Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Serve a larger, more academically prepared, and diverse student body.

- The Architecture Library purchased 78 volumes on Non-Western Architecture. The areas of concentration included architecture in Africa, Asia, Middle East, Latin American, and Native American, and Pre-Columbian.
- Reorganized International Cultural Center Library to improve ease of use, patron comfort and security.
- International Cultural Center Librarian participated in New Student Orientation for International Students.
- International Cultural Center Librarian worked with Government Documents Librarian to provide access to forms routinely used by international students and TTU students studying abroad in the ICC Library.
- Completed review of BNA approval plan, more materials coming via approval plan and reaching the user more quickly.
- Took model for the Serials Cost and Use Study to Deans and Associate Deans for review and input. Preparing to mount Serials Cost and Use Study database on TTU website.
- Put Greater Western Library Alliance Best Practices for ILL in place.
- ILL lending turn around time drops from 13-18 days to 8-10 days.
- Program initiated to improve accuracy of items shelved in stacks.
- Problem with discharging books identified and solved.

Goal 2: Academic Excellence: Attain national recognition as a top research library.

- Conducted LibQUAL assessment in Spring 2004. The Library received a mean score of 6.89 where the desired mean score is 7.91.
- Areas of concern identified by LibQual 2004 include:
  - Dependability in handling users' service problems
  - Making electronic resources accessible from my home or office
  - A library Web site enabling me to locate information on my own
  - The electronic information sources I need
- Print and/or electronic journal collections I require for my work

Goal 3: Engagement: Build connections through library services that enhance the quality of campus and community life.

- Electronic reference services are up 8% in 2004.
- Library reaches 1400 incoming freshman and their parents during TT Days.
- Digital Media Studio opens.
- Government Documents brought in two patent librarians from Texas A&M for a workshop open to university and community.
- The Architecture Library had an exhibition on the College's Summer Program in Spain.
- Eight exhibition were held in the Architecture Library in 2003/2004 by faculty, students, and guest architects.
- Completed the National Architecture Accrediting Board Self-Study and participated in the on-site visit.
Goal 4: Technology: Maximize the use of technology in the delivery of library services.
   - Worked with ATLC to place 22 new public access workstations on the first floor in a new group friendly configuration.
   - Digital Media Studio opened.

Goal 5: Partnerships: Build strategic library partnerships and alliances.

Goal 6: Human Resources: Maintain a quality work force and work environment within the libraries.

Goal 7: Tradition and Pride: Contribute to the establishment and continuation of traditions and to pride in our University.

Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
## OUTREACH AND INFORMATION SERVICES

### Area/Unit Specific Information

#### Section 3a. Quantitative Information

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There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.
There is no qualitative information for the current year.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:

The Library is perceived by students and faculty as a place to work and study on campus, individually and in groups. We have hours of service that are unequaled across campus. The 1st floor computer clusters, Room 151, Room 205 and the 3rd floor reception area show how to integrate technology in the service of instruction and research at Texas Tech University. The Library continues to show its leadership and vision in information, information access and information technology at Texas Tech University.

LibQUAL 2004

In 2004 over 1,500 students, faculty and staff were sent the electronic LibQUAL Survey and nearly 400 responded to our inquiry. Although our Overall Quality of Service rate was 6.89 based on a 9 point scale we did not meet the LibQUAL Desired Mean score of 7.91. We had participated in LibQUAL in 2002, but the questions have changed substantially and could not be used in comparison to LibQUAL 2004 responses.

Areas of concern identified in LibQUAL 2004 include:

AS-9 Dependability in handling users’ service problems
IC-1 Making electronic resources accessible from my home or office
IC-2 A library Web site enabling me to locate information on my own
IC-4 The electronic information sources I need
IC-8 Print and/or electronic journal collections I require for my work.

Undergraduate students reported no areas that they considered inadequate, their highest marks are in Library as Place, print collections and modern equipment that lets me easily access needed information.

The areas where the Library falls short in the eyes of the graduate students includes:

AS-9 Dependability in handling users’ service problems
IC-1 Making electronic resources accessible from my home or office
IC-2 A library Web site enabling me to locate information on my own
IC-3 The printed library materials I need for my work
IC-4 The electronic information sources I need
IC-5 Modern equipment that lets me easily access needed information
IC-7 Making information easily accessible for independent use
IC-8 Print and/or electronic journal collections I require for my work.

The faculty report problems in the following areas:

AS-9 Dependability in handling users’ service problems
IC-1 Making electronic resources accessible from my home or office
IC-2 A library Web site enabling me to locate information on my own
IC-3 The printed library materials I need for my work
IC-4 The electronic information sources I need
IC-7 Making information easily accessible for independent use
IC-8 Print and/or electronic journal collections I require for my work.

One area where the Library consistently fell short of expectations was AS-9, which may relate in part to the problems we were having in the Spring and Summer with book returns not registering properly in ALEPH. With the process redesign made in this area we should see real improvement in these scores in 2006.

Problems reported in areas IC-4, IC-7 and IC-8 relate directly to the Libraries’ ability to have collections that support graduate student and faculty research and are a function of the material’s budget. Some of these concerns will be ameliorated in the serials review project as we make sure that our collection meets the needs of the largest number of users possible. Another way to improve in these areas is to improve our ILL/document delivery operation so that off site does not mean inconvenient.

Making electronic resources accessible from my home or office was a problem for graduate students and faculty. This may relate to moving from authentication by proxy to VPN for accessing bibliographic databases and e-journal collections on the Library’s website. We receive regular reports of faculty having
problems using VPN and with the wide variety of platforms, operating systems and networking used by the TTU community we should probably find another way to authenticate users, especially in light of the $3.5 million we spend on electronic resources.

The last major area that seemed to be a concern across all users is a library Web site enabling me to locate information on my own. Despite the best efforts of the Web Development Board, we have made no improvements to the Library web presence in at least 18 months. We suffer from inadequate knowledge and technical skills on the Web Development Board and in the library as a whole. I do not know how to fix this; it is beyond the means of any one department. This will require a whole library effort along the lines of the metadata training we have been supporting the last few months.

**Implementation Plan:**

*There is no implementation plan for the current year.*