



2014-2015: Partnerships & Progress

ASERL's acclaimed programming continued to grow during the 2014-15 program year, often via collaborations with long-standing partnerships with member libraries and librarians, and in conjunction with other consortia around the country.

In Fall 2014, ASERL awarded its first-ever "mini-grant" to Mississippi State University to focus additional resources on an unmet need within the field of intellectual property rights: the boundaries of Fair Use within resource sharing contexts, which were drafted nearly 40 years ago. MSU Libraries have convened an expert review panel to create an updated set of guidelines to be promulgated among ASERL members and within the larger research library community.

In early 2015, ASERL also welcomed its first ever Program Affiliate: The National Agricultural Library is now participating in the Scholars Trust print journal archive. The WEST Program is also using the JRNL database tool to manage its print journal holdings, offering ASERL libraries greater ability to see and share data and resources for shared print stewardship.

ASERL's Shared Print Programs continued remarkable growth in other ways, too. Nearly 15,000 federal documents were "adopted" by libraries using ASERL's disposition tools for their Center of Excellence collections, a key component of ASERL's Collaborative Federal Depository Program. The Scholars Trust program also grew to more than 21,000 distinct titles, and ASERL libraries were able to fill more than 200 collection gaps using ASERL-provided tools. And thanks to our partnership with the Center for Research Libraries, ASERL is now providing normalized Local Holdings Records to Scholars Trust libraries, helping to ensure data consistency across Shared Print programs

in different parts of the country. ASERL's Professional Development program was again quite active, hosting 24 webinars during the 2014-15 year. The live webinars served more than 800 people, and the recordings have been viewed more than 2,000 times by people in 85 countries. One recording in particular – a webinar during Open Access Week led by Erin McKiernan, an early career researcher and fierce advocate for open access to research reporting and data, accounted for one-quarter of the recording views.

Our highly-regarded Digital Preservation webinar series was active again this year, featuring sessions on cost management, data preservation, and the challenges of preserving various types of content, including born-digital archives, online news sources, and audio-visual materials.

In Spring 2015, ASERL launched a new webinar series called "Beyond Our Stacks," offering a discussion forum for how library collections, services, and spaces are evolving to meet new forms of pedagogy and ever-changing technologies. This series continues into 2015-16.

ASERL remains very engaged with its members and other partners regarding Scholarly Communications issues. In July 2014, ASERL served as co-host with University of Mississippi for a local instance of ACRL's Scholarly Communications Roadshow. And in May 2015, ASERL hosted its first-ever "unconference" for Scholarly Communications librarians. The event was designed to share information about emerging best practices and issues, and to foster a sense of camaraderie and networking within the community. An important target audience for this event: librarians who are new to ScholComm roles.

ASERL's annual networking reception at the Charleston Conference continued to attract large crowds of ASERL collections librarians, providing important feedback to ASERL on our programming. ASERL has also created a new Collections Advisory Council as a means of tapping into a broader pool of members' knowledge and skills to assist with our Collection Development programming.

With our assistance, a subset of ASERL's membership is exploring the feasibility of a shared ILS/Library Management Platform. Ideally this system will permit libraries streamlined resource sharing processes and greater flexibility in cooperative collection management. ASERL facilitated an in-person 'demonstration day' with three possible vendors in February 2015, and secured the assistance of an expert to consultant to guide the process. The participating libraries are reviewing functionalities and initial pricing to determine next steps.

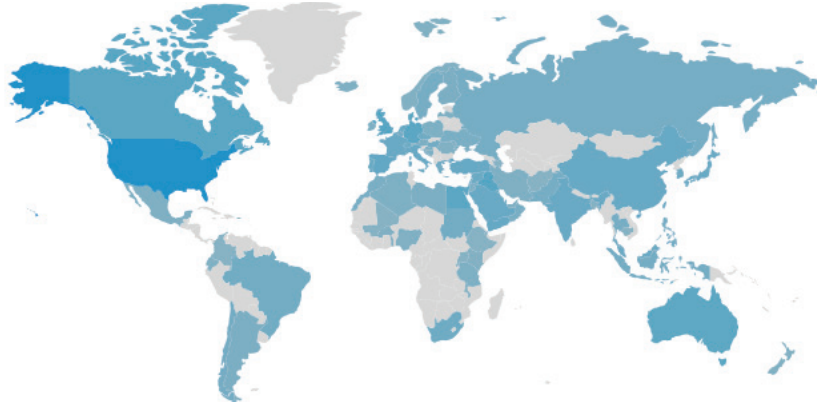
ASERL renewed its contract with Lanter Delivery Systems as the courier vendor for the Kudzu program. This is a key component for day-to-day resource sharing operations, and also supports our print retention activities as well. As part of the new contract, we are implementing new processes for barcode tracking of shipments and new packaging to ensure items are delivered in good condition, even during inclement weather.

Last but not least: In response to long-term structural changes to public support for higher education, ASERL members approved changes to its membership criteria to include both qualitative and quantitative measures. This is designed to support ASERL members who are active in our programming to retain their membership in spite of possible funding fluctuations.



PROFESSIONAL DEVELOPMENT

In 2014-15, ASERL focused its efforts on offering 24 webinars to more than 800 'live' attendees, reduced from 33 webinars in 2013-14. During this past year, our webinar recordings were viewed by more than 2,000 people from 85 countries – a 7% increase in viewers, despite the smaller number of sessions being offered during the year.



Top Five Webinars by 'Live' Attendance, 2014-15

1. Beyond Our Stacks, Session #1 – “Deans’ Perspectives”
2. Acquiring, Managing, and Preserving Born-digital Archives
3. What Role(s) Should the Library Play in Support of Discovery?
4. Beyond Our Stacks #2 -- Rubber Meets Road
5. Website Usability Studies at UNC Charlotte Library

Top Five Archived Webinar Recordings, 2014-15

1. ASERL Open Access Week 2014 – Erin McKiernan
2. Your Invitation to Join the Lib-OER Community
3. Helping Students Make Sense of Fair Use
4. Intro to Digital Preservation
5. Library Support for Federally-Funded Research

RESOURCE SHARING

In 2014-15:

- College of William & Mary joined ASERL’s Kudzu enhanced resource sharing program in February 2015;
- The 25 participating KUDZU libraries provided 89,668 transactions in 2014-15 (a 5% increase over 2013-14);
- Libraries participating in ASERL’s RAPID pod provided 10,392 transactions between 15 participating libraries (a 48% increase over 2013-14);
- The 52 ASERL & WRLC libraries in the ‘ASRL’ resource sharing group provided 194,441 transactions during the program year (a 2% decrease over 2013-14).

SHARED STEWARDSHIP:

Cooperating to Manage Legacy Print Collections

Collaborative Federal Depository Program

- ASERL has signed MOUs for 38 Centers of Excellence libraries in the region. Of these, 27 are Selective Depositories, and six COEs are non-ASERL members.
- We have secured Centers of Excellence agreements for five cabinet-level agencies;
- There are 227 SuDoc classifications covered by COE agreements, up from 224 in 2014.
- Publications from 13 federal agencies are being archived by a second Center of Excellence.

ASERL Documents Disposition Database

In 2014-15, 312,513 documents were offered for adoption by FDLP libraries in the Southeast Region; 21,174 documents were claimed. Of these, 14,986 documents were within the scope of the library's Center of Excellence collection.

Scholars Trust Print Journal Archive

- Four libraries joined Scholars Trust in the past year, bringing the total to 29 participating ASERL libraries. Together with our WRLC partners, the archive contains 21,955 holdings records, of which 12,361 (75%) are unique titles within the archive.
- Participating libraries filled 229 collection gaps using the JRNL database.
- Eleven libraries have pledged to retain 739 Agriculture journals, creating our first subject-based collection of "core" titles.
- The JRNL database is now being used by ASERL, WRLC, FLARE, and WEST to manage print journal archive data.

OUTREACH & COMMUNICATION

ASERL operates 28 listservs to communicate with a wide variety of interest communities. Through these channels we are able to reach more than 900 subscribers. ASERL's Facebook page and Twitter feeds continue to see activity growth as well.

ASERL's website continues to serve a surprising number of users from around the world. During 2014-15, our website saw more than 14,500 sessions. Unsurprisingly, much of our web traffic comes from commercial search engines – 6,336 users accessed ASERL's site from searches on Google, Bing, and others. Almost as many users (5,632) surfed directly to our website from links embedded in emails or via bookmarks, and more than 2500 visited our site as a result of links in social media channels such as Twitter and Facebook.

Top Five Web Pages

1. ASERL home page: 9,356 views
2. Webinar Archives: 3,200 views
3. Collaborative Federal Depository Program: 1,591 views
4. Member Libraries: 1,209 views
5. Scholars Trust Journal Retention Program: 1,044 views

Top Five Countries

1. United States – 12,567 visitors
2. Brazil – 338 visitors
3. Canada – 136 visitors
4. India – 122 visitors
5. Philippines – 98 visitors

LEADERSHIP & ORGANIZATIONAL STRENGTH

2015 Board of Directors

President

Stanley Wilder, *Dean of Libraries*
Louisiana State University

Secretary-Treasurer

Bob Fox, *Dean of Libraries*
University of Louisville

Bonnie MacEwan, *Dean of Libraries*
Auburn University

President-Elect

Carrie Cooper, *Dean of University Libraries*
College of William & Mary

Members At-Large

Yolanda Cooper, *University Librarian*
Emory University

ASERL Staff

John Burger, *Executive Director*
Cheryle Cole-Bennett, *Program Coordinator*

Past President

Thomas McNally, *Dean of Libraries*
University of South Carolina

Chuck Eckman, *Dean of Libraries*
University of Miami

2015 FINANCIAL INFORMATION

Balance Sheet for period ending June 30, 2015

Assets	FY14	FY15
Total Cash	\$ 421,326.78	\$ 572,840.53
Cash - SunTrust Checking	\$ 8,929.48	\$ 8,690.42
Cash - SunTrust Investments	\$ 40,351.48	\$ 40,368.23
Cash - Duke University	\$ 372,045.82	\$ 523,781.88
Accounts Receivable - Miscellaneous	\$ 12,604.82	\$ 4,775.00
Total Assets	\$ 433,931.60	\$ 577,615.53
Liabilities		
Accounts Payable	\$ -	\$ -
Accrued Liabilities	\$ -	\$ -
Unearned Income	\$ 277,161.78	\$ 171,509.00
Total liabilities	\$ 277,161.78	\$ 171,509.00
Net Worth	\$ 156,769.82	\$ 406,106.53
Total Liabilities and Equity	\$ 433,931.60	\$ 577,615.53
	Change in Net Worth	\$249,336.71



Association of Southeastern Research Libraries, Inc.
c/o Georgia State University Library
Administration Suite LS-7
100 Decatur Street SE
Atlanta, GA 30303-3202