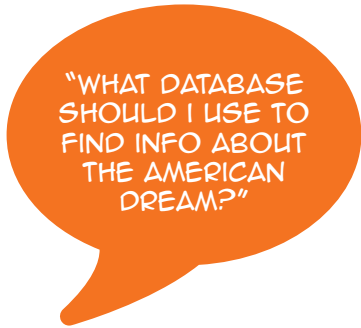




**2013**  
**UTSA**® LIBRARIES  
**ANNUAL REPORT**



DEAN OF LIBRARIES

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AND TECHNOLOGY MANAGEMENT

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UTSA Libraries Annual Report is a  
publication for faculty, staff, friends, and donors of  
The University of Texas at San Antonio Libraries.

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**UTSA** LIBRARIES

# FROM THE DEAN



*If we are here to help students succeed,  
Why don't they ask us for help?*

This is the question we asked ourselves at the beginning of 2013, and spent much of the year tackling. Our solution: re-tool our customer service approach and let students know that the library's "Blue Crew" aren't just there to shelve books.

UTSA's faculty are just as important to us, and we were proud to collaborate with them on several innovative projects this year. The UTSA Libraries were privileged to partner in the creation of the UTSA's new Faculty Center, bringing the university's commitment to faculty professional development to a new level.

All the stories in this annual report illustrate our continuing evolution. The nature of academic libraries is changing rapidly, and our priority is to be innovative and remain on the forefront as the intellectual heart of an emerging premier university.

It's a wonderful ride – thanks for joining us.

A handwritten signature in black ink that reads "Krisellen Maloney". The signature is fluid and cursive.

Dr. Krisellen Maloney  
Dean of Libraries



Must. Learn. All. Music. #clubjpl  
#totallystudying"

--As seen on Instagram,  
October 15, 2013


# INTRODUCING THE BLUE CREW

Though UTSA's libraries are bursting with students—studying, using library resources and collaborating on projects — they weren't inclined to ask library staff for help, reflecting a national trend.

## Enter The Blue Crew.

Last year library staff members assisting students on the front lines were reorganized and re-identified as the Blue Crew, complete with matching blue shirts to make them easy for any student to spot in a crowd. New approaches to serving students included having staff available in study areas (not just at information desks) to flag down for questions, and leveraging the library's Peer Coaches, a group of students trained to assist their peers with basic research techniques. A marketing campaign drew attention to the Blue Crew as friendly experts who can help students find just about any information they need—for their coursework, or just for navigating university life. The result? Reference questions have jumped, and the library's customer service culture is better aligned to help students succeed.



**52%**   
**INCREASE**  
in the number of reference questions since the launch of the Blue Crew campaign  
Jan-Aug 2013

**Blue Crew Stu** made his debut in summer 2013, providing a portable persona behind the library's summer photo contest for incoming UTSA students. Pictured are some of the winning entries.

# ANDY STAHLMAN Library Services Assistant

## Helping Students Find Their Way



Blue Crew member Andy Stahlman views the UTSA Libraries from two perspectives.

As a UTSA alumnus, Stahlman thinks of the library as the nucleus of the university, building community among students, faculty and librarians. He sees evidence every day that the Libraries have “come a long way” since he was a student.

Stahlman studied anthropology at UTSA and spent plenty of time in the library when he was a student. He recognizes how difficult it can be to navigate the university environment and “put the pieces together,” an awareness that sparked his interest in library work.

Driven by his passion for connecting people with information, he found employment at the San Antonio Public Library. A short time later, Stahlman seized the opportunity to serve the UTSA community by joining the library staff at his alma mater.

Stahlman’s desire to continually improve the Libraries comes through in staff meeting and strategy sessions. He enjoys weighing in on how changes can be made to improve student experiences.

“I’m here to make sure students get the best help possible,” he says.

Whether he is checking out textbooks and laptops or providing research help at the Information Desk, he recognizes the importance of providing efficient, knowledgeable service.



#utsa #listening  
#takingquestions  
#feedback

--As seen on Instagram, February 14

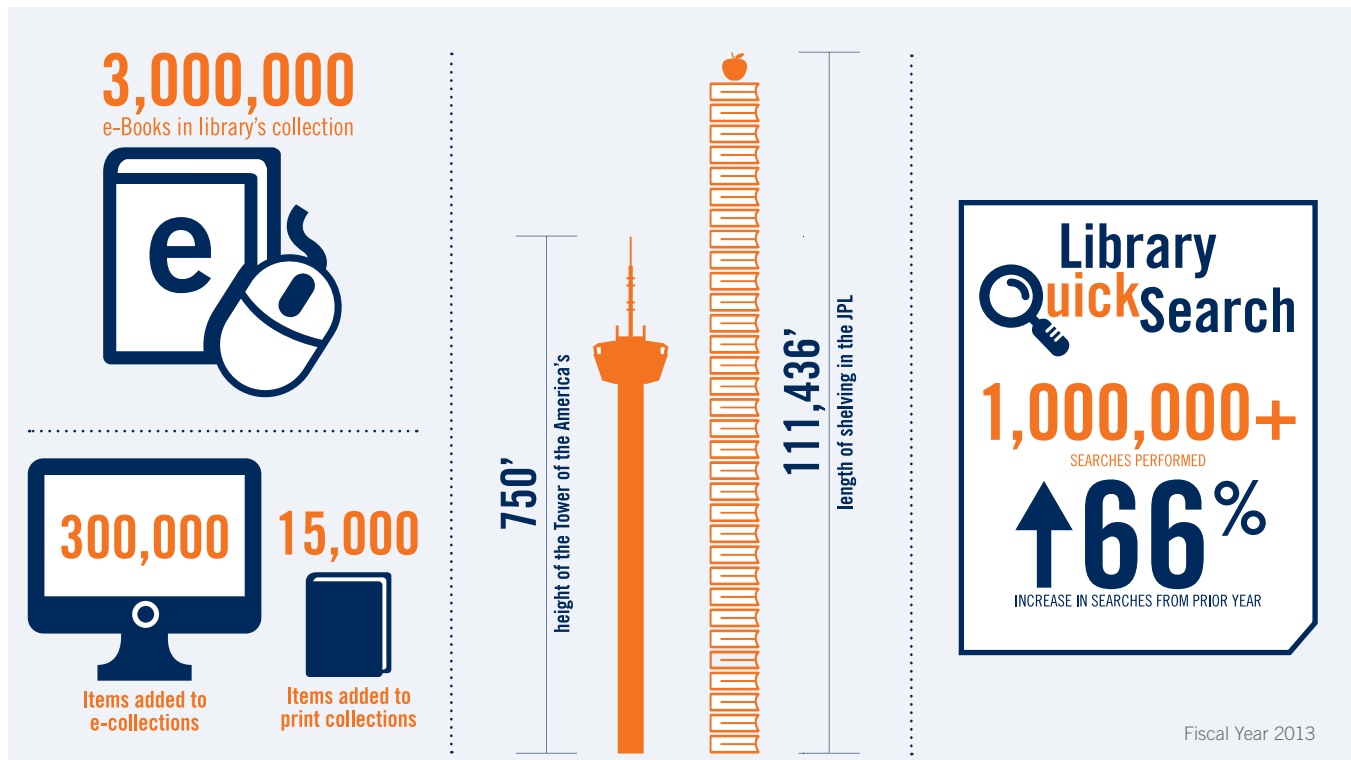
“  
*I’m here to  
make sure students  
get the best  
help possible.”*

# COLLECTIONS AND SERVICES SHAPED BY PATRONS

*Patron driven acquisitions* is library-speak for a rather simple concept: our library catalog and QuickSearch contain records for a universe of scholarly eBooks that we don't actually own – yet.

When a patron follows a link and starts reading the book, we purchase it for them automatically, completely behind the scenes. Benefits of this service—which the Libraries put into practice 3 years ago—are twofold.

The Libraries save by spending selectively, and patrons gain immediate, seamless access to essential digital resources. A related service called *Get It for Me* provides members of the university community with books and articles on demand, whether owned by UTSA or borrowed from other libraries. Faculty and staff members can even have items delivered to their offices. Now that's service!



# SELF SERVICE STUDY ROOMS

**By popular student demand**, the UTSA Libraries recently implemented a reservation system for the heavily used study rooms in the John Peace Library, Downtown Library and Applied Engineering and Technology Library.

The new system, which debuted in August, replaces the previous “first-come, first-served” policy. Students can now reserve individual or group study rooms up to one week in advance using the Libraries website, their phones or one of several convenient iPad kiosks.



## BEHIND THE SCENES:

### Clinton Graham



All the systems it takes to run a 21st century academic library require an inordinate amount of “under the hood” magic, and Clinton Graham is just one of many wizards to make it happen. Graham,

Senior Systems Analyst at the UTSA Libraries for the past two years, is famous for his creative coding solutions to make dozens of third-party information providers and web applications play nice together on the library’s website.



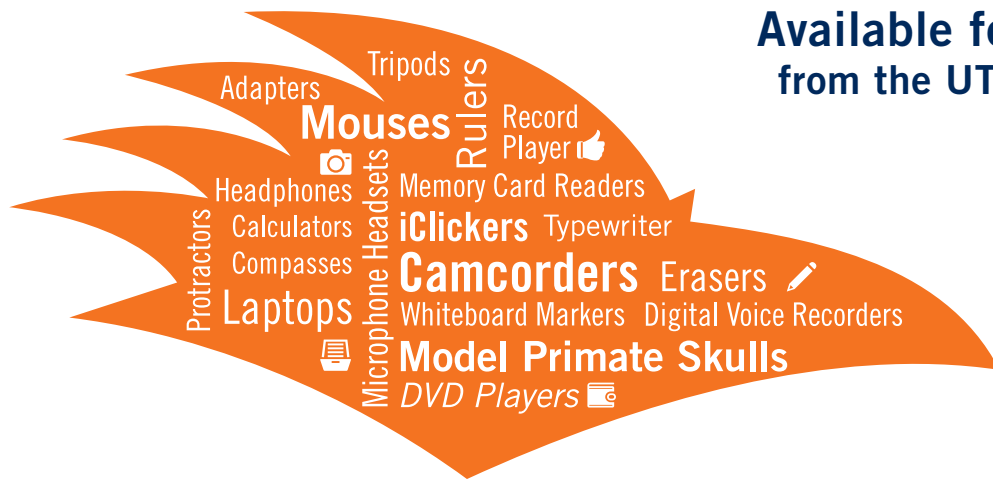
# 57,188 VIEWS

of library’s mobile  
website since launch

Aug 2012- Nov 2013

# MEETING THE NEEDS

Available for checkout  
from the UTSA Libraries



OVER  
**50,000**

people entering our libraries during  
the busiest week of fall semester



JUST UNDER  
**29,000**

entire UTSA student population

Most popular items for checkout

**TEXTBOOKS  
ON RESERVE**



**63,479 Checkouts**

**LAPTOPS**



**43,772 Checkouts**

Fiscal Year 2013



# Ask us anything!

**Visitor:**  
Which database would you recommend for health research?

**Blue Crew Jeff:**  
What kind of health research? Can you tell me a little more about what you are looking for?

**Visitor:**  
obesity and physical exercise

**Blue Crew Jeff:**  
Okay, Are you looking for medical literature? Like the physiological response to exercise on obese people? Or more of a social aspect?

**Visitor:**  
medical literature

**Blue Crew Jeff:**  
Okay, the best place to look is PubMed

**Visitor:**  
okay thank you!! where would you recommend for physiological response to exercise on obese people?

**Blue Crew Jeff:**  
Let me check...

**Blue Crew Jeff:**  
[Here](#) and [here](#)

**Visitor:**  
works perfectly thanks!!

**Blue Crew Jeff:**  
Excellent!  
You're welcome :)

## BEHIND THE SCENES:

### Jeff McAdams



McAdams is one of several librarians on the other end of the UTSA Libraries online chat feature. For several hours a week, including evenings and weekends, he

answers questions from students and faculty needing immediate assistance.

# TRAILBLAZING BOOKLESS LIBRARY STILL THRIVING

Three years since it opened, UTSA's Applied Engineering and Technology (AET) Library — the nation's first completely bookless library on a college or university campus—is going strong.



The library has served more than 161,000 students and faculty since it opened its doors, welcoming 1,900 visitors per week on average when classes are in session.

“This isn't like an ordinary library where you're expected to be quiet and stick to yourself,” said David Cruz, a junior mechanical engineering student. “The study areas plus the fact that we can write on the walls and have immediate access to tons of scientific materials make it the perfect place to work on projects and solve problems as a group.”

The library served as inspiration to Bexar County Judge Nelson Wolff, who launched BiblioTech, the first public digital library of its kind, in September 2013.



Dean of Libraries Krisellen Maloney—pictured here with Judge Nelson Wolff— chairs BiblioTech's Advisory Board.

*“I NEED A  
DATABASE TO  
RESEARCH THE MANTIS  
SHRIMP. I NEED TO  
KNOW HOW THEY  
SEE DIFFERENTLY  
THAN HUMANS  
DO.”*

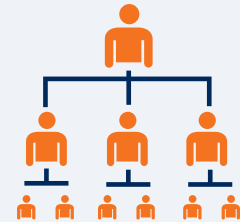
# JOHN PEACE LIBRARY RENOVATION FINALE

In early 2014, the final phase of the John Peace Library's five-year renovation will conclude with the opening of three new areas.

A state-of-the-art, 120-seat digital classroom will provide the latest technology for teaching and student collaboration. Two new beautifully-appointed reading rooms will give students an additional 162 study seats and 80 computers – a welcome addition to a library that sees up to 48,000 visitors per week on average during the fall and spring semesters.



Rendering of a wave motif that will grace the ceiling of the library's new second floor reading room



**366,790**  
**USES**  
of librarian-created  
research guides



**2,171,446**  
**DOCUMENTS**  
scanned on libraries'  
high-speed scanners

Fiscal Year 2013

# SPECIAL COLLECTIONS HIGHLIGHTS

UTSA Libraries Special Collections house the university's treasures—rare and one-of-a-kind historical materials documenting the legacies of San Antonio and South Texas. Special Collections saw many exciting developments in 2013.



## A New Breed of Exhibit

One of the UTSA Libraries most beloved collections, the Gebhardt Mexican Foods Company records, has been brought to life through a dynamic new virtual exhibit. This San Antonio-based company became famous for their chili powder and for popularizing Mexican convenience foods in the U.S.

[lib.utsa.edu/gebhardt](http://lib.utsa.edu/gebhardt)



## Bringing San Antonio's History to the World

UTSA's Special Collections are valuable to scholarly and casual researchers alike. More and more collections are being digitized to make them accessible to those unable to visit our libraries in person. The recently re-designed Digital Collections website provides a convenient launching pad for researchers to peruse collections online.

[digital.utsa.edu](http://digital.utsa.edu)

## Constructing Bridges Between Past and Present



Juli McLoone feels honored to do her job.

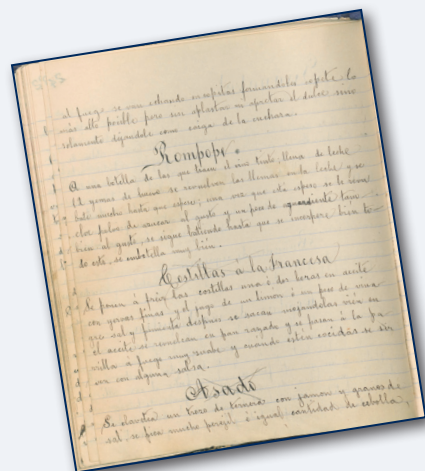
Every day she works to document and preserve the history of San Antonio and South Texas, a role she finds “humbling.” As Rare Book Librarian for UTSA Libraries Special Collections, McLoone curates historical materials acquired by the university, then finds ways to connect those materials with researchers.

UTSA’s growing collection of Texana holds something for just about anyone interested in the history of our region, but one area that really shines—and is close to McLoone’s heart—is the Mexican Cookbook Collection, documenting Mexican, Texan and Southwestern cuisine from 1789 to the present. The collection includes over 1,200 titles in both English and Spanish.

In 2010 McLoone launched *La Cocina Histórica*, a companion blog to the Mexican Cookbook Collection celebrating Mexican cuisine and history ([lib.utsa.edu/lacocina](http://lib.utsa.edu/lacocina)).

The blog features weekly recipes from the collection, some complete with kitchen-tested notes for modern-day cooks.

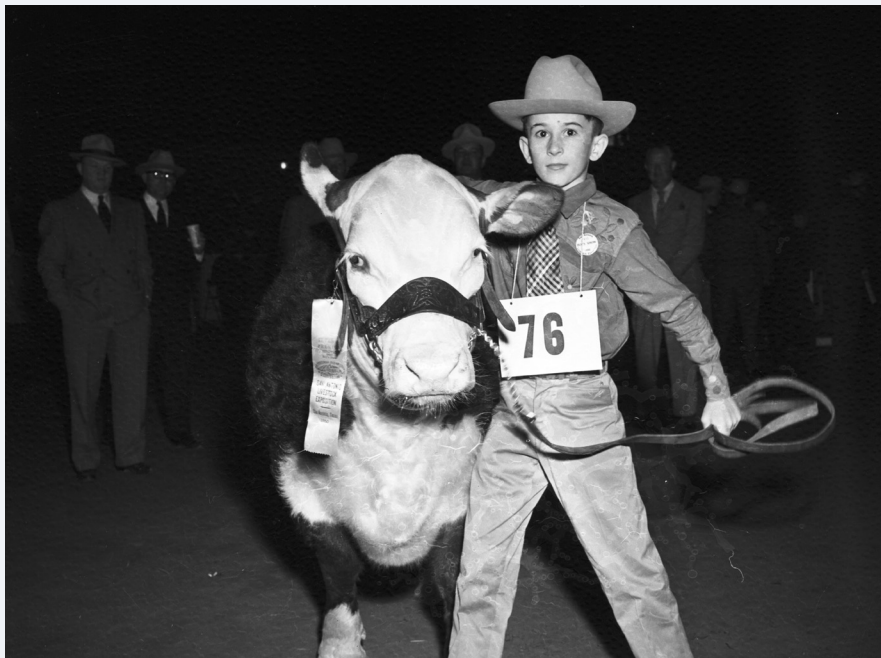
“Cookbooks have the advantage of coming in short, easily-packaged chunks of content—recipes! The food blog concept seemed like a perfect match,” says McLoone. “It has proven to be a great way to connect with food-lovers who have an interest in culinary history.”



*Analysis and understanding of the people, communities and events of the past is built upon the study of historical documents and artifacts. It’s an honor to be part of a profession that makes this possible.”*

# SPECIAL COLLECTIONS

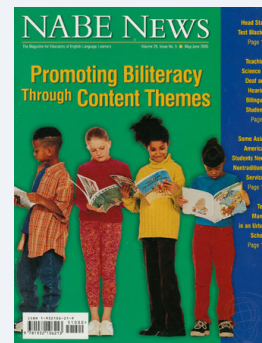
## NEW AND NOTEWORTHY



### ***San Antonio Light* Photograph Collection**

Once one of the leading Hearst newspapers in the United States, the *San Antonio Light* daily newspaper left a rich photographic archive when it closed in 1993. The newspaper's photographers captured the people and events of the city, as well as views of small towns in South and Central Texas. The photographs—original glass and film negatives, many of which have been digitized—span the years 1924 to 1993 and number 1.5 million. Housed at the Institute of Texan Cultures Library, the collection includes images of many iconic San Antonio moments, such as the city's inaugural Stock Show and Rodeo in 1950, pictured above.

### **National Association of Bilingual Education**

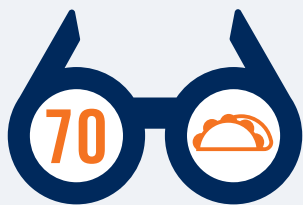


The records of the National Association for Bilingual Education (NABE) constitute 43 years of history, representing

the work of many individuals to advance bilingual education in the United States. Housing NABE's history at UTSA is especially appropriate given the organization's early connections to the university. Albar A. Peña, former UTSA faculty member and the first director of UTSA's Department of Bicultural-Bilingual Studies, helped found the association in 1975.

# SPECIAL COLLECTIONS

## NEW AND NOTEWORTHY



### AVERAGE VIEWS

of *La Cocina Histórica*  
Mexican cookbook blog  
per day

[lib.utsa.edu/lacocina](http://lib.utsa.edu/lacocina)



**INCREASE**  
in annual readership of  
The Top Shelf  
Special Collections blog,  
2011 to 2013

[lib.utsa.edu/topshelf](http://lib.utsa.edu/topshelf)

### Charlie Gonzalez Papers

The legacy of Former U.S. Representative Charlie Gonzalez's 14 years in Congress is preserved through his papers, housed at the UTSA Libraries.

"As a proud San Antonian, I can't think of a better place than UTSA to offer my congressional papers as a resource for generations of students and scholars," said Gonzalez at the April announcement. Gonzalez's collection consists of constituent correspondence, speeches, videotapes of interviews, press releases and legislative files relating to appropriations, energy, housing, labor, transportation and Social Security.



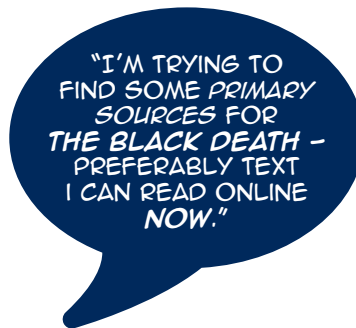
Dean of Libraries Krisellen Maloney, President Richard Romo and Rep. Charlie Gonzalez

# SUPPORTING SUCCESS

“

*This library has the best customer service. It is genuine and heartfelt! Keep up the great work!”*

*-- Comment form submitted to the Downtown Library*



## MATERIALS EXPENDITURES



Fiscal Year 2013



# TESTIMONIALS

*"I would like to congratulate you for finding Jeff Lacy for us at UTSA. He is a wonderful librarian. Yesterday I desperately sent him an email seeking his guidance about a lit review. Within two hours, I had a long email from him listing all the sites I could use to gather my information. I thank the library and Jeff for the wonderful job he does to advance students like myself!"*

-- Kalpana M. Iyengar  
PhD Candidate in Interdisciplinary  
Learning and Teaching  
on librarian Jeff Lacy

*"Ellen's contributions go beyond the significant improvement we have seen in the quality of the lit searches we receive on animal-use protocols. She also brings her very ebullient and pleasant personality, which blends so well with the personality of our IACUC. She is a real asset to the IACUC, the animal care program, and UTSA."*

-- James G. MacMillan  
DVM, Research Compliance Director,  
Office of the Vice President for Research  
on librarian Ellen Lutz



the happiest place on earth  
#club jpl"

--As seen on Instagram,  
October 13, 2013

*"You have cultivated an attitude of service and kindness with your staff. They are most helpful to faculty and my doctoral students. On behalf of ALL UTSA faculty who depend so greatly upon the UTSA Library and its wonderful resources, I sincerely THANK YOU."*

-- Gerald Juhnke  
Professor of Counseling, College of Education  
and Human Development


"I NEED TO  
FIND ARTICLES  
ABOUT MECHANICAL  
TESTING OF  
COMPOSITES,  
PLEASE."

# SHAPING THE PROFESSION

## Select Professional Activities by UTSA Libraries Staff

### Posie Aagaard

Assistant Dean for Collections and Curriculum Support

 Aagaard, P. (2013). Other Duties as Assigned: What a Job Description Staple Really Means. American Library Association Conference.


### Natasha Arguello

Librarian

 Arguello, N. (2013). Secondary Marketing Research Certificate: Library Collaboration With the College of Business and Marketing Faculty. Journal of Business and Finance Librarianship, 18(4), 309–329.

### Roberta Astroff

Head of the Downtown Library

 Astroff, R. (2012). The Structure Work of Disciplines. In D. C. Mack & C. Gibson (Eds.), Interdisciplinary and Academic Libraries. Chicago, IL: Association of College and Research Libraries.


### Amy Chang

Head of Access Services

 Chang, A. (2012). Changing Roles of Middle Managers in Academic Libraries. Library Management Journal, 23 (April 5, 2013), 213–220.

### Amy Chang

Head of Access Services

 Board of Editors, Journal of Access Services, 2013

### Carolyn Ellis

Technology Project Management Librarian

### Anne Peters

Director of Library Communications

 Ellis, C., & Peters, A. (2013). Herding Cats in the Cloud: Moving Technology Projects Forward in Highly Collaborative Libraries. Association of College & Research Libraries Annual Conference.

### Sean Heyliger


former University Archivist

### Juli McLoone

Rare Books Librarian

### Nikki Thomas

Manuscripts Curator


 Heyliger, S.; McLoone, J.; Thomas, N. (2013). Making Connections: A Survey of Special Collections' Social Media Outreach. American Archivist, 76(2), 374–413.

### Jan Kemp

Assistant Dean of Public Services


### Ellen Lutz

Librarian

 Kemp, J., Lutz, E., & Nurnberger, A. L. (2012). E-Readers on Trial: Qualitative Results from an Academic Library Pilot Project. Journal of Electronic Resources Librarianship, 24(3), 189–203.


### Ellen Lutz


Librarian

 Lutz, E. (2013). Science Librarians' Analysis of the 2012 Nobel Prize in Chemistry: The work of Robert Lefkowitz and Brian Kobilka. Science & Technology Libraries, 32(1), 19–29.

### Krisellen Maloney

Dean of Libraries

 Maloney, K. (2014). The Faculty Commons: Reimagining the Intellectual Heart of Campus. Planning Our Future Libraries: Blueprints for 2025. K. Leeder and E. Frierson. Chicago, IL, ALA Editions: 41–53.

 Maloney, K. (2013). Issues Facing Academic Libraries. American Library Association Conference.

### Krisellen Maloney


Dean of Libraries

### Jan Kemp

Assistant Dean of Public Services


### Carolyn Ellis

Technology Project Management Librarian

 Maloney, K., Kemp, J., & Ellis, C. (2013). Implementing a Context-Sensitive Chat Reference Service. Coalition for Networked Information Fall Membership Meeting.


### Jeff McAdams

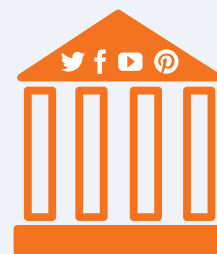
Librarian

 McAdams, J. (2013). Challenging Perceptions: A Physical Library with Only E-Books. Multimedia Information & Technology, 39(2), 14–16.

### Heather Williams

Instructional Designer

 Packham, C. & Williams, H. (2013). A New Spin on Proceedings?. Physics World, 26(11), 22.



# #28

**UTSA Libraries rank within the 100 Most Social Media Friendly College & University Libraries for 2013,**  
[LibraryScienceList.com](http://LibraryScienceList.com)



Conference Presentation



Position



Article



Book Chapter

# PARTNERSHIPS



“

*WOW! Just this one post alone makes this class worthwhile! So much useful information. I cannot wait to get to work on my course!”*

*-- Faculty member's feedback regarding Assistant Dean Posie Aagaard's copyright expertise in a course about teaching online*

## Supporting UTSA's Instructors

In partnership with UTSA's Vice Provost for Academic and Faculty Support and the Department of Human Resources, UTSA Libraries created an online orientation program to support non-tenure track faculty – those lecturers and instructors who teach many of the university's large, introductory courses. The program supports the critical work these teachers do, helping them to navigate UTSA and its many classroom policies, as well as provide training on tools and best practices. First piloted in fall 2012 and since refined based on participant feedback, the program is now fully fledged.

In fall 2013, 40 faculty members completed the orientation series on topics ranging from syllabus design to the Family Educational Rights and Privacy Act.

## Secondary Marketing Research Certificate

The Secondary Marketing Research Certificate (SMRC) is a 4-hour self-directed online tutorial intended to help students sharpen their business research skills beyond Google. The program, which launched in fall 2011, is a collaboration of the UTSA Libraries, the College of Business' Center for Student Professional Development and marketing faculty. Librarian Natasha Arguello teamed up with the Libraries' Learning Technology department to create and produce the learning modules, and so far 173 students have earned their certificate.



*One student told me that she used the knowledge she gained from the tutorials at her work a couple weeks ago. She felt 'so smart that she knew where to get the information, and no one else in the office knew.' Pretty cool."*

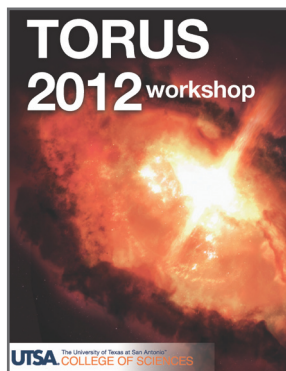
*-- Dan Davied  
Lecturer in the College of Business,  
referring to the Secondary Marketing  
Research Certificate program*



## Academic Inquiry and Scholarship Course

Together with campus partners, UTSA Libraries are laying the foundation for a major university initiative by participating in the development of the Academic Inquiry and Scholarship (AIS) freshman course. As a member of the AIS steering committee, Interim Head of Research Services Patricia Verdines coordinated the inclusion of library resources necessary for students to successfully complete the course.

The Libraries' Research Services and Learning Technology units created seven online learning modules and one video. Topics covered include plagiarism, citing and finding scholarly resources. The course piloted during fall 2013, with full implementation planned for fall 2014.



## Torus Conference Proceedings

Any faculty member who has organized a conference had to grapple with how to publish its proceedings. Assistant Professor Chris Packham had a vision for a new way to deliver the proceedings of the Torus 2012 astronomy conference, seeking out the support of the UTSA Libraries to make his dream a reality. Instructional Designer Heather Williams worked with Packham to create a 266-page interactive iBook of the proceedings, perfect for astronomers who prefer to view documents on their mobile devices. A companion, archived PDF of the proceedings ensures the preservation of the information for generations to come.



# A NEW HOME FOR UTSA'S FACULTY

## Premier research institutions need premier faculty,

and UTSA has taken a significant step to support its teachers and researchers with the launch of a new Faculty Center. A collaboration between UTSA Research, the Vice Provost for Academic and Faculty Support and the UTSA Libraries, the Faculty Center serves as the university's central hub for faculty professional development.

*"Our hope is that bringing all these resources together under the Faculty Center umbrella will promote a culture of collegiality among our faculty,"*

says Dean of Libraries Krisellen Maloney.

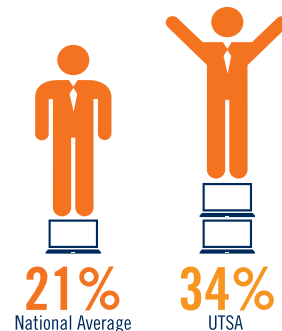
*"We're cultivating the next generation of academic leaders."*

## The Faculty Center has components both physical and virtual.

A beautiful new 4,578 square-foot facility opens in January 2014 on the fourth floor of the John Peace Library. In it, faculty take advantage of casual seating areas perfect for chats with colleagues, as well as conference rooms and a digital studio complete with the latest teaching technology. A slate of professional development workshops take place in the center each semester, allowing faculty to advance their skills and knowledge.

Complementing the new facility is a Faculty Center website ([faculty.utsa.edu](http://faculty.utsa.edu)), serving as a clearinghouse for all faculty-related information and services available at the university.

**FACULTY**  
who identify the library  
as a partner for **digital**  
**innovations** in teaching



# UTSA LIBRARIES

THE UNIVERSITY OF TEXAS AT SAN ANTONIO

One UTSA Circle  
San Antonio, TX 78249



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