
*A preliminary donor pyramid is in place and includes individual donors. Foundations and corporations will be added once the President has signed off.*
  - (10) Continue to solicit new members for the Fondren Library Leadership Circle  
*FLLC brochure included in all packets for new donors and prospects.*
  - (11) Develop PR plan for the FLCC renovation project: create a website and post progress reports  
*CUL Web Librarian prepared a draft website for the FLCC renovation project. A postcard was developed using the initial elevation drawings and used in various mailings and presentations. CUL Dean gave presentation to Austin alumni group.*
  - (12) Expand the membership and fund raising initiatives of the Friends of SMU Libraries  
*No progress. Although the Tables of Content annual fundraiser raised more funds than in the past, turnover in the FOL Director position prevented further progress.*
  - (13) Increase the FOL presence on the CUL website and create new FOL brochure  
*No progress, due to staff turnover. The TOC fundraiser did use the original Colophon logo which was much admired.*
  - (14) Look into new software for FOL membership functions  
*No action taken. Staff turnover left the membership records in disarray. Part-time CIP staff did a wonderful job of catching up and sending out neglected renewals.*
  - (15) Continue to solicit funds for bricks and pavers in the FOL/Faculty plazas with emphasis on the 35<sup>th</sup> anniversary in spring '05  
*Held over: because annual gifts for bricks and pavers had decreased in recent years, we opted to "take a year off" and focus on the FOL 35<sup>th</sup> anniversary in '05.*
  - (16) Identify and cultivate donors and collectors with specific library-related interests  
*This work is ongoing, particularly in the DG. Several new LEB members have particular collecting strengths.*
  - (17) Continue to develop targeted fund raising opportunities  
*CUL continues to be successful in raising funds targeted for particular needs under \$25,000, such as in the area of publications, library furniture, or special book purchases.*

## GLOSSARY

ACS	Academic Computing Services
ALA	American Library Association
AMIGOS	Local library services consortium
AMS	A to Z finding tool in Serials Solutions
ARL	Association of Research Libraries
ARTStor	Art image digital library product
ATC	Assistive Technology center in the FLC
ATSC	SMU Libraries' Academic Technology Steering Committee
AWSW	Archives of Women of the Southwest
BIC	Business Information Center
BOT	SMU's Board of Trustees
CIP	CUL's Center for Information Processing
CMIT	Norwick Center for Media & Instructional Technology, in CUL
CMS	Course Management Systems/Software
CNI	Coalition for Networked Information
CoLD	SMU's Council of Library Directors
CTE	Center for Teaching Excellence
CUL	Central University Libraries
CULSAC	CUL Student Advisory Council
CULISS	CUL Information Systems Support Department
DCM	Digital Content Manager position
DG	DeGolyer Library of Special Collections in CUL
EAD	Encoded Archival Description, a specialized cataloging format
EDI	Electronic Data Exchange
EDUCAUSE	Higher education IT organization
Endeavor	Company that markets Voyager, the OPAC software
ER	CUL's Electronic Resources team
ERMS	Electronic Resources Management System
EZ Proxy	Online authentication tool
FBL	Fort Burgwin Library, Taos
FDLC	Federal Depository Library Conference
FLC	Fondren Library Center
FLCC	Fondren Library Center Complex
FLE	Fondren Library East building
FLLC	Fondren Library Leadership Circle
FLSA	Fair Labor Standards Act
FLW	Fondren Library West building
FOL	Friends of the SMU Libraries organization
GIRM	CUL's Government Information Resources & Maps Department
GIS	Geographic Information System software
GPO/FDLP	Government Printing Office/Federal Depository Library Program
HAL	Jake & Nancy Hamon Arts Library in CUL
IIS	CUL's corporate research service
ILL	Interlibrary Loan
ILLiad	ILL online module
ISEM	Institute for the Study of Earth and Man reading room
IT	Information Technology
ITS	SMU's Information Technology Services dept.
JSTOR	Electronic journal archive
LC	Library of Congress classification system
LDRPS	SMU's emergency management database/software
LEAD	CUL's Library Enrichment and Development standing committee

LEB	SMU Library Executive Board
Marcive	Supplier of government document cataloging records
MARC	OCLC's MARC Record Service for online cataloging
NCMIT	Norwick Center for Media & Instructional Technology, in CUL
NetLibrary	Collection of electronic books
OCLC	One of CUL's primary library vendors for automated services
OPAC	Online Public Access Catalog
PHOENIX	Local academic library consortium
PONI	SMU Libraries Public Online Information System - the online catalog
SBRA	Shepley Bulfinch Richardson & Abbott, the FLCC renovation architect
SEL	Science & Engineering Library
SerialsSolutions	New e-resource management software
SIC	Science Information Center - the building that houses the SEL
TLA	Texas Library Association
TTG	SMU's faculty Teaching Technology Group
UAS	SMU's Auxiliary Services unit
UCIT	University Committee on Information Technology
UE	CUL User Education Department
ULG	University Library Group consortium
UMI ProQuest	Library vendor specializing in online/microfilm theses and dissertations
USGS	U.S. Geological Survey
Voyager	SMU's library information system, marketed by Endeavor Systems. PONI is the OPAC module
VPN	Virtual Private Network – a network using public wires to connect nodes
YBP Gobi 2	Yankee Book Peddler's new electronic ordering system