

JOHN I. McCAIN LIBRARY:
Mission, Goals, Objectives, and Assessment
2004-2005

Erskine College and Theological Seminary
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Prepared by:
John Kennerly
Library Director

John I. McCain Library: Mission, Goals, Objectives, and Assessment 2004-2005

Introductory Statement

McCain Library recognizes the importance of an overarching mission statement that governs the activities of the library. Equally as important are a set of broad goals that support the mission statement and specific objectives that address the goals. It is through the application of dynamic objectives that the library conducts annual planning and assessment on its resources, services and facilities.

Library Mission Statement

The mission of McCain Library is to meet the informational needs and intellectual pursuits of Erskine College and Theological Seminary, and the local community.

Library Goals

To fulfill our mission in support of Erskine's desire for *Christian commitment and excellence in learning*, McCain Library strives:

- To evaluate, acquire, organize, and provide information **resources** and new technologies that adequately support the curricula of the College and Seminary, the research needs of the students, the teaching and research needs of the faculties, and the general informational needs of the institution and local community.
- To offer **services** that facilitate the use of the library and the pursuit of knowledge; provide appropriate and timely access to the library's collections and other local and remote resources, both on and off campus; and encourage and enable individuals to become fully developing lifelong retrievers, evaluators, and users of information.
- To develop and maintain **facilities** that are conducive to study, research, and reflection; foster a sense of academic community; and are sufficiently sized and equipped for the preparation, organization, storage, and preservation of the library's resources.
- To employ an appropriate number of competent, qualified library **personnel** (professionals and support staff) for the implementation and maintenance of library operations, providing opportunities of professional development and training for the library staff.
- To ensure sound **administration** of library operations and effective stewardship of library resources through ongoing analysis, budgeting, planning, and assessment and by fostering productive relationships with constituencies both inside and outside the institution that promote, expand, and enhance the library's resources and services.

Library Objectives, 2004-2005

The following objectives—each addressing one or more of the library's goals—will be the focus for planning and assessment during the 2004-2005 academic year:

RESOURCES:

1. To work with the officers of the Onward and Upward (OAU) student organization to create an OAU Collection of books in the library related to outdoor recreational activities.
2. To organize the library's map collection, with an emphasis on the topographical maps, in preparation for creating and adding MARC records to the online catalog.
3. To establish a DVD collection.
4. To create MARC records with LC classification numbers for 1,500 items from the Dewey collection for inclusion in the online catalog.

SERVICES

5. To create a virtual library tour.
6. To create online subject-related guides to assist researchers.
7. To implement a self-paced experiential learning component that ties library orientation to Freshman Orientation Week activities for incoming freshmen.
8. To move music CDs to the reference area for easier browsing of the collection.
9. To debut and sponsor a website for the Greenwood Area Libraries Consortium.

FACILITIES

10. To complete the creation of a multimedia instruction/conference room on the library mezzanine. (*continuation from 2003-2004*)

PERSONNEL

11. To send two professional librarians from the library staff to the American Theological Library Association annual conference in Austin, TX in June 2005.
12. To begin designing the structure and content of a library intranet to improve staff workflow.

ADMINISTRATION

13. To unveil a three-year library technology plan and implement the first-year objectives. (*continuation from 2002-2003 and 2003-2004*)
14. To submit a SC SHRAB re-grant application for preservation microfilming.
15. To continue meeting the objectives outlined in the five-year strategic plan (implemented in 2002-2003) for increasing library holdings for graduate-level programs (Seminary).

16. To open an account with Franklin Book Company as the library's primary standing order vendor.
17. To plan and budget for full or associate membership in OCLC in FY2005-2006.
18. To draft records management retention schedules for the following institutional offices:

College

Financial Aid
 Human Resources
 Library
 Public Relations and Marketing
 President

Seminary

Academic Dean
 Admissions and Financial Aid
 Institutional Assessment
 Registrar
 Vice President

19. To hold a book signing for Ben Farley (*Of Time and Eternity*) in the fall of 2004.
20. To hold a promotional event (formal opening?) in the spring of 2005 for the library's newly named Department of Archives and Special Collections in Reid Hall, including the Wofford E. Baldwin Reading Room and the Miller-Henry Family History Center.

Library Assessment¹

RESOURCES

1. To work with the officers of the Onward and Upward (OAU) student organization to create an OAU Collection of books in the library related to outdoor recreational activities.

Assessment: In February 2004 Ben Stoner, the president of Onward and Upward, sent a letter to John Kennerly, the library director, expressing an interest in creating a small collection of books in the library. In late April 2004 the two met and began discussions about such a collection. The discussions continued into the summer of 2004 when final plans were made for the creation of the OAU Collection. Policy and procedure for the OAU Collection was finalized in July 2004, and the library began cataloging the books acquired and provided by OAU. The OAU Collection was unveiled in September 2004. The initial collection consisted of nineteen books, and a few more were added during the 2004-2005 academic year. The collection was located on the library mezzanine on a small book shelf made by members of OAU.

The school's electronic newsletter, *Erskine Netnews*, ran a cover story on the OAU Collection in its October 5, 2004 issue.

Date of Assessment: October 27, 2005

Status: Realized

2. To organize the library's map collection, with an emphasis on the topographical maps, in preparation for creating and adding MARC records to the online catalog.

¹ The *Library Assessment* section was appended to this document at the conclusion of the 2004-2005 academic year.

Assessment: In light of some rearrangements on the library mezzanine in the summer of 2004, it was discovered that the library's map collection was in need of better organization and access. This objective was to be the first of two phases toward this end. The second phase would be cataloging these items and adding them to the library's online catalog for better access.

The possibility of enlisting the volunteer assistance from one of the campus student organizations was discussed. This objective lost momentum early in the year and gave way to other activities. No progress was attained.

Date of Assessment: July 20, 2005

Status: Not realized

3. To establish a DVD collection.

Assessment: For a year or more, library patrons had been requesting that the library consider purchasing DVDs. In the summer of 2004 the library began planning for the purchase of DVDs to add to the existing video collection composed of VHS tapes. It was decided that proceeds from the April 2004 library book sale be used for the purchase of a core group of DVD titles to begin the collection. Titles were selected by the librarians with input from several faculty members. In August 2004 the library placed an order for 63 DVD titles. In January 2005, the DVDs were made available for circulation in McCain Library.

Date of Assessment: October 27, 2005

Status: Realized

4. To create MARC records with LC classification numbers for 1,500 items from the Dewey collection for inclusion in the online catalog.

Assessment: From July 1, 2004 to June 30, 2005, a total of 1,144 books with Dewey Decimal call numbers were reclassified with Library of Congress call numbers and added to the online catalog with the creation of MARC records. While this represents only 76% of the objective goal of 1,500 items, the outcome was significant. To put it into perspective, only 138 items from the Dewey collection were reclassified and added to the online catalog in 2003-2004. That is an 829% increase in output. The library plans to continue striving to process 1,500 items per year until all of the books in the Dewey collection are reclassified with Library of Congress call numbers and added to the online catalog. Approximately 12,000 items remain.

Date of Assessment: July 20, 2005

Status: 76% realized

SERVICES

5. To create a virtual library tour.

Assessment: It was decided that Flash technology would be used as the platform for creating an online tour of the library. The library webmaster began familiarizing himself with the more advanced features of Flash technology. However, this objective never advanced beyond this point during the 2004-2005 year.

Date of Assessment: July 20, 2005

Status: Not realized

6. To create online subject-related guides to assist researchers.

Assessment: The librarians continued to create and post specific online course-related research guides during the year, but the intention of creating more generalized subject-related guides that were not necessarily tied to any specific course was not realized. The librarians were not able to effectively dedicate an appropriate amount of time towards this project.

Date of Assessment: July 20, 2005

Status: Not realized

7. To implement a self-paced experiential learning component that ties library orientation to Freshman Orientation Week activities for incoming freshmen.

Assessment: In the spring of 2004 the librarians began thinking of a way to enhance the hands-on experience that is part of the library orientation sessions of Freshman Orientation Week. One of the ideas that surfaced during those discussions was the potential for tying the library orientation directly to the Freshman Seminar classes.

In June 2004 Robyn Agnew from Student Services contacted John Kennerly to let him know that Freshman Orientation 2004 would include, for the first time, freshman debates. She asked if the library orientation sessions could be used, in part, to prepare the students for the debates. This gave the librarians the perfect platform for enhancing the hands-on component of the library orientation sessions. The students would be given an assignment designed to prepare them for the debates. The assignment would be self-paced, needing only to be completed by the end of orientation week.

In July 2004 John Kennerly spoke with Bill Junkin, Dean for Learning and Technology, about the possibility of making the assignment an online exercise. This was accomplished in August 2004. The library orientation sessions in August 2004 included an online, self-paced experiential learning component that directly tied library orientation to another spotlight activity of Freshman Orientation Week.

Based on observations and informal feedback from the freshmen and the librarians, the library received valuable input that will help to shape improvements on the assignment for the 2005 Freshman Orientation.

Date of Assessment: January 5, 2005

Status: Realized

8. To move music CDs to the reference area for easier browsing of the collection.

Assessment: In August 2004, the library ordered CD security cases which arrived in September. The security cases were added to the library's existing CD's, and in November 2004 the entire collection was moved from behind the circulation desk to multimedia shelving located in the reference area.

Date of Assessment: July 20, 2005

Status: Realized

9. To debut and sponsor a website for the Greenwood Area Libraries Consortium.

Assessment: McCain Library at Erskine participates in a local consortium of libraries named the Greenwood Area Library Consortium (GALC). The membership includes the Lander University library, Piedmont Technical College library, the Greenwood Genetics Center library, the Greenwood and Abbeville County Libraries, and the Medical Library at Self Regional Healthcare. At the group's spring meeting on May 19, 2004, John Kennerly demonstrated a rough example for a Greenwood Area Library Consortium website. The GALC members were excited about the potential for such a website, and John Kennerly agreed to work with the McCain Library webmaster, Brian Smith, in 2004-2005 to create a beta version of a GALC website. At the end of the 2004-2005 year, approximately 80% of the project was complete. McCain Library intends to extend this objective into the 2005-2006 academic year for completion.

Date of Assessment: July 20, 2005

Status: Partially realized and ongoing for completion in 2005-2006

FACILITIES

10. To complete the creation of a multimedia instruction/conference room on the library mezzanine. (*continuation from 2003-2004*)

Assessment: (*see Objective #11 in the "Library Assessment" section of the document entitled "McCain Library: Mission, Goals, Objectives, and Assessment, 2003-2004"*)

Following up on work begun in 2003-2003, the library received and installed 30 stacking chairs and 6 folding conference tables. The library also received an NEC LT240K LCD projector for use in the room. The projector eventually will be permanently mounted in the ceiling, but this was not completed in 2004-2005. The library began using the new multimedia instruction/conference room in September 2004.

Date of Assessment: October 12, 2004

Status: Realized

PERSONNEL

11. To send two professional librarians from the library staff to the American Theological Library Association annual conference in Austin, TX in June 2005.

Assessment: Sara Morrison and Fred Guyette attended the American Theological Library Association Annual Conference on June 15-18, 2005 in Austin, Texas. The conference was hosted by the Southwest Area Theological Library Association. Funding for their attendance was budgeted in the 2004-2005 library budget.

Date of Assessment: July 11, 2005

Status: Realized

12. To begin designing the structure and content of a library intranet to improve staff workflow.

Assessment: Toward the end of the 2003-2004 academic year, the Library Director and Library Systems Manager began informal discussions about the potential for a library intranet to help improve staff workflow. These discussions were very broad and conceptual. It was decided that most (if not all) of the content would be database-driven. The Library Director decided to begin with a project to digitize and centralize all library policies and procedures (both public and staff). In November 2004, the Library Director solicited feedback from the staff concerning the content of a policies/procedures database. A few staff members responded with suggestions, but over the course of the academic year, this project lost momentum. This was largely due to demands from other projects.

Efforts will continue towards the completion of this objective because the perceived value remains high.

Date of Assessment: July 11, 2005

Status: Partially realized and ongoing

ADMINISTRATION

13. To unveil a three-year library technology plan and implement the first-year objectives. (*continuation from 2002-2003 and 2003-2004*)

Assessment: No further work was completed on this ongoing objective in 2004-2005 due to a need for higher prioritization of other library administrative activities. This will remain an ongoing objective for completion.

Date of Assessment: July 11, 2005

Status: Ongoing, but no action in 2004-2005

14. To submit a SC SHRAB re-grant application for preservation microfilming.

Assessment: McCain Library submitted a grant application to the South Carolina State Historical Records Advisory Board (SC SHRAB) Historical Records Regrant Program on September 8, 2004. This was the first of two rounds of grants to be available through SC SHRAB in 2005. The grant request (\$4,700 in grant funds) was for the preservation microfilming of the Erskine presidential papers of Dr. Joseph Wightman and the Gen. Lloyd Wilkerson Papers collection. The Library Director received a letter dated December 16, 2004 from SC SHRAB stating that McCain Library's grant application was denied.

McCain Library planned to re-apply during the second round of grants, but the second round was suspended by SC SHRAB due to lack of funds.

Date of Assessment: July 11, 2005

Status: Realized, but not funded

15. To continue meeting the objectives outlined in the five-year strategic plan (implemented in 2002-2003) for increasing library holdings for graduate-level programs (Seminary).

Assessment: Four objectives were outlined in the *Plan for Increasing Library Holdings for Graduate-Level Programs* dated March 2002 and drafted in response to recommendation #19 of the 2001 SACS re-accreditation report. The following was accomplished during the 2004-2005 academic year:

Objective #1: The library will add a net total of at least 1,000 volumes per year over the next five years to the seminary collection.

The following numbers reflect seminary collection growth in 2004-2005:

Gross total volumes added = 544

Total volumes withdrawn = 133

Net total volumes added = 411

The net volume count represents only 41% of the stated objective. As was the case in 2003-2004, this significant shortfall is largely related to the budget difficulties described below under Objectives #3 and #4.

Objective #2: The library will provide current subscriptions (in print, electronic, or microfilm format) to 40% of the journals indexed in ATLA Religion Database by 2006/07. At the beginning of the fall 2004 semester, the library began subscriptions to 10 modestly-priced periodicals (7 new, 3 reinstated for a total of \$800) indexed in *ATLA Religion Database*. The number of titles included in the full-text *ATLA Serials* database (to which McCain Library subscribes) also increased during 2004-2005. As of June 30, 2005, McCain Library provides current access to 38% of the journals indexed in *ATLA Religion Database*.

Objective #3: The library will increase the materials budget for seminary monographs, standing orders (excluding periodicals), and audiovisual items by 25% for the 2003/04 fiscal year, by 12-13% for 2004/05, and by 7-8% for 2005/06 and 2006/07.

The library materials budget has not seen significant increases since 2002 due to the economy and Erskine budget shortfalls. The lack of increased funding has effectively eliminated the library's ability to increase the number of annual additions to the collection. In fact mid-year budget cuts and freezes reduced the library's buying power in 2005.

Objective #4: The library will increase the seminary periodicals budget by 10% per year over the next five years to cover subscription inflation and the addition of new subscriptions in support of Objective #2.

Materials budget increases for seminary periodical subscriptions were non-existent for 2004-2005 as was the case in 2003-2004. Of the four objectives, this objective combined with Objective #3 reflects the least amount of progress (and directly affects Objectives #1 and #2). Again, the lack of a growing budget is primarily due to the weak status of the current economy and budget shortfalls at the institution.

Date of Assessment: July 11, 2005

Status: Not realized

16. To open an account with Franklin Book Company as the library's primary standing order vendor.

Assessment: The Acquisitions Manager and Library Director began conversations with Franklin Book Company (FBC), speaking with a representative on several occasions. Based on these discussions, the library decided to pursue a contract with FBC as the library primary standing order vendor.

Vendor changes of this magnitude require a substantial amount of “front end” work to set up the new account. A formal agreement with FBC was not constituted in 2004-2005. However, the library did begin an internal assessment of its current standing order situation. It was determined that a number of major decisions needed to be made concerning standing orders before establishing an account with FBC. As a result, it was decided to postpone setting up an account with FBC until the 2005-2006 academic year (probably in spring 2006) to allow more time for preparation.

Date of Assessment: July 11, 2005

Status: Ongoing, but anticipated for completion by the summer of 2006

17. To plan and budget for full or associate membership in OCLC in FY2005-2006.

Assessment: Just prior to the beginning of FY2004-2005, McCain Library learned that its primary bibliographic utility (*GRC LaserQuest*) would be discontinued in 2005 (or 2006?). Necessity dictated that immediate steps would need to be taken to identify and secure a new bibliographic utility. These events provided the opportunity for McCain Library to investigate a switch to OCLC (*Connexion*) as the library’s primary bibliographic utility. Doing so would require full or associate membership status in OCLC. McCain Library has held Affiliate Membership status in OCLC for a number of years. It was decided that the 2004-2005 year would be used to investigate the costs involved with a move to full or associate membership and a subscription to *OCLC Connexion* with the intent being to be positioned with the proper funding for mobilization at the beginning of FY2005-2006.

During the 2004 planning, McCain Library discovered that another option existed. The library could use *OCLC CatExpress* (a scaled-down version of *OCLC Connexion*) as its primary bibliographic utility and remain at OCLC affiliate status. The library evaluated *OCLC CatExpress* and found that it was robust enough to meet the library’s needs. The elimination of the need to move to full or associate status in OCLC also provided a beneficial cost avoidance. Therefore, McCain Library retained its affiliate status in OCLC and began a subscription to *OCLC CatExpress* in March 2005. The library began using the utility in April 2005.

Date of Assessment: May 2, 2005

Status: Not realized, but equally positive outcome was attained

18. To draft records management retention schedules for the following institutional offices:

<u>College</u>	<u>Seminary</u>
Financial Aid	Academic Dean
Human Resources	Admissions and Financial Aid
Library	Institutional Assessment
Public Relations and Marketing	Registrar
President	Vice President

Assessment: No progress was made in 2004-2005 on the further development of the Erskine records management program. This objective has continued to be unrealized for several years due to a lack of sufficient time. For progress to occur, there must be (1) a more deliberate effort on the part of the library administration and (2) greater support from departments across campus.

Date of Assessment: July 11, 2005

Status: Not realized

19. To hold a book signing for Ben Farley (*Of Time and Eternity*) in the fall of 2004.

Assessment: On October 8, 2004 a book signing and reception for Dr. Benjamin Wirt Farley was held in the McCain Library reference area. The event was co-sponsored by McCain Library and the Erskine Campus Bookstore. The event was held to promote Dr. Farley's second full-length novel, *Of Time and Eternity* (AuthorHouse, 2004). Dr. Farley served on the Erskine College faculty (1974-2000) and held the chaired position of Yount's Professor of Philosophy and Religion.

Date of Assessment: July 11, 2005

Status: Realized

20. To hold a promotional event (formal opening?) in the spring of 2005 for the library's newly named Department of Archives and Special Collections in Reid Hall, including the Wofford E. Baldwin Reading Room and the Miller-Henry Family History Center.

Assessment: In October 2003 the Library Director contacted the Development Office about a possible joint effort to hold a formal opening of the library archives in Reid Hall. At that time the Development Office was unable to devote sufficient time and effort to such a project. As a result the library decided to postpone the event until the 2004-2005 academic year. Unfortunately the library was never able to coordinate such an event due to scheduling conflicts. In light of the failure to meet this objective, the library made every effort to promote the archives and the Baldwin Reading Room throughout the year by holding in the Baldwin Reading events such as:

- S.C. Archives Week Exhibit (November 8-12, 2004)
- Blanton family gift presentation event (February 1, 2005)
- Library Spring Book Sale (April 27-29, 2005)

In addition, the Blanton family donation was reported the February 8, 2005 issue of *Erskine Netnews*, Erskine's electronic newsletter. This news story promoted the existence of the Reid Hall Archives and the Reading Room.

Date of Assessment: July 11, 2005

Status: Not realized