Message from the Dean

The innovative format for this 2015 USF Libraries annual report parallels ambitious new directions for our services, spaces, and collections. Building on past successes, we are expanding teaching roles for librarians, supporting visualization and spatial technologies, creating new open-access and textbook publishing strategies, and transforming our precious library spaces.

We have completed planning for a renovated library building that does two important things: increases and improves the spaces where students study and learn, and protects our print and special collections.

Continuing collaborations with Innovative Education, the Office of Student Success, and Facilities Planning inform the use of our space, as does the exciting addition of offices for student academic advisors.

My brief welcome merely captures the proverbial 'tip of the iceberg' that drove us in 2015. USF librarians and staff took up the challenge of transformation, inspired by — and focused on — the achievement of USF students and faculty.

We look forward to 2016 as the year when our plans come to fruition and we firmly establish the USF Libraries as the best research library we can be.

Todd Chavez
Interim Dean, USF Libraries
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SPACES

Hub of Academic Success
Creative Spaces
Student Destination
Group Study
Safe Place
Traditional Collections
Quiet Study
Presentation Practice Rooms
Research Consultations
Digital Media Commons
Books · Laptops · iPads · Printing
Student Employment and Training
Partnerships ASC CVAST IT OUR
Humanities Institute Innovative Education
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$580,000 in total grant funding for USF Libraries data management of C-IMAGE and C-IMAGE 2 research grants exploring marine effects of the Deepwater Horizon oil spill and the long-term effects of the 1979 Ixtoc oil spill.

1,185,123 online visits to lib.usf.edu in 2015.

1,653,310 full text downloads from USF Scholar Commons in 2015 alone.

2,170,879 in-person visits to the USF Tampa Library in 2015.

100,000+ square feet of library space renovated since 2010.

134 countries visited USF Scholar Commons in 2015.

10,693 students reached directly through library instruction in 2015.

78,289 hours of study time.

1,653,310 full text downloads from USF Scholar Commons in 2015 alone.

94,816 print and electronic journals available to USF Libraries patrons.

135 face to face library instruction sessions were taught in 2015.

31,053 study room reservations were made in 2015, comprising...

218,193 ebooks acquired, 2010-2015.
“It’s really helped me personally. I haven’t been able to afford textbooks. They are very expensive, especially in the sciences.”
-Grace, Biomedical Sciences major

Textbook Affordability
Since 2010, USF has led a multipronged effort to make course materials more affordable for students. Through the revolutionary Textbook Affordability Project, the USF Tampa Library offers alternatives to buying expensive materials every semester. Textbooks for high-enrollment courses are held on reserve for in-library use; ebooks and other library resources that present no additional student cost can be selected by faculty for their courses in lieu of print textbooks; and open access textbooks, free and accessible online, are available for numerous subjects or are authored by USF faculty to suit specific course content. These programs are very popular with students, and are changing lives. Returns on the investments USF has made in the Textbook Affordability Project exceed 500% and demonstrate meaningful student savings. See the numbers, and program details, at bit.ly/tap-impact-brief and bit.ly/textbook-affordability-at-usf.

Digital Media Commons
The appointment of librarian and digital collections veteran Barbara Lewis as Assistant Director for Digital Learning Initiatives and Brittany Self as Digital Media Commons (DMC) Supervisor has led to a robust slate of additional programming and partnerships. Workshops designed to teach students in-demand digital skills for their multimedia course assignments and future careers take place throughout the year, and feature powerful design software such as Adobe Photoshop and InDesign. Outreach efforts include collaborations in the burgeoning digital humanities movement and a substantial and growing involvement with the USF Center for Virtualization and Applied Spatial Technologies (CVAST). A green-screen video studio on the first floor allows students to produce their work, start-to-finish, right in the library building, and 2016 will see the DMC’s first student film festival.

Intellectual Property and Copyright
The USF Tampa Library has taken on an expanded role in educating students and faculty on matters of intellectual property and copyright, an effort led by Resource Sharing and Copyright Librarian LeEtta Schmidt. Recent activities include a ‘Copyright on Campus’ workshop for the College of Public Health and a scholarly communication workshop (presented with Digital Scholarship & Publishing Librarian Jason Boczar) as part of the annual Dissertation Forum.
The USF Libraries Audubon records are developing into a world-class collection documenting one of the most significant conservation efforts of the twentieth century.

Collections
The USF Tampa Library achieved a notable breakthrough in 2015 when Audubon Florida’s research center in Tavernier donated its records and the papers of Robert Porter Allen, the ornithologist notable for his groundbreaking research on the roseate spoonbill and the whooping crane. His whooping crane research helped prevent the complete extinction of the species, which remains endangered today. These materials, along with the previously-donated Audubon warden reports, the Tampa Bay Estuary Oral History Project, and the Tampa Bay Area Study Group water quality improvement documents, form the core of collections which examine critical environmental challenges from a historic perspective.

Research Awards
Two research awards for work conducted in Special Collections took place in 2015, yielding powerful presentations involving the local community. Emerging scholar Stacy Dolan (USF ’14) culminated a year of studying the papers of Betty Castor and related women leaders with an event on the Equal Rights Amendment and then-State Senator Castor’s efforts to ratify it in Florida.

Brad Massey was 2015’s Patrick Riordan Memorial Research Fellow. Massey explained how a post-WWII marketing strategy led enthusiastic Tampa boosters to selectively amplify and promote attributes of a relatively small Latin community in order to make the City into a desirable, and somewhat exotic, tourist destination.

USF Scholar Commons Institutional Repository

1,653,310 articles and textbooks were downloaded from USF Scholar Commons in 2015. Of those, 403,380 article downloads were from open access journals.

Four conferences were hosted on Scholar Commons in 2015 - Research That Matters Sustainable Food Conference: People, Policy, and Practice; 2015 Race and Place; Couch-Stone Symposium; and Sinkhole Conference 2015. scholarcommons.usf.edu
How does the USF Tampa Library provide responsive, cutting-edge learning support in an aging, inflexible building?

Partnerships and Progress
Our 40-year-old building reflects a series of renovations that amount to much more than a fresh coat of paint - they represent a metamorphosis. The changing use of this space at the heart of campus drives library functions and strengthens our strategic partnerships.

In 2015-16, USF Innovative Education relocated to the Library’s sixth floor. This partnership embodies the increasingly embedded nature of library services and online learning. The programs led by Innovative Education and the USF Libraries allow students to learn and conduct research anywhere, at any time, and around the demands of their work and family.

Academic advisors from the College of Arts and Sciences are moving into offices on the Library’s second floor, offering students an expanded suite of academic support and opportunity, conveniently alongside the Office for Undergraduate Research, the tutoring and writing help of the Academic Success Center, and the SMART Lab.

New Life for Old Spaces
Defying the stereotype of a dusty, archaic book warehouse, the USF Tampa Library building is the busiest building on campus, and the primary study space for thousands of USF students. Demand for seating in the library outstrips the available space at most times of the day. This results in an incessant drive to provide additional comfortable, well-lit study space that can accommodate the electrical and networking demands of the laptops, phones, and tablets that students rely on. The first and second floors have been redesigned to meet these needs, and have added over 50,000 additional square feet of student space.

Protecting Our Collections
One way the USF Libraries have created additional space for student use is by upgrading our infrastructure. High-density compact shelving allows collections to occupy 1/3 of the footprint previously required. In this way, valuable legacy collections are not lost to the growth of collaborative learning spaces and instructional venues.
PRESENTATIONS

Susan Ariew and Matt Torrence presented the paper “The Changing Nature of OA Journals: Helping Scholars Identify the Good, the Bad, and the Political” at the Charleston Conference in Charleston, South Carolina.


Susan Ariew presented “Information Literacy at the Crossroads: The Convergence between the Research & Writing Processes” for the Academic Libraries of Indiana: Information Literacy Committee.

Carol Ann Borchert presented “Digital Commons Private LOCKSS Network” at the international Private LOCKSS Network Meeting in Stanford, California.

Melanie Griffin presented the paper “Beginning to Feel at Home in the World: School Stories, Orphans, and Educating the Progressive Era Girl for a Life of Liberty” at the Children’s Literature Association annual conference in Richmond, Virginia.

Melanie Griffin presented the paper “Educating Witches and Wizards for Work: Harry Potter, the National Vocational Qualifications, and a Pedagogy of Work” at the Popular Culture Association annual conference in New Orleans.

Matt Knight presented the paper “Cultivating Identity: The Irish Miscellany and Irish-American Nationalism” at the Popular Culture Association’s national conference in New Orleans.

Matt Knight presented the paper “The Army of Vindication: The Irish Echo and Its Contribution to the American Education Research Association Virtual Conference.”

Monica Metz-Wiseman, Galadriel Chilton, and Robert Murdock presented “Evidence-Based Collection Models” at the Electronic Resources and Libraries (ER&L) Conference in Austin, Texas.

Monica Metz-Wiseman presented “Discovery Tools: If I Could Change One Thing” at the American Library Association’s Midwinter Meeting in Chicago.

Monica Metz-Wiseman, Mark Sandler, Rick Lugg, Kari Paulson, Carol Cox, and Alen Javorski presented “The Changing Academic Book Market Landscape” at the Charleston Conference in Charleston, South Carolina.

Laura Pasqual and Susan Ariew presented “Impacting Student Success through E-Books in the Classroom” at the Florida Association of Research Libraries Conference in Gainesville, Florida.

Audrey Powers presented “Make Your Collections Active NOW!” at the Association of College & Research Libraries Virtual Conference.

Audrey Powers presented “Assessment of Streaming Video” at The Charleston Conference pre-conference Streaming Video in the Academy in Charleston, South Carolina.


LeEtta Schmidt and Michael English presented a poster, “Copyright and LIS Programs: Is It Time for a Formal Introduction?” at the American Library Association Annual Conference in San Francisco.


Tomaso L. Taylor presented the paper “Anti-Communist Sentiment as a Means of Negotiating Psychological Stress: Chestor Himes! If He Hollers Let Him Go” at the NAALAS & Affiliates Eastern Regional Conference in Tampa, Florida.

Tomaso L. Taylor presented the paper “White Female Exceptionalism: The Case of Miley Cyrus” at the Popular Culture Association/American Cultural Association Annual Conference in New Orleans.

Matt Torrence and Jessica Cerry presented “Talking Chat: The Good, the Bad, and the ‘What Were We Thinking?’ at the American Library Association’s Midwinter Meeting in Chicago.

Matt Torrence, Lindsay Johnston, and Lily Todorinova presented “Assessing Integration of Library Services into Course Management Systems” at the American Library Association Midwinter conference in Chicago.

PUBLICATIONS

Susan Ariew and Sarah van Ingen published “Making the Invisible Visible: Preparing Preserve Teachers for First Steps in Linking Research to Practice” in Teaching and Teacher Education.

Joe Floyd reviewed the article “Unicamearth Island: A Teacher Training on Geosciences Serious Gaming” for the Journal of Virtual Studies.


Audrey Powers edited Against the Grain 222.


Susan Silver edited a monograph, Research Methods for Studying Legal Issues in Education.


Matt Torrence published “Services and Resources to Engineers: A Case Study of Outreach and Marketing, Assessment, and Future Directions in a Research Library” in Issues in Science and Technology Librarianship.

APPOINTMENTS

Carol Ann Borchert has been selected as the Chair of the Digital Commons Private LOCKSS Network Steering Committee.

Monica Metz-Wiseman has been named to the Oxford University Press Library Advisory Council, North America, the ProQuest Ebooks Acquisition Model Advisory Board, and the EBSCO Multi-Media Advisory Council.

LeEtta Schmidt continued serving as editor for the Journal of Interlibrary Loan, Document Delivery & Electronic Reserve.

Joe Floyd continued serving on the editorial board for the journals Public Services Quarterly and Journal of Virtual Studies.

FACULTY PROMOTIONS

Melanie Griffin, Andy Hue, and Matt Torrence were promoted from Assistant Librarian to Associate Librarian.

RETIREMENTS

In 2015, Brenda Rolford retired from the USF Libraries after 36 years of service; Elaine Pattilo retired after 35 years of service; Susan Heron after 22 years of service; and Pat Tuttle after 14 years of service.

The USF Libraries 2016 Annual Report was written, photographed, designed, and produced by Eileen M. Thornton.