



Frazar Memorial Library

#5 Plan cycle - 5
Plan cycle 2019/2020
7/1/19 - 6/30/20

Introduction

Frazar Memorial Library's mission is to:

- Provide carefully chosen information services and resources to support the university's mission and goals.
- Provide educational opportunities and programs that support information literacy among students, faculty, and staff.
- Provide a student-centered and collaborative environment to enhance and support excellence in life-long learning for the McNeese community, the Southwest Louisiana community, and the citizens of the State of Louisiana.

Frazar Memorial Library provides information services, resources, and information literacy programs to McNeese students.

Frazar Memorial Library strives to provide the same or comparable access to its services, resources, and programs to both local and distance education students. Distance education students may access electronic databases and books from any location. The Library also offers phone, email and instant messaging reference service, library instruction videos, and subject research guides to all students through its web site.

Performance Objective 1 Increase the information literacy of students.**1 Assessment and Benchmark**

Benchmark: The Public Services Department will provide at least 20 subject-specific information literacy sessions annually.

1.1 Data

Course-specific Instruction Sessions:

Course	Academic Year Ending				
	2014	2015	2016	2017	2018
ART 352 - Art Appreciation	-	-	2	1	-
BIOL 481 - Research	2	2	2	2	2
BIOL 601	-	-	-	-	-
CSCI 491 - Capstone	2	2	2	-	2
Chemistry (Summer Camp)	-	-	1	-	-
Counseling	1	-	-	-	-
Cultural Diversity for Health Practitioners	-	2	-	-	-
EDTC 245 - Educational Technology Foundations	-	-	-	-	1
ENGL 104 - Freshman Composition for International Students	-	-	-	-	2
ENGL 203 - Introduction to Literature	-	-	-	-	1
ENGL 301 - American Literature Survey	-	-	-	-	2
ENG 302	-	-	-	-	-
ENGL 402 - World Literature: Enlightenment to 20th Century	-	-	-	-	1
ENGL 651 - Bibliography and Literary Historiography	-	-	-	-	1
ENTR 305	-	-	-	-	-
ESLI - English as a Second Language	-	-	-	-	1
FFND 101 - Freshman Foundations for Engineers	-	2	5	2	-
HIST 300 - Research	8	8	8	8	8
HIST 410 - Research Seminar in History	-	-	-	-	1
MATH 403 - Numerical Methods II	-	-	-	-	1
MATH 461 - History of Mathematics	-	-	-	-	1
MGMT 300	-	-	-	-	-

NUFS nutrition orientation	-	-	-	-	-
NURS 318 - Mental Health Nursing	-	-	-	-	2
NURS 326 - Nursing Informatics	5	4	2	4	-
NURS 390 - Embedded Librarianship with Nursing Research	1	2	2	2	-
NURS 602 - Research	4	4	4	5	3
Nursing Graduate Orientation	-	-	2	2	2
POLS 201 - American Government	-	-	-	-	4
POLS 301 - State and Local Government	-	-	-	-	1
POLS 360 - American Political Behavior	-	-	-	-	1
POLS 401					
POLS 447 - The Legislative Process	-	-	-	-	1
POLS 448					
POLS 480 - Conflict and Diplomacy	-	-	-	-	1
Public Relations	1	1	-	-	-
K-12	-	-	-	-	3
Total	24	27	30	26	42

Course	Academic Year Ending				
	2019	2020	2021	2022	2023
AGEC 201 - Introduction to Agricultural Economics	—	2			
AGRI 340 - Junior Seminar	—	4			
AGRI 441 - Seminar	—	2			
ART 352 - Art Appreciation	—	—			
BIOL 481 - Research	3	2			
BIOL 601 - Graduate Seminar	1	—			
CSCI 491 - Capstone	1	1			
Chemistry (Summer Camp)	—	—			
Counseling	—	—			
Cultural Diversity for Health					

Practitioners	—	—			
EDTC 245 - Educational Technology Foundations	—	—			
ENGL 104 - Freshman Composition for International Students	—	—			
ENGL 203 - Introduction to Literature	3	—			
ENGL 301 - American Literature Survey	—	—			
ENGL 302 - Survey of American Literature II	1	—			
ENGL 361 - Advanced English Composition	—	2			
ENGL 402 - World Literature: Enlightenment to 20th Century	—	—			
ENGL 651 - Bibliography and Literary Historiography	1	—			
ENTR 305 - Family Business and Franchising	1	—			
ESLI - English as a Second Language	—	—			
FFND ENG	—	1			
FFND 101 - Freshman Foundations for Engineers	—	—			
HIST 300 - Research	8	8			
HIST 410 - Research Seminar in History	—	2			
MATH 403 - Numerical Methods II	—	—			
MATH 461 - History of Mathematics	1	1			
MATH 491 - Seminar	—	1			
MCOM 481 - Mass Communication Theory and Research	—	1			
MGMT 300 - Management Concepts and Practices	1	—			
NUFS nutrition orientation	1	—			
NURS 318 - Mental Health Nursing	2	—			
NURS 326 - Nursing Informatics	—	—			
NURS 390 - Embedded Librarianship with Nursing Research	—	—			
NURS 602 - Research	2	2			

NURS 695 - Focused Scholarly Project		1			
Nursing Graduate Orientation	3	2			
POLS 201 - American Government	2	—			
POLS 301 - State and Local Government	2	—			
POLS 360 - American Political Behavior	—	—			
POLS 401 - Political Parties in the United States	1	—			
POLS 447 - The Legislative Process	—	—			
POLS 448 - The Executive Process	1	—			
POLS 480 - Conflict and Diplomacy	—	—			
PSYC 428 - Procedures in Psychology Research	—	1			
Public Relations	—	—			
K-12	1	1			
Total	36	34			

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The Library was successful in expanding in certain areas. Discussions with Business faculty were difficult because of the size of the classes. In 2018-2019, the Library will explore alternative means of instruction to better suit the large classes. It remains a goal of the Library to expand instruction into the College of Business.

2018-2019:

The Library successfully developed instruction partnerships with two business faculty. These did not expand into the large classes, which were the primary focus of the faculty and the librarians. In 2019-2020, the Library will continue to work with business faculty to collaborate on group assignments for the large classes. The library will also work to expand instruction in the College of Education and the new SEM college.

2019-2020:

The Library was successful in expanding the information literacy program to the College of Agricultural Sciences. Faculty fluctuations (retirements, separations, and other priorities) across campus led to a slight decline in information literacy partnerships. Emphasis is placed on video tutorials rather than face-to-face instruction. The shelter-in-place order also caused problems with traditional instruction sessions. In 2020-2021, we will continue to track this goal.

2 Assessment and Benchmark

Benchmark: The Public Services Department will continue to pursue a goal of an 80% average score on ENGL 101 and ENGL 102 information literacy quizzes.

2.1 Data

ENGL 101:

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Term	Average Score
Summer 2017	85.70%
Fall 2017	89.80%
Spring 2018	84.75%
Summer 2018	—
Fall 2018	87.22%
Spring 2019	66.75%
Summer 2019	87.5%
Fall 2019	82%
Spring 2020	76.53%

ENGL 102:

Term	Average Score
Spring 2013	92.14%
Summer 2013	93.33%
Fall 2013	84.10%
Spring 2014	79.89%
Summer 2014	82.74%
Fall 2014	75.36%
Spring 2015	77.00%
Summer 2015	—
Fall 2015	78.00%
Spring 2016	77.00%
Summer 2016	81.30%
Fall 2016	58.40%
Spring 2017	81.00%
Summer 2017	77.90%
Fall 2017	86.50%
Spring 2018	87.10%
Summer 2018	82.82%
Fall 2018	88.82%
Spring 2019	86.09%
Summer 2019	—
Fall 2019	84%
Spring 2020	83.54%

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

This was the first year that we split our ENGL information literacy into the two sections. In 2018-2019 we will establish benchmarks. The data show that not every ENGL 101 instructor is using the module. Our goal is to continue marketing the ENGL 101 module and secure greater participation.

2018-2019:

Participation among ENGL 101 instructors remained voluntary. Instructors preferred bringing their classes to the Library for a tour rather than use the video tutorials. In 2019-2020, the Library will redesign the ENGL video tutorial modules based on feedback from the instructors of both ENGL 101 and ENGL 102. The assessment quizzes will also be redesigned to further separate the information literacy concepts between these courses. Lastly, the benchmark will be increased to an average score of 85%.

2019-2020:

In the summer of 2019 the Public Services reviewed the video tutorials and consulted with the ENG 101 and ENG 102 coordinators. The results were that we made the quiz for ENG 102 a little more difficult, and the quiz for ENG 101 a little more simple. The results are a little surprising for ENG 101 in Spring 2020 because it is an easier quiz. In 2020-2021, we will increase the benchmark for both quizzes to 85%.

3 Assessment and Benchmark

Benchmark: The Public Services Department will continue to pursue a goal of an 80% average score on the FFND 101 information literacy quiz. We will also try to improve participation among the FFND instructors.

3.1 Data

FFND 101:

Term	Average Score
Spring 2013	69.3%
Fall 2013	94.4%
Spring 2014	93.5%
Fall 2014	78.8%
Spring 2015	57%
Fall 2015	79%
Spring 2016	92%
Fall 2016	92.5%
Spring 2017	92.5%
Fall 2017	87.4%
Spring 2018	N/A*
Fall 2018	81%
Spring 2019	91.1%
Fall 2019	85%
Spring 2020	—

*Only two sections of FFND 101 were offered, and neither used the Library module.

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Outreach to FFND instructors was overall unsuccessful. Most instructors we spoke to were reluctant to change their syllabi. For 2018-2019 we will focus on marketing to PSYC 101. This course (identified by the QEP) is a replacement for FFND in the Colleges of Business and Education.

2018-2019:

Outreach to PSYC instructors was largely unsuccessful. The faculty members expressed favorable views of the library and previous FFND tutorials. However, they indicated that as they refined PSYC 101 to their needs, the video tutorials were less useful to them. They did express interest in our refinement of the video tutorial modules. In 2019-2020 the Library will update the FFND video tutorial module along with the ENGL

modules. FFND may be returning to the General Education curriculum. Therefore, the Public Services Department does not plan to redesign the FFND module to accommodate PSYC 101 until we learn more about the future of FFND. We are also revising the assessment quiz.

2019-2020:

FFND appears to be phased out. We will continue to work with PSYC 101 instructors and any other FFND cross-over courses we can identify. We do not plan to make much, if any changes to the FFND module updated in Summer 2019. A new series of orientation courses loosely dubbed Life 101 (to include Life 102, 103, and 104) is being designed at the University level with a plan to pilot the content in Fall 2021. In 2020-2021, the Public Services Department will work with the group developing these courses and will be designing content for this new program. The Department will change the benchmark to reflect the new program.

4 Assessment and Benchmark

Benchmark: The Library will:

- Collaborate with the English Department in creating a module for ENGL 101 by taking some components out of the ENGL 102 module. We hope this will boost viewing for all tutorials.
- Maintain the level of viewings reached in Fall 2015.
- Explore alternatives to Tegrity to host the tutorials.

4.1 Data

Number of Views:

Tutorial	Fall 2014	Spring 2015	Summer 2015	Fall 2015
Academic Search Complete	106	285	14	195
Library Catalog	118	343	18	214
Discovery	85	203	12	136
Introduction to Academic Library	203	62	16	91
JSTOR	40	240	10	200
Literati	0	238	5	145
Plagiarism	546	246	13	160
Searching for Information	4	442	15	230
Types of Information	0	687	23	394

Note: Spring 2016 usage statistics are unavailable. This situation was discovered in January 2016 with University Computing Services researching the problem. Since that time we have been unable to identify the cause or how to fix the problem. The Library is looking at alternatives for using Tegrity for hosting our video tutorials. Information unavailable for semesters preceding Fall 2014.

Number of Views:

Tutorial	Academic Year Ending		
	2017	2018	2019
Academic Search Complete	517	611	511
Library Catalog	445	510	430

Discovery	208	60	24
Introduction to Academic Library	489	465	–
JSTOR	435	576	472
Literati	105	5	–
Plagiarism	324	962	682
Searching for Information	381	12	–
Types of Information	643	49	–
ILL	171	542	510
Primary vs. Secondary	–	1,621	1,400
Scholarly vs. Non-Scholarly	–	1,096	1,097
Website Evaluation	–	446	461

Number of Views:

Tutorial	Academic Year Ending		
	2020	2021	2022
Academic Search Complete	408		
Library Catalog	487		
Discovery	16		
Introduction to Academic Library	—		
JSTOR	381		
Literati	—		
Plagiarism	768		
Searching for Information	—		
Types of Information	—		
ILL	495		
Primary vs. Secondary	1,366		
Scholarly vs. Non-Scholarly	1,050		
Website Evaluation	449		

Philosophy	402		
Totals	5,822		

4.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

- There are two observations to account for the big jump in tutorial viewings between 2016-2017 and 2017-2018. First, statistics were unavailable for spring 2016. Second, 2017-2018 was the first year to include tutorial modules for ENGL 101.
- The plagiarism and website evaluation tutorials were requested by faculty.
- All video tutorials were freely available on the website. The Library was unable to collect usage statistics for videos not accessed through Moodle. The library removed them from the homepage to see if faculty will contact the library regarding access. It is our intention to identify the courses using these tutorials to see if we can better adapt them to suit faculty/student needs.
- The new Library webpage for fall 2018 requires Public Services to update its videos.

2018-2019:

There are several factors contributing to the drop-in video tutorial views. One, the loss of Tegrity usage reports meant that we had to develop alternative means of collecting usage statistics. An automatic monthly search of the Moodle database – thanks to campus IT – continues to be refined each semester. The query requires us to give an exact name of the tutorial and an exact course to search such as ENGL 101 or NURS 602. Any other uses were not recorded. Similarly, any faculty linking to the video tutorials on the homepage were not recorded. Two, we had to remove the video tutorials from our homepage because they did not include closed-captioning for ADA guidelines. Three, the changes in the video modules may not have been incorporated into every section of ENGL 101 and 102. The library did distribute the updated modules to the ENGL 101/102 Coordinator, and she did distribute to the instructors. However, she admits that the instructors may simply roll over a course and not update the tutorials. As of June 2019, we may have figured out a way to include closed captioning on our videos and capture additional usage statistics. In 2019-2020, the Library will continue to refine the Moodle database query search to capture more usage.

2019-2020:

Video tutorial usage should have been much higher than the 5,822 views. There was very little usage in the late Spring 2020 semester when the ENG 101 classes usually bring a large addition of views. I believe the shelter-in-place order and the challenges of converting everything online led to a decline in pushing students to view the ENG 101 tutorials and assessment. The goal for 2020-2021 is to boost ENG 101 viewings. We may try for a goal of 6,500 views; but that is really dependent more upon the ENG 101 instructors than the Public Services Department.

In 2019-2020 the Library saw a large boost in views of the Philosophy video. The Public Services Department is trying to better capture viewings by subject-specific courses by including them on the monthly viewings report sent to us by UCS and measuring views on our webpage through Google Analytics. We created new video tutorials for Nursing; and we are trying to capture usage data through analytics.

5 Assessment and Benchmark

Benchmark: Public Services staff will expand the pilot project of specialized library research assignments for courses with a high level of writing assignments in collaboration with select professors. We will set a goal of 1-2 more courses for these information literacy assignments. The Archives and Special Collections Department will continue to provide extended and specialized research to patrons.

5.1 Data

2017-2018:

Archives provided extended research to:

- A researcher from the University of South Carolina researched the social impacts of environmental pollution for his dissertation.
- A group of Sulphur middle school students used resources in the Archives to find information about WWII home front activities for a STEM robotics competition.
- The Archives contributed substantial research, artifacts, and images for the Lake Charles Sesquicentennial exhibit and other festivities.
- Donna Price of the *American Press* used Archives materials for a news story on the Pirateland amusement park project.
- A researcher from Rutgers University used our collections for his dissertation about social aspects of early AIDS prevention measures.
- A surgeon in North Carolina is writing a biography of Dr. Michael DeBakey and used our collections extensively.
- The Office of Public Relations used our materials to create a display about the MSU President's Home.

Public Services:

- Completed the pilot project of specialized library research assignments for writing enriched courses. We will try to continue to expand this option.
- Explored ways to collect assessment data from the non-ENGL and FFND courses (with quizzes built into those modules). The first point of data collection is determining which courses / faculty are using the video tutorials.

2018-2019:

Archives provided extended research to:

- The Office of Public Information for images of Dr. David Richard Wallace for a KPLC story.
- An LSU History PhD student regarding the King family.
- A group of professional historians regarding Cameron Parish.
- LPB for a special on Paul Groves.
- Several campus offices to determine the copyright of three McNeese songs.

Public Services:

Discussions and planning with specific professors was sporadic through the academic year. We thought we had completed an assignment for History for spring 2019; but it was not incorporated into the course. The professor apologized for forgetting it and expressed a desire to use it in the future.

2019-2020:

Archives provided extended research to:

- A PhD candidate from UT-EI Paso doing extensive research in Borderland Studies using our collections.
- Rita LeBleu of the LC *American Press* who needed information and images for a story about Claire Gardens.
- The Calcasieu Historical Preservation Society for their annual Home Tour.
- McNeese Athletics who requested photographs of Tony Robichaux for the dedication of the bullpen in his name.
- Author Thad Carter requested several images for his upcoming book about trains.
- McNeese administration requested detailed information about the history of the streets on the McNeese campus.
- Seven patrons during the COVID-19 crisis. Many of these patrons required multiple contacts. In some instances I hand delivered materials to patrons and met with them in person using proper protection and distancing techniques.

The Public Services Department did not collaborate with History or English faculty to develop specialized research assignments.

5.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The Library will:

- Expand the Information Literacy program to include more 300+ level courses
- Offer new types of instruction besides the enhanced ENGL 102 script
- Expand the Information Literacy for Higher Education program to include the ACRL Frameworks
- Revise its 15 video tutorials and assessments to reflect the changes within the ACRL frameworks

In 2018-2019, the Archives Department will seek new opportunities for expanding the use of our collections. The Public Services Department will offer new types of instruction besides the enhanced ENGL 102 script and will pilot a new method in fall 2018.

2018-2019:

The Archives Department participated in several outreach events, including the Rare Books Petting Zoo and exhibits in an effort to expand the use of our collections. The Public Services Department reached out to more 300+ level courses. The Public Services Department incorporated the ACRL Framework into ENGL 101, ENGL 102, and FFND. This is incorporated into the updated Information Literacy Plan (Summer 2018). The Public Services Department revised the video tutorials for ENGL 101, ENGL 102, and FFND. In 2019-2020, the Public Services Department will revise the video tutorials for ENGL 101, ENGL 102, and FFND. The primary goals are to offer a fresh appearance to the modules and to redesign the assessment quizzes. The Archives Department will continue to engage in outreach activities to provide extensive research to patrons.

2019-2020:

The Archives Department will continue to engage in outreach activities to provide extensive research to patrons. The best way to increase research services is to process more collections and make the finding aids available to the public. We will strive to meet our goals (See 2.1) of processing more collections.

Changes in staffing in both the library and the university has made specialized library research assignments difficult to develop. It remains an ideal goal for the Public Services Department to develop such partnerships. The vision for this goal is to create a unique instruction experience apart from a video module and online quiz. Discussions with faculty had been for a face-to-face interaction. At present there are no plans to develop new face-to-face instruction due to COVID-19.

Performance Objective 2 Preserve the history of McNeese State University and Southwest Louisiana.

1 Assessment and Benchmark

Benchmark: The Archives and Special Collections Department will continue to strive to reach the objective of processing four archives collections and 200 digital images for the Louisiana Digital Library.

Prior to 2018-2019, the benchmark was to process five archives collections and 500 digital images from the Louisiana Digital Library.

1.1 Data

2015-2016:

The Archives and Special Collections Department processed two new collections and completely re-processed four existing collections to improve their accessibility by patrons. The department continues to weed and re-process the MSU-Media Services Photographs, a very large, heavily-used collection.

2016-2017:

The Archives and Special Collections Department processed one new collection and completely re-processed one existing collection to improve their accessibility by patrons. The department continues to weed and re-process the MSU-Media Services Photographs, a very large, heavily-used collection. The department did not catalog any additional digital images due to changes in the Louisiana Digital Library at the state level.

2017-2018:

The Archives and Special Collections Department processed three new collections and completely re-processed three existing collections to improve their accessibility by patrons. The department continues to

weed and re-process the MSU-Media Services Photographs, a very large, heavily-used collection. The department did not catalog any additional digital images due to changes in the Louisiana Digital Library at the state level.

2018-2019:

In 2018-2019, the Archives and Special Collections Department processed 5 new collections and completely re-processed 3 existing collections to improve their accessibility by patrons. The Department was only able to add 15 images to the Louisiana Digital Library.

2019-2020:

The Archives and Special Collections Department processed one new collection and completely re-processed two existing collections to improve their accessibility by patrons. The Department was only able to add two images to the LDL.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The Archives and Special Collections Department will adjust its goal to process four new archives collections and 200 digital images for the Louisiana Digital Library (LDL). The staff are learning the new procedures to input images into the LDL and hope to make the process faster in the future.

2018-2019:

The Archives and Special Collections Department met its goal for processing archives collections. The Department did not meet its goal for adding digital images to the Louisiana Digital Library (LDL) due to technical issues at LSU. In 2019-2020, the Archives and Special Collections Department will strive to meet its goal to process four new archives collections and 200 digital images for the Louisiana Digital Library (LDL).

2019-2020:

The Archives and Special Collections Department did not meet its goal for processing archives collections or adding digital images to the Louisiana Digital Library (LDL). The reason for this is mainly that other projects took precedence, such as moving collections from one building to another and replacing the shelving. Also, the COVID 19 quarantine meant that the staff could not access the collections for two months. In 2020-2021 the Archives and Special Collections Department will again strive to meet its goal to process four new archives collections and 200 digital images for the Louisiana Digital Library (LDL).

Performance Objective 3 Support Academic Programs.

1 Assessment and Benchmark

Benchmark: The Library will continue to strive to meet the target goal of evaluating a minimum of three electronic resources.

1.1 Data

Academic Year	# of resources evaluated
2013-2014	3
2014-2015	3
2015-2016	0
2016-2017	3
2017-2018	0
2018-2019	6
2019-2020	6

2015-2016:

The Library conducted no database trials. Databases offered for trials were deemed either not relevant to McNeese curriculum or had been conducted in previous years.

2016-2017:

The Library conducted three database trials: Statista (November-December 2016); UpToDate (April-May 2017); Kanopy (May-June 2017). Kanopy trial resulted in purchase of PDA (patron-driven acquisitions) subscription.

2017-2018:

The Library did not conduct database trials during fall 2017 or spring 2018. Databases offered for trials were deemed either not relevant to McNeese curriculum or had been conducted in previous years. Also, the budget situation precluded the possibility of any new purchases.

2018-2019:

The Library conducted six database trials: Statista; Bloomsbury Cultural History; HeinOnline; PsycARTICLES; PsycBOOKS; and PsycTESTS.

2019-2020: The library conducted three database trials in spring 2020: Harvard Business Review Press eBook Collection, R2 Digital Library, and Hein Online Academic. In addition, three trials begun in 2018-19 (PsycARTICLES, PsycBOOKS, and PsycTESTS) were extended through the end of July 2019.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

For 2018-2019, the Library will adjust this benchmark to conduct three database trials per year.

2018-2019:

The Library conducted six database trials: Statista; Bloomsbury Cultural History; HeinOnline; PsycARTICLES; PsycBOOKS; and PsycTESTS. The Library received mostly positive responses to the trials, but we did not have the funds to purchase the databases. In 2019-2020, the Library will continue to plan on conducting at least three database trials per year.

2019-2020:

The library exceeded its goal of conducting three database trials per year. In 2020-2021 the Library will continue to track this goal.

2 Assessment and Benchmark

Benchmark: The Library will participate in at least three outreach activities to promote Open Education Resources.

2.1 Data

2018-2019:

Over the past two years, the Public Services Department's outreach activities have saved students \$190,836 in textbook costs.

Attached is a list of new faculty that have adopted OER/e-textbooks for courses in the 2019-2020 academic year using LOUIS funds. These faculty joined those already participating in the program in 2018-2019. LOUIS estimates the return on investment for these purchases to be \$171,322.50.

2019-2020:

The Library participated in several outreach activities:

- In July 2019 representatives from LOUIS came to campus and presented on OER. Faculty were encouraged to attend.

- Walt Fontane and Sandra Keirseay marketed the LOUIS faculty cohort program to the College of Business and the Department of Mass Communication (areas open to participation) in Fall 2019. More than 30 faculty were contacted by email with examples of content. There were at least 3 follow ups; but no active participants.
- In Spring 2020 a new LOUIS faculty cohort program began. Faculty outreach was scaled back. There were three applicants from McNeese and two accepted into the program.

Attached is a list of faculty who adopted OER/etextbooks for the 2020-21 academic year using LOUIS funds. These faculty joined the library already participating in the program. LOUIS estimates the return on investment for these purchases to be \$38,873.20.

The following OER projects, not tied to specific courses, were also funded by LOUIS:

- Evidence-based Acquisitions (EBA) grant for \$5,704.52 to purchase 57 ebooks on various subjects from Oxford University Press.
- EBA grant for \$8,044.70 to purchase 89 ebooks on various subjects from JSTOR and ProjectMUSE.

[Faculty adopting OER 2021](#) [DOCX 27 KB 7/13/20]

[Faculty Adopting OER_e-textbook 2019-2020](#) [DOCX 12 KB 3/4/20]

2.1.1 Analysis of Data and Plan for Continuous Improvement

2018-2019:

This is a new benchmark for the Library. In the past we have not formally tracked the number of outreach efforts in this area, although we have had some success in helping faculty adopt OERs for their students. In 2019-2020, the Library will receive training from LOUIS to learn to promote OER. Then the Library will hold a workshop for McNeese faculty in spring 2020. We have identified 15-20 professors who are using textbooks that have an electronic version that we hope to purchase with unlimited concurrent users.

2019-2020:

The Library's efforts in OER adoption proved fruitful. Walt Fontane worked with LOUIS to revise the Return-on-Investment spreadsheet to more accurately reflect potential student savings. In 2020-2021, the Library will focus on accurately recording faculty adopting OER. There is no requirement for faculty adopting OER to inform the library, which makes reporting difficult.

Performance Objective 4 Serve as a federal depository for Congressional district III.

1 Assessment and Benchmark

Benchmark: The Government Information Department will catalog at least 1,000 Federal documents.

1.1 Data

Calendar Year	# of digital images cataloged
2013	580
2014	661
2015	1,052
2016	1,130
2017	1,537
2018	802
2019	

2015-2016:

The Government Information Department continued the retrospective cataloging of the federal documents.

2016-2017:

Retrospective cataloging of federal documents is a joint project between Government Information and Cataloging. In 2016, 1,130 government documents were retrospectively cataloged.

2017-2018:

Due to a change in workflows, retrospective cataloging of federal documents is no longer a joint project between Government Information and Cataloging. Responsibility for retrospective cataloging rests with Government Information. Cataloging provides technical assistance when original cataloging is needed. In 2017, 1,537 government documents were retrospectively cataloged.

2018-2019:

The Government Information Department cataloged 802 older federal documents.

2019-2020:

The Government Information Department cataloged 1,785 older federal documents. Included in this total were documents from the federal civil rights commission section, which had been used for research by faculty.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

In calendar year 2017, the Government Information Department will continue the retrospective cataloging of Federal documents with a goal of cataloging 1,500 documents.

2017-2018:

In calendar year 2018, the Government Information Department will join the Federal Depository Library Program's Preservation Stewardship program. Government Information will identify a portion of the Environmental Protection Agency documents for preservation. Government Information will continue the retrospective cataloging of federal documents, focusing on those that are selected for preservation, with a goal of adding 1,000 item records to the catalog.

2018-2019:

The Government Information Department joined the Federal Depository Library Program Preservation Stewardship program with 95 items of regional interest from the EPA collection.

Government Information continued the retrospective cataloging of federal documents, 95 of those were selected for preservation, altogether 802 item records were added to the catalog. The goal of 1,000 items added to the catalog was not reached. In 2019-2020 the Government Information Department will continue the retrospective cataloging, in the Department of Commerce, Census section with a goal of adding 1,000 item records. The Government Information Department will contribute to the University publication efforts by indexing volumes of the *McNeese Review*, for publication in the *Bayou Periodical Review* with a goal of adding selections from two volumes per year.

2019-2020:

The Government Information Department surpassed its goal of adding 1,000 retrospective cataloging documents to the records, a total of 1,785 were cataloged.

The Government Information Department completed indexing of older volumes of the *McNeese Review*, which hadn't been indexed since the last indexer left. Indexing for the *McNeese Review* is now up to date in the *Bayou State Periodical Index*. Three volumes were indexed so the goal was reached.

The Government Information Department helped out the editor of the *Bayou State Periodical Index* by indexing six *Louisiana Life* (2019) issues.

In 2020-2021, the Government Information Department will continue to track this goal.

Performance Objective 5 Provide supportive environment for academic research.

1 Assessment and Benchmark

Benchmark: The Library will continue to offer professional development programs.

1.1 Data

2016-2017:

The Library offered the following professional development programs:

- Accreditation and the Library
- Trends and Free Digital Resources
- The 21st Century Library
- Introduction to Archives
- Library Classification

2017-2018:

The Library faculty participated in over 60 professional development programs, including local and national library conferences, webinars, and subject-specific workshops. For a complete list of activities, please see attachment.

2018-2019:

The Library faculty participated in over 50 professional development programs, including local and national library conferences, webinars, and subject-specific workshops. For a complete list of activities, please see attachment.

2019-2020:

The Library faculty participated in over 74 professional development programs, including local and national library conferences, webinars, and subject-specific workshops. For a complete list of activities, please see attachment.

[List of prof dev 2018](#) [DOCX 24 KB 3/4/20]

[List of prof dev 2020](#) [DOCX 24 KB 7/13/20]

[Professional Development 2017](#) [DOCX 20 KB 3/4/20]

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

In 2017, the Library will begin tracking all professional development experiences, both internal and external, through the APRs of the Library faculty.

2017-2018:

In 2018, the Library will expand this benchmark to include professional development activities of the Library staff, in addition to the faculty.

2018-2019:

The Library has maintained a high level of professional development participation. Nearly every professional development activity improves the Library in some way. For example:

- At the Society of Southwest Archivists meeting, the archivist learned about how other archives recovered from various disasters. This will improve our response to the next disaster that strikes.
- From the Library Assessment Conference, the public services head learned about area usage studies. This has led to additional monthly statistics to determine where the students prefer to study in the building so we can focus on improvements (furniture, technology, aesthetics, etc.) in those areas. We moved white boards by the areas the engineering students use. We replaced tables and chairs in high traffic areas.
- At the American Library Association annual meeting, the public services head attended programs about alternative forms of instruction—particularly escape rooms and murder-in-the-stacks programs. We outlined a plan with a professor, but there was not enough time to finalize everything.
- After the LOUIS Users Conference, a public services librarian took the lead in updating our information literacy plan to include the ACRL IL Framework. It is cumbersome and complicated, so we are planning to update it again, possibly using instructional design theory.

- Through OER webinars, several librarians learned more about marketing to faculty. Every year we get more buy-in from faculty.
- At SciFinder training, several librarians learned some techniques for helping users find material using SciFinder and Chemical Abstracts Service products.
- At the LOUIS System Administrators meetings, the technical services staff learned about the latest updates for SirsiDynix and new LOUIS projects and programs, such as the evidence-based acquisitions (EBA) and open access (OA) projects to provide low- or no-cost textbooks for faculty, who will make these options available to students.
- The ACRL-Choice webinar "Quantitative Reporting on Digital Collections" went into depth about using standardized COUNTER reports for gathering database use statistics and covered changes in reporting planned for 2019. Also, the Charleston Conference webinar "All There Is to Know about Evidence Based Acquisitions" gave an overview of EBA, with emphasis on experience with one publisher (Cambridge University Press).

In 2019-2020, the Library will begin hosting separate bi-monthly "Dialog with the Director" meetings for the staff and faculty to create a more supportive environment for academic research and professional development.

2019-2020:

The Library has maintained a high level of professional development participation. Nearly every professional development activity improves the Library in some way. One silver lining of the COVID-19 pandemic was that Library staff had more time to participate in online professional development opportunities. In 2020-2021, the Library will continue to track this goal.

2 Assessment and Benchmark

Benchmark: The Library will continue the thematic on-site bulletin board exhibits.

[List of outreach 2018](#) [DOCX 19 KB 3/4/20]

[outreach 2017](#) [DOCX 20 KB 3/4/20]

2.1 Data

2016-2017:

The Library hosted 10 on-site thematic bulletin board exhibits:

- American Indian Heritage
- Black History Month & Mardi Gras
- McNeese Departments & professors publications
- Poetry month: Jim Harrison: Poet, Novelist, Essayist & Earth Day
- Welcome Student Veterans Government Information Dept. displays
- Performing Arts Dept. productions
- What's happening on campus table
- Library Re-Opening display

2017-2018:

The Library participated in over 70 outreach efforts, including regular mini exhibits in the Library building, participation in campus-wide events, and crowdsourcing activities. For a complete list of activities, please see attachment.

2018-2019:

The Library participated in over 30 outreach efforts, including regular mini exhibits in the Library building, participation in campus-wide events, and crowdsourcing activities. For a complete list of activities, please see attachment.

2019-2020:

In academic year 2019-2020, the Library participated in over 29 outreach efforts, including regular mini exhibits

in the Library building, participation in campus-wide events, and civic activities. Please see the attached list of activities.

[List of outreach 2020](#) [DOCX 20 KB 7/13/20]

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

In calendar year 2017, the Library will begin tracking all outreach efforts through monthly reports and the APRs of the Library faculty. Examples of outreach efforts include K-12 tours, speaking engagements, and events.

2017-2018:

In calendar year 2018, the Library will also begin tracking all collaborative efforts with other McNeese State University departments, such as course instruction, Women's Studies events, and Leisure Learning.

2018-2019:

The Library has maintained a high level of engagement with the McNeese and SWLA community. The Library has begun partnering with the Dept. of Visual Arts to regularly display student art work in the Library. In 2018, the Library celebrated National Library Week by inviting the public to a full program of events. In 2019-2020, the Library will continue to seek out new opportunities to engage with the community.

2019-2020:

The Library has maintained a high level of engagement with the McNeese and SWLA community. In 2020-2021, the Library will continue to track this goal.

3 Assessment and Benchmark

Benchmark: The Library will continue to make changes to its website. When the University completes its web redesign we will follow suit.

3.1 Data

2016-2017:

The Library maintained its extensive web site of approximately 100 web pages and 75 LibGuides.

2017-2018:

The Library completed the migration to LibGuides 2.0. The Library's website experienced frequent website downtime due to age (15 years) of IT-based server. To alleviate this problem, LibGuides CMS was purchased to host a new Library website. Rollout of new site will be completed summer 2018. In addition, LOUIS scheduled replacement of SirsiDynix e-Library catalog interface with Enterprise catalog during summer 2018.

2018-2019:

The biggest change to the website is the adoption of the LibGuides Content Management System (CMS). The Library's website has been hosted on an on-campus server that's old and unreliable, and there are no plans to replace it. We switched to the LibGuides CMS platform, which is hosted by Springshare and its servers rather than a local server. In addition to being more stable, it's easier to update, since all the librarians already have experience using LibGuides. The Library established a Library Web Content Creation Committee to provide input into changes to the website. The Library continues to add new features to the website to further engage our users.

2019-2020:

The redesign and reorganization of the library's website continues to be on hold. A meeting was held with campus IT in early 2019 to discuss issues of mutual concern, but nothing has yet been resolved.

3.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

In academic year 2017-2018, the Library will migrate to LibGuides 2.0.

2017-2018:

In academic year 2018-2019, the Library will identify efficiencies within LibGuides CMS and SirsiDynix Enterprise to improve services to users on campus and remotely. This will include improving internal workflows.

2018-2019:

Working with LOUIS, the Library created a "book river" on the SirsiDynix Enterprise catalog to highlight new leisure reading titles. A book river is a rotating selection of Leisure Reading book covers that shows up on the main page of the catalog.

Much work was done toward redesigning and reorganizing the Library's website; however, issues involving campus IT such as the absence of a campus webmaster delayed rollout. In 2019-2020, the library intends to rollout the new website.

2019-2020:

The Library is hampered in this area by budget restraints and campus-wide technology limitations. Until these matters are addressed, the Library will continue to look for ways of engaging users with current technology. In 2020-2021, the Library will no longer track this goal as we have exhausted all means of improvement.

Performance Objective 6 Seek outside funding for library initiatives.

1 Assessment and Benchmark

Benchmark: In each calendar year, the Library will apply for at least three grants.

1.1 Data

2016:

The Library participated in the LOUIS-Board of Regents etextbook project. This is a statewide initiative with minimal local funding. TASC funds were secured to complete phase II of the RFID project (four self-check stations, two more RFID readers, security lattices, and Branch Manager software). Because TASC funds were requested to purchase new equipment to complete renovation project, TASC funds were not also requested to purchase ebooks.

2017:

The Library received two TASC grants; one to purchase 343 EBSCO ebooks and another for \$18,116.58 to purchase LED projectors and microfilm scanners.

2018:

The Library received the following grants:

- \$2,484.86 from LOUIS to purchase e-textbooks for use in Nursing courses
- \$113.93 from Career Press for books
- \$10,050.17 from LOUIS to purchase thirteen e-textbooks supporting various courses and 82 JSTOR and Project MUSE ebooks
- \$53,789.00 from the University's Campus Development Committee to purchase new furnishings for the library

2019-2020:

The library received the following grants:

- \$5,704 from LOUIS to purchase 57 ebooks on various subjects from Oxford University Press
- \$1,868.31 from LOUIS to purchase 10 etextbooks in support of various courses
- \$3,500 from the Shearman Research Grant fund to more fully identify and describe images in the Gabbert Photograph Collection
- \$304.27 from LOUIS to purchase 4 etextbooks in support of various courses
- \$8,044.70 from LOUIS to purchase 89 ebooks on various subjects from JSTOR and ProjectMUSE

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016:

In 2017, the Library will request TASC funds to purchase ebooks and technology equipment.

2017:

In 2018, the Library should complete the current project to identify overlapping online and bound periodical holdings and reduce bound periodical holdings (working backward from Z to A, the project is currently in A and mostly awaiting discarding of withdrawn volumes). Completion of the project will free up space on second floor for additional seating. Also, a concurrent project to evaluate journal holdings with input from academic departments is underway; completion should mean budget savings and more efficient use of the collection.

2018:

The Library was fortunate to receive four grants for library materials and furnishings last year. In 2019-2020, the library will continue to apply for grants for library materials and other needed equipment and furnishings.

2019-2020:

The Library met its goal by applying for and receiving five grants. In 2020-2021, the Library will continue to track this goal.

2 Assessment and Benchmark

Benchmark: The Library will continue to seek out and add appropriate gift and free resources.

2.1 Data

2016:

The Library received 54 gift books and 87 theses. The Library also received 22 gift periodical subscriptions, one gift database, and an online subscription to the Lake Charles *American Press*.

2017:

The Library cataloged 27 gift books and 17 theses. The Library also received 69 DVDs funded through a gift from the McNeese Foundation. The Library continues to receive unsolicited gifts; we received 128 gift books and 30 gift audiovisual items. The gift database previously received, Cabell's, was dropped due to a change in focus; it was no longer considered relevant to our needs. The Library provides access to 13 free databases and indexed, including PubMed Central, PsyCRITIQUES, and the Homeland Security Digital Library. Gift periodicals were kept to a minimum due to the ongoing project to withdraw duplicate print periodicals.

2018:

The Library added 36 gift items (including 16 theses) estimated in value at \$3,374.64. The Library received 13 gift periodical subscriptions valued at \$6,654.05. The Library also received 12 free databases valued at \$59,100.00.

2019:

The Library added gift 54 items (including 19 theses) estimated in value at \$5,037.66. The library received 23 gift periodical subscriptions valued at \$8,830.16. The library received 11 free databases valued at \$54,175.00.

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016:

In 2017, the Library will increase the number of free resources by at least 10%.

2017:

In 2018, the Library will make progress on the backlog of unsolicited gifts, cataloging items considered worthy of inclusion and disposing of those items not considered appropriate for our collection. The Library will also continue to take advantage of any outside funding sources for adding materials, such as TASC grants.

2018:

The Library still receives occasional unsolicited gifts, although not as many as in the past. Some are still awaiting disposition; the backlog is of manageable size and is not growing significantly. Inappropriate gifts or those in poor condition are disposed of relatively quickly after receipt. One significant gift book was a new folio edition of Margaret Stones' botanical watercolor sketches. The book is currently on display in the front lobby of the Library. In 2019-2020, the Library will continue to take advantage of appropriate free and gift resources whenever they are offered.

2019:

The library continues to receive unsolicited gifts. Priority for processing is given to items deemed most useful to patrons. Those in poor condition or deemed inappropriate for the collection are disposed of relatively quickly after receipt. In 2020-2021, the Library will continue to track this goal.