



ASSOCIATION OF SOUTHEASTERN RESEARCH LIBRARIES

Meeting Minutes

2018 Spring Membership Meeting

May 30-31, 2018

Knoxville, Tennessee

May 30, 2018

1. Welcome & Introductions

Bob Fox, University of Louisville and ASERL President, called the meeting to order at 1:08pm, making welcoming remarks.

He asked attendees to share the state of affairs at their institution by a raising of hands if:

- New provost? 6
- New president? 6
- New ILS system? 4
- Construction project? 10-12
- Recruitment? 12-15
- Budget cuts? 8
- Good budget? 5 (Collections budgets were included in these assessments)

2. e-Farewells to Julia Zimmerman (FSU) and Bonnie MacEwan (Auburn)

Judy Russell (U-Florida) offered remarks for Bonnie MacEwan, and Carrie Cooper (College of William & Mary) spoke in Julia's honor as they take on retirement. We appreciate their innumerable contributions to ASERL during their tenures.

3. Welcome Remarks from Steve Smith, UTK

4. **Panel Presentation/Discussion "Why we focus on student success and how libraries can support the university's efforts"** Presenters: Dr. John Zomchick (Provost & Senior Vice Chancellor UTK) and Dr. Chris Lavan (Assistant Provost for Experiential Learning & Teaching Innovation, UTK). Introductions by Teresa Walker, UTK Libraries

Dr. John Zomchick: Why focus on student success? Because it is the right thing to do. Goal to get as close to 100% graduation rate as possible. UTK is committed to success of students and ensures support (educational, emotional, social) in order for students to thrive.

ASSOCIATION OF SOUTHEASTERN RESEARCH LIBRARIES

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UTK's library has been transformed to support students – think about changes/adaptations needed to support today's learners. It is no longer a sink or swim environment, rather “tell us how we can help you learn”. Retention rates fluctuate but never above 88%. If the University loses students after the first year, chances are they won't be back and won't graduate. Default on student loans is higher for those who drop out without graduating and has a ripple effect throughout life.

- UTK loses about twice as many students in first year than any other year
- Recruitment is competitive, retention necessary for growth
- 1% increase in retention is estimated in \$600K in tuition
- Retention is a component of national ranking methodologies

UTK held a summit meeting with faculty/staff/administrators to brainstorm what the university can do to support student success:

- Intervene earlier – as soon as 5-6 weeks in first semester
- Offer coaching, advising, second-chance at key first semester classes
- Formalize a consistent first-year experience for all students
- Help students maintain eligibility for Hope scholarship (bridge back to Hope – institutional funds support scholarship for students close to eligibility)
- Develop mattering/belonging campaign to build student community / sense of belonging
- Engage faculty and staff in culture supportive of student success

Belonging, completing, succeeding: Retention Action Plan

- Early Alert – software program that sends messages to faculty to notify student success program if there is a student in danger of not succeeding in their class.
- Course completion/Finish Strong
- Hope Scholarship Protection
- Mattering/Belonging Campaign
- Faculty/Staff engagement

High Tech/High touch methodology has proven to be most effective in student success.

Dr. Chris Lavan

- Current problem – what is student success?
- The present challenge – as a research library, how do we contribute
- Future challenge – as a research library, how do we continue to show relevance in the area of student success?

When you start the ball rolling – need to be intentional where you start, at some point it will be difficult to slow or change direction.

Practical goals? Should the goal be 100% graduation rate?

- What is acceptable, outstanding? Critical mass?
- Make it better than you found it

What's your institution's mission? What's the charge from our chancellor, president or provost?

Is your university part of a larger system? What are the expectations? What are the priorities?

Questions from Audience:

How do YOU define student success – Graduate? Career in a year? Career in 5 years?

Zomchick: Student success is keeping the student at UTK. It is an intrinsic good – if they stay, they can learn. Retention helps UTK meet its mission.

Has to be a driver for social mobility. To help people have a better life. What is “better” – have to have a basic understanding of what “better” means to you. For Zomchick – means marshalling the university’s resources to keep students learning. The degree is important.

Where does the University house the organizational structure around student success? At USC these services are in the library.

Zomchick: At UTK, space issues prevent this. Student Success is under one Provost while Career Development is under a different provost – on 2 different parts of campus. Need to bring these closer together, make connections, not referrals. The library needs to be the one-stop shop for Student Success.

Focus on getting the student to graduation, so the student understands what the end results looks like for them and they understand the path to get there. Resilience – focus on student mental health and resilience rather than just academic excellence. Has UTK seen a change in this aspect over time?

UTK Student life – during stressful times during the semester, counseling center is overwhelmed. Can’t handle all the calls its getting. Need to increase these services.

5. Break-out Session #1: How do you use Learning Spaces to Support Student Success

Conversation Starters: Lisa Nickel (William & Mary), Rob Rucker (NCSU).

6. Breakout Session #2: Sharing Ideas for Marketing and Branding of Library Programs, Content & Services.

Conversation Starters: Steve Smith (UTK) and Megan Hodge (VCU)
Megan opened the program by asking participants to consider a non-library marketing that was impactful.

- GEICO Gekko – stick in your head but not insurance related
- Virginia is for lovers
- Enterprise rent-a-car, annoying
- Subaru, driving dog commercial. A “Feel-good” message.
- Coke’s Mean Joe Green – more feel good, sharing a Coke with a kid.
- Pepsi vs Coke
- YouTube, Mercedes Benz, blond goes into a library asking for fries and a hamburger

A commercial should say something, not just a cute ad, but you’d come away knowing more about the product or service. Common elements include humor and strong emotional reactions.

Small group discussion questions –

- What do library's consistently get wrong about marketing?
 - Try to give too much information
 - Too much "library speak" (abbreviations)
 - Librarians are accustomed to their environment that they may not stop to look more closely. What does a 19-year-old like – do we know?
- Best example of library branding?
 - Spoof on old spice commercial – spinoff about the library
 - NC State – user centered language, not library lingo. Humor
 - "Club Stroz" – b/w video of things that happened in the library (FSU)
 - Dolly Parton literacy campaign – sign up and get a free book each month
- What resources--groups, conferences, websites, etc.--have you found to be useful for ideas, tips, and best practices?
 - Facebook group: [Library Marketing and Outreach \(LMaO\)](#)
 - ALA LLAMA's [PR Xchange Awards](#)
 - [Library Marketing and Communications Conference](#)
 - [ACRL Libraries Transform Toolkit](#)
 - [Academic Library Social Media Directory](#) (launching 5/31)

Comments/Ideas

- What you are offering has to have value (marketing at pediatrician offices and public libraries)
- Growth in social media and video activity in libraries
- Keep it short (no more than 90 seconds)
- Who is our audience, what language do we need to use (visual or verbal), too much text
- Think about marketing ideas when doing libguides (comment: "Libguides are the Tribbles of libraries.")
- Facebook – library marketing and outreach (source for ideas)
- Ice cream social, food events, talk about philanthropy
- Use student advisory board for guidance – but, they often only meet 2x year
- Photo ops that go to Instagram – the kids market by sharing
- Zombie's going to the library – video from UA
- Student ambassador program

7. **Recess for the day:** Meeting recessed for the day at 4:00pm, followed by tours and a reception at UTK's Hodges Library.

Thursday, May 31, 2018

8. **Call to Order:** Bob Fox called the meeting called to order at 8:33am

9. **Break-out Session #3 (Deans/Directors): ASERL Annual Business Meeting**

a. Board elections, slate of officers:

- Anne Prestamo, President-elect / Florida International University

- Tim Pyatt, Secretary-Treasurer / Wake Forest University
- Judy Russell, to fill Member-at-large position for one year / University of Florida
- Don Gilstrap, Member-at-large / University of Alabama

ASERL members were invited to suggest additional nominees from the floor of the meeting, none were given. He asked for a motion to accept the slate of offers as presented. Deborah Jakobs (Duke) made a motion to accept; John Ulmschneider (VCU) seconded. All ASERL members present voted to approve this slate.

- b. Annual Financial update. Tim Pyatt, Wake Forest University and ASERL's Secretary-Treasurer, presented the financial report. He reported that the Association's overall position is strong, and reminded the membership of the 12-month reserve in funding. Tim also recognized our Financial services partner (Amigos) for their help in collecting invoices in a timely manner and noted that the Board is monitoring the bank fees for online payments of invoices. He also reported on the implementation of the new online registration service and asked for feedback, explaining that the Board wants business with ASERL to be easy and transparent.
- c. Review/Sign-off: Diversity & Inclusion Value Statement, and Committee Charge. John Burger (ASERL Executive Director) reported that the document had undergone some revisions since the Miami meeting where it was first introduced, and Tim Pyatt gave an overview of the changes. John reported that the Board is asking for a vote to adopt. David Banush made a motion to adopt the value statement as written. John Ulmschneider second. All ASERL members present voted to approve.
- d. Review/Sign-off: ASERL Mutual Aid Principles. John Burger reported that the Board is seeking a vote to adopt the principles, and asked for questions or comments – none were expressed. Ann Prestamo made a motion to adopt; Judy Russell seconded. All voted to approve. John Ulmschneider recommended that this document be reviewed on an annual basis. John Burger also indicated that there are webinar/training components included as part of the program.
- e. Review/Sign-off: Code of Conduct/Inclusivity Statement. John provided an overview of the statement, noting that it has been adopted by the Board. He is presenting it at the meeting to alert members of the policy and to get feedback as needed.
Discussion:
 - Is the Statement directed to ASERL staff, or anyone in the ASERL community? John responded that the statement refers to anyone attending an ASERL program or event, not just staff.
 - Should the Statement be more specific to indicate that this refers to harassment at ASERL events, rather than any harassment anywhere. John responded that the Board would revisit this question.
- f. Old Business / New Business: John reported no outstanding business from the previous year, and asked the members if there was any new business? No issues were raised by the membership.
- g. Executive Directors Report

- Shared Print Update: John directed attendees to the program updates in their meeting packets for information about ScholarsTrust (Journal Retention Program) and the Collaborative Federal Depository Program (Government Documents). John reported that the Government Documents Program Guidelines are being updated (last reviewed in 2012). Deans can expect a draft copy for review over the summer, with an opportunity for input into the revisions. The Federal Depository Library Program Deans Committee – which oversees the program – had its first meeting in recent memory earlier on the same day. Judy Russell made a request for additional volunteers to serve on the committee. Judy also noted that reform legislation on Title 44 (the legislation that governs the FDLP) was proceeding, albeit slowly. Revisions have passed the House; she hopes it will continue to move ahead in the Senate.

John reported that the CRL collection analysis pilot that began in January is not going as quickly as hoped. The initial reports were to have been received in March but there is some hope that they will be available within the next couple of weeks. Participants expect to use visualization tools such as Tableau to help with the analysis.

- Reminder: Hiatus for Organizational Research: John reported that he will be conducting interviews with library consortia over the summer, the beginning of a series of planning activities. He noted that other consortia are going through a similar self-review. He envisions that there will be some basics coming out of his findings – a bylaws review, for example, has not been done for a while. He explained that ASERL activities will be slower over the summer as he will be away from the office often. John reported that a survey will also be coming out to Deans over the summer that will help guide ASERL strategic planning, and discussions will continue into the Fall meeting.
- Special Collections ILL: John reported that other consortia are currently looking at ILL guidelines that allow greater flexibility in loaning special collections items. OCLC held a webinar yesterday on the topic, ASERL will hold one on Monday (6/4). John hopes to come up with similar guidelines for ASERL.

Tim Pyatt commented on his experience with this at Penn State, noting that it was a very positive experience. Their program had no loss or damage to their materials and brought exposure to the collections. Materials were transported via FedEx/overnite. Tom McNally asked if any libraries had experience with Artex, and there were no comments. The comment was made that often, materials that are requested via ILL move up in queue for digitization.

- Other ILL stuff: John also noted that ILLiad software is slowly going away, to be replaced by OCLC with Tipasa, which is currently being implemented in smaller libraries. Larger research libraries are expected to see implementations beginning in 2020. This is causing some angst in the ILL community. Some are questioning if Rapid/RapidR might serve as an alternative and are thinking of migrating to this service rather than using OCLC.

While there is concern in the ILL community, it was noted that nearly all ILL software requires the use of Worldcat. Notable exception: Rapid/RapidR has its own holding database, requiring participating libraries to submit their bibliographic records periodically, which creates extra work and is seen as redundant to OCLC Worldcat. There is also the issue about these single purpose databases, and if the benefit is worth the cost in time and resources.

- Updates to the ASERL BBQ Guide: John commented that the Guide is now 5 years old and it is time to update both the data and the system itself. He anticipates a request for updated information later this summer. A brief but lively discussion of “Alabama White” barbecue sauce quickly ensued.

With no further discussion, the 2018 Annual Meeting adjourned at 9:17am

10. Visiting Program Officer’s Report

- Suzan Alteri (University of Florida) reported on her activities as VPO for the Special Collections Interest Group. Her work is a follow-up to the 2016 meeting, where Special Collections leaders in ASERL brainstormed on projects they would like to undertake. There is strong interest in additional meetings within this group, in person or virtually.
- Suzan has created a network of Special Collections Professionals in ASERL
- Plans to have site visits/skype interviews with every ASERL library and use that info to develop short profiles. Site visits are ongoing – she has held visits with 24 libraries and will be doing an additional 9 by the end of June, with 5 more visits conducted via Skype.
- She is hoping to foster increased collaboration between professionals such grant opportunities.
- 2019 is the anniversary of first African American arrived in the US and the interest group will prepare a shared online exhibit, identifying what each institution may have around that topic
- A survey of professional development needs showed a desire for training in donor relations/fundraising, working with communities outside the campus, and outreach/engagement.
- This group will also review the recent guidelines posted by BTAA for loaning Special Collections items.

11. Break-out Session #4 (Student Success Reps): Ideas for Collaboration – Gamification, outreach to campus units, community colleges, etc.

12. Break-out Session #5 (Deans/Directors): Bob Fox and Yolanda Cooper interview ARL’s new Executive Director, Mary Lee Kennedy, to learn about her ideas for the future of ARL.

Mary Lee Kennedy shared information about her professional background, and her ideas for improving the workings of research libraries into the future.

- How do libraries steward knowledge that people can trust?
- How can we articulate the “magic” of libraries? Different from other student services.
- How can libraries connect to and shape future leaders?
- How can libraries help transformation at scale?

- How can libraries assist users with complex privacy issues?

Audience comment: Would like ARL activities to more actively engage emerging leaders within their membership, the library deans of the future – more than the RLLF program and other small-scale, competitive fellowship programs.

Audience comment: Would like ARL to build stronger connections with other associations – maybe invite directors from different organizations – to learn what is possible (ASERL, CARL, etc.) There is an opportunity to be more explicit about opportunities. The HBCU Library Alliance was given as an example.

13. Break-out Session #6 – OERs / Affordable Learning Initiatives. Led by Amie Freeman (USC) and Penny Beile (UCF)

- a) Environmental scan: Most attendees noted that they had some sort of textbook affordability program at their home institutions. Librarians are already engaged, but many are still at a fledgling stage and are interested in growing their programs. We need support and coordination.

Ideas:

- Provide copyright advice, syllabus review, facilitate adoption of OER and library-sourced course materials.
- Help faculty create new OER; often subsidized for faculty to adopt, review, and develop OER.
- Badging courses that have free or low cost course materials.
- Purchase textbooks; host a print textbook reserve collection. Some have high DFW courses; others have all GEP STEM course textbooks on reserve.
- Offer faculty workshops and often incentives; work with faculty centers for teaching and learning.
- Track and report savings and adoptions information to Institutional Effectiveness units for state reporting.
- TA task force at university level; landing page of resources; badging for affordable textbooks.
- Tech Services staff go through booklist and notify faculty that they have the course text.

b) Other needs

- Understanding of how to set up a program (who to involve in library, identifying and collaborating with other campus stakeholders).
- How to move beyond first level of adopters; how to work within departmental cultures and impacts on promotion and tenure.
- Supporting this is time and cost intensive; how to scale services.
- Best practices and success stories from other institutions are needed.
- How to identify hurdles and overcome them before they overcome you.
- Incentivizing faculty, especially early career faculty or those creating new programs or courses.
- Stewardship of and access to OER; library's role.
- Lists of vetted, high quality resources beyond OpenStax and Open Textbook Network. Perhaps by course so faculty teaching 'animal biology' (or other courses) can see open resources already being used by faculty from other institutions.
- How to 'break apart' bundled materials that require an online access code.
- Outreach and marketing techniques (print, digital, email, etc and to different audiences, including administrators, faculty, and students).
- Professional development opportunities for TA librarians.
- Assessment / metrics collected; how to tie into institutional missions and goals and communicate them.

- c) Potential ASERL involvement
 - Help create a community of practice -- Start a 'sand box' area (examples of best practices, types of services and programs, customizable marketing and outreach templates, compile evidence, presentations, etc regarding data collection & assessment practices; examples of communicating results to campus stakeholders)
 - Create a listserv (messaging and communication)
 - One to two day on-site training / workshop
 - OER symposium (research and presentation-based)
 - Consortial membership in OTN, SPARC, and others
 - Create Visiting Program Officer pot for OERs / Affordable Learning

14. Whole-Group Discussion: Assessment of Student Success Programming. Conversation Starter: Teresa Walker (U-Tennessee).

Use student data to show relevance of the library – so what is the overlap, concerns?

Assessment of Student Success Programming Conversation:

- How is student success defined?
- Library directly supports student success?
- What type of data available?

Metrics –

- Graduate rates, gaps with Veterans, 1st generation students
- Retention, financial implications, “belonging” (but factors vary)
- “Success” can be defined for the library by outside governance (Board of Governors) that sets required targets, graduation rates, job placement, and Textbook costs.
- Cause and correlation question – It is well documented that students who use library in first semester have higher GPA score. We may obsess too much about proving this connection locally.
- How are we showing impact? Gate counts, track how long someone spends in the library. Physical entry is only one type of use. Also feeding into central systems – remote login data, circulation history (number, not topics). Also want to include counts from other services in the library (math tutorial, writing lab, etc.) Logistical issues with doing this.
- Are there tracking systems already in place – Georgia is using “Open Athens” to track service usage.
- Adopt a system that academic advising and student systems are already using on campus – use to consolidate scheduling/consulting with students. Mechanism for recording those experiences (database to record referrals – so communities on campus can share information on interactions with a student).
- Consolidate data collection systems. Student success pilot at UNC-Charlotte (in Banner) similar to this – data consolidation. Includes privacy control with a hidden/embedded number.
- U-Memphis has seen increased graduation rates with librarians being embedded in student success program on campus.

- FSU - Library contributing data to established systems on campus – creates another data source/view with existing systems on campus (Tableau)

Campus partners – open conversation with other partners in the library. For example, conducted polls with writing center. Shared data with each other. Added questions to the poll regarding whether the student was referred to the center?

Comments/Best practices?

- Where are the interaction points and how is that data logged/recorded/shared? When talking about data points outside the library, need to be sure that the relationships are defined well. Compare apples to apples.
- ARL survey, recent, about participation? Was able to answer some things but didn't capture impact. Not consistent language to share information.
- When establishing partners in the library – should spent more time looking at data expectations, sharing use information
- Ethics of collecting data – how it is helpful/harmful. Pressure of value and privacy concerns, how it affects librarian ethics regarding use and privacy. Must remove any personally identifiable information.
- Privacy concerns that the data will somehow be used inappropriately. Focus on what is happening with info and bringing knowledge to members. What are the legal requirements, what is practical, what is possible? What is private and what isn't? Our job is to clearly articulate in a language people can understand. Privacy is a fluid topic, not "done".
- Attached to Trust – between partners and within institution. Support faculty and staff – don't want data used against them.
- How to inform students that you are collecting data and how you use it. What choice do they have in that information? Library use of data is a small part of the information the campus is collecting – needs to be an institutional statement, not just a library statement.
- Decentralization of data – staff turn-over in partners may have an impact.

15. Closing Remarks / Other News & Announcements

Bob Fox announced that the Diversity and Inclusion Committee is seeking 5 volunteers to serve. Please contact ASERL staff or a Board members to volunteer.

Bob also thanked Steve Smith and the staff at UTK for hosting the meeting.

John Burger announced that the next meeting is **November 29-30th, 2018** in Atlanta. The online meeting evaluation for this session will be distributed tomorrow. He also reported that the Board is considering the Spring 2019 membership meeting to be held in conjunction with ALADN meeting, and John seeks feedback on this idea.

16. **Adjournment:** With no further discussion or announcements, the meeting adjourned at 11:53pm.

Attendee List

Deans/Directors:

Auburn University: Nancy Noe
Clemson University: Joyce Garnett
College of William & Mary: Carrie Cooper
Duke University: Deborah Jakubs
East Carolina University: Jan Lewis
Emory University: Yolanda Cooper
Florida International University: Anne Prestamo
George Mason University: John Zenelis
Georgia State University: Jeff Steely
Georgia Tech: Jeff Carrico
Johns Hopkins University: Elizabeth Mengel
Louisiana State University: Gina Costello
Mississippi State University: Stephen Cunetto
NCSU Libraries: David Goldsmith
Tulane University: David Banush
UNC Charlotte: Anne Cooper Moore
UNC Greensboro: Martin Halbert
University of Alabama: Don Gilstrap
University of Alabama at Birmingham: John Meador

University of Central Florida: Barry Baker
University of Florida: Judith Russell
University of Georgia: Jason Battles
University of Kentucky: Deirdre Scaggs
University of Louisville: Bob Fox
University of Memphis: Bess Robinson
University of Miami: Chuck Eckman
University of Mississippi: Cecilia Botero
University of South Carolina: Tom McNally
University of South Florida: Todd Chavez
University of Tennessee: Steven Smith
University of Virginia: Dennis Clark
Virginia Commonwealth University: John Ulmschneider
Virginia Tech: Tyler Walters
Wake Forest University: Timothy Pyatt

Member libraries not represented by deans at this meeting: Florida State University, UNC Chapel Hill, Vanderbilt University

Student Success Representatives:

Clemson University: Edward Rock
College of William & Mary: Lisa Nickel
Duke University: Arianne Hartsell-Gundy
East Carolina University: Mark Sanders
Emory University: Erin Mooney
Florida State University: Bridgett Birmingham
George Mason University: Christal Ferrance
Georgia State University: Karen Doster-Greenleaf
Louisiana State University: Sarah Simms
NCSU Libraries: Rob Rucker
Tulane University: Holly Jackson
UNC Chapel Hill: Suchi Mohanty
UNC Greensboro: Amy Harris Houk

University of Alabama: Sara Whitver
University of Central Florida: Penny Beile
University of Florida: Lisa Campbell
University of Georgia: Kathleen Kern
University of Louisville: Bruce Keisling
University of Memphis: brannen varner
University of Miami: Roxane Pickens
University of South Carolina: Amie Freeman
University of South Florida: Maryellen Allen
University of Tennessee: Teresa Walker
University of Virginia: Meredith Wolnick
Virginia Commonwealth University: Megan Hodge
Wake Forest University: Meghan Webb

ASERL Staff: John Burger (Exec Dir), Cheryle Cole-Bennett (Program Coordinator), Suzan Alteri (Visiting Program Officer)