SOUTH TEXAS COLLEGE LIBRARY
2012 ANNUAL REPORT
The Library Services Administrative Team is proud to present to you the South Texas College Library’s Annual Report. The data and information provided in this report are a testimony to the accomplishments, contributions and commitments of Library Services staff members in serving the students and faculty at STC. In keeping with the college’s vision, we strive to improve the quality of life for our community, one library user at a time.

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Library Services is proud of our role as a vital, integral part of the South Texas College community and offers an array of services to students at all six South Texas College campuses. Our outstanding team of dedicated professionals works each day to provide exemplary service and to meet the information needs of South Texas College students, faculty, and staff. This annual report highlights both quantitative and qualitative measures of Library Services at South Texas College and showcases some of the major initiatives and successes in 2011-2012.

2011-2012 represented a continuation of the services and growth that have characterized STC Library Services in the past 5-6 years. In 2011-2012, Library Services continued its move toward creating and implementing both physical spaces and services that support learning by extending the Learning Commons concept to the Technology and Ramiro Casso Nursing and Allied Health Campuses, adding comfortable, stylish, and flexible furniture, color on walls, and reconfiguring equipment and layouts to better accommodate student needs and varying learning preferences. With these additions in 2011-2012, all STC campus libraries now have a Learning Commons.

In addition, STC Library Services began several new initiatives in 2011-2012. Foremost among these were improvements to the library’s electronic resources, including several new databases and a comprehensive electronic serials listing and link resolver, which dramatically improves the ability to find articles in electronic databases. In addition, Library Services implemented the LibQUAL+ survey, a nationally administered survey which aims to assist libraries in improving their facilities and services by measuring patron satisfaction. Since its administration, the results of LibQUAL+ have contributed to informed decision-making in Library Services and have helped in understanding the perspectives of the various library user groups.

All five STC libraries and Library Art Galleries have continued their focus on collaboration by hosting author talks, art talks, movies, and other events which support the academic endeavors of the college. In all, Library Services conducted 70 programs throughout the district during 2011-2012, with a total attendance of over 6000 students, faculty, and community members!

As the contents of this report show, academic year 2011-2012 proved to be productive in STC Library Services. As our mission statement indicates, Library Services is dedicated to supporting student learning through providing a learning-centered environment rich in quality information resources and services. We look forward to continuing to serve the students, faculty, staff, and community of South Texas College in the coming academic year.
Before the South Texas College District began operations in 1993, the Hidalgo-Starr County area was the only area in the state of Texas with a population of nearly half a million people not served by a community college. South Texas College was created on September 1, 1993, by Texas Senate Bill 251 to serve Hidalgo and Starr Counties. It is the only community college in Texas to be established by the Texas Legislature.

A confirmation election, held on August 12, 1995, established a taxing district for the College. Seven districts, based on population, were also approved for single-member representation on the Board of Trustees. A community leader from each of the seven districts was originally appointed by Governor Ann Richards to serve on the founding Board of Trustees. Since May 2000, elections have been held for all of the seats, and all members have been elected.

From its inception, STC was mandated by the State Legislature to provide service to residents of Starr and Hidalgo counties. Meeting the population’s need for postsecondary education, complicated by the rapid institutional growth experienced by STC in the process, has been an enormous but vital endeavor. It is the one for which the College was founded and charged by the State Legislature, and it is one to which the College is committed.

South Texas College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the Baccalaureate and Associate degrees. For questions about the accreditation of South Texas College, contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500. South Texas College is also approved for veteran's educational training in Certificate and Associate of Applied Sciences Degree programs by the Texas Education Agency.

Since its inception, South Texas College has always been committed to the planning process. STC’s initial planning efforts can be traced to December 1992, when the Steering Committee for the proposed South Texas Community College commissioned Dr. Alfredo G. de los Santos, Jr. to prepare a proposal to the Texas Higher Education Coordinating Board for the creation of a community college in Hidalgo and Starr Counties. The proposal was submitted in April 1993.
Information Services and Planning is committed to providing continued open access to an even greater availability of higher education to STC students by enhancing technology and information services.

South Texas College Library Services is committed to providing a welcoming, learning-centered environment, rich in quality information resources and outstanding services to meet the research, instructional and learning needs of the South Texas College students, faculty, staff and community.

Library Services will accomplish this task by providing meaningful learning experiences through:

♦ Friendly, professional and prompt service.

♦ A comfortable learning environment with a focus on accommodating various learning styles and preferences, including collaborative and group learning spaces.

♦ Information and research resources that support college programs and goals.

♦ Quality instruction and consultation in information resources and instructional and education technology.
Cody Gregg began at STC in 1995. He has served the college in a wide variety of positions, including faculty, department chair, and Director of Instructional Technologies. He holds a bachelor’s degree in English and History, a Master’s degree in English from the University of Texas – Pan American, and a Master’s degree in Library and Information Science from the University of North Texas. He currently leads the college’s efforts in libraries and classroom technologies and serves as the Interim Dean of Library Services and Director of Instructional Technologies.

Jesús Campos joined STC in 2009 as Director of Library Technical Services. He completed his undergraduate work in Liberal Studies (Great Books Program) at the University of Notre Dame. He then earned a J.D. at Harvard Law School and a Master’s degree in Library and Information Science at the University of Texas at Austin. He oversees the acquisition of library materials (including books, journals, videos, and electronic databases) for all STC campuses.
Noemi Garza  
**Director of Library Public Services**

Noemi Garza began her career with STC in 2009 as a Reference Librarian. In 2010 she was promoted to Director of Library Public Services. In this position she manages the Library Public Services area of all five campus libraries. Her responsibilities include supervising all Library Public Service staff members working with students and faculty. She also is responsible for collection development, budget and functions of different areas of Library Public Services (i.e., Circulation, Reserves and Reference). Noemi received her MLS from Texas Woman’s University in 1979. Since then she has worked in various libraries (public, prison system and academic). She brings with her over 30 years of experience.

Lelia Salinas  
**Director of Information Commons and Open Labs**

Lelia Salinas became a member of STC in 1994 and has served at the college in different capacities. She is presently the Director of Information Commons and Open Labs. She earned an associate degree in liberal arts from South Texas College and an undergraduate degree in Business Administration with a Computer Information Systems Major from the University of Texas Pan American. Additionally, she completed a Master of Education in Adult Education and a Doctorate Degree in Educational Leadership from Texas A&M University Kingsville. She leads the Information Commons and Student Open Labs for Library Services district wide.
In support of the academic curriculum, the STC Library Art Gallery Program is committed to bringing enlightening and thought-compelling art exhibits with corresponding lectures. Since its inception in 2006, the Library Art Gallery Program has hosted 50 individual Artist Talks throughout its five galleries. In 2011-2012, the Library Art Gallery hosted a variety of unique and stirring art exhibits, including the standouts below.

**Four Decades of Chicano Art & Culture in Tejas and Beyond**

“Four Decades of Chicano Art & Culture in Tejas and Beyond” was an art exhibit by Santa Barraza, held September 15 to December 10, 2011, with an art talk on Sept. 15. Santa Barraza is a prolific Tejana artist and art professor at Texas A&M University-Kingsville. She earned her Bachelor of Fine Arts and Master of Fine Arts from The University of Texas at Austin, and previous positions include teaching at the Art Institute of Chicago and Penn State University. Her work embodies the heart of Chicana sociopolitical culture and also references the universal existence and experience of life here on earth. Barraza memorializes her mother, friends and family members and incorporates religious iconography and Mesoamerican mythology. Total attendance at the art talk was 530.

**The Nature of Stillness**

“The Nature of Stillness”, an exhibit by Ruth Hoyt and Roel Guerra, ran from January 26 to May 11, 2012, with art talks on January 26. Ruth Hoyt’s work has been shown at the Smithsonian Institute and has appeared in publications for National Geographic, The Nature Conservancy and The Valley Land Fund, to name a few. Guerra specializes in photographing subjects found in South Texas and Mexico and currently runs a successful photo studio. This diverse collection of photographs allowed the viewer to take a walk outside and witness the spectacular and often hidden beauty of nature in the Rio Grande Valley. Hoyt and Guerra presented skillfully captured images of wildlife, landscapes, and architecture that burst with vibrant color and dramatic shadows. Total attendance at the art talks was 104.

*All five STC libraries and Library Art Galleries have continued their focus on collaboration by hosting author talks, art talks, movies, and other events which support the academic endeavors of the college.*
South Texas College’s Library Art Gallery Program, together with the college’s Visual Arts and Music Department, brought the RGV its annual ceramics exhibition and workshop, "A South Texas Ceramic Showdown: Wedged Together." The exhibit ran from June 14 to September 13, 2012, with an art talk on June 16. The event included a full display of ceramic works by art students and professors from regional universities and community colleges. A two-day ceramics workshop took place at STC’s Pecan Campus Art Building Ceramics Lab. Participants were able to see clay demonstrations by nationally recognized and distinguished ceramicists Billy Ray Mangham and Pat Johnson. Mangham earned his Master of Fine Arts from Stephen F. Austin University in Nacogdoches, Texas. He taught at the Austin Museum of Art and Austin Community College for 10 years and currently runs the Eye of the Dog Art Center in San Marcos, Texas. Johnson earned her Bachelor of Fine Arts from North Texas State University. She currently runs the Live Oak Art Center in Columbus, Texas. The art talk on June 16 had a total attendance of 105.

“Intimacy through Form” was an exhibit featuring artwork by Jimena Marin. The exhibit was from June 14 - Sept. 13, 2012, with art talks being held on June 14. Jimena Marin earned her MFA from Texas Tech University and studied the art of Japanese paper (Washi Zoquei) at La Universidad de las Americas in Puebla, Mexico. She currently works as an artist and art professor at Northwest Vista College in San Antonio. Marin uses fluid, minimal shapes to communicate emotionally complex ideas and concepts. The contrast that she creates between form and meaning adds an aspect of playfulness to subjects that would normally be somber in nature. Total attendance at the art talks was 87.
Hispanic Heritage Month

To start off the fall of 2011, the STC Library participated in a lecture series celebrating Hispanic Heritage Month that included many highlights, including an exhibit and talk by world-renowned artist Santa Barraza. The series concluded with a visit by acclaimed and award-winning author Sandra Cisneros. Over 1,000 people went to see Sandra Cisneros at her visits at Pecan, Mid-Valley, and Starr County campuses, including students, staff, faculty and the community.

Black History Month and Women’s History Month

In the spring, the STC Library celebrated Black History Month and Women’s History Month with acclaimed movies and renowned speakers including Dr. Darlene Iskra, the first female commander of a naval ship. Her visit to the Mid-Valley and Pecan campuses illustrated to our community the dynamic roles women can play in this country.

National Library Week

To celebrate National Library Week in April, each of the libraries held a Library Open House welcoming the STC students, faculty, and staff, as well as the community. There, people participated in scavenger hunts, movies, snacks, and picture opportunities with Jerry the Jaguar. At the Starr County Library, over 2,000 books were given away.

Library Services conducted 70 programs throughout the district during 2011-2012, with a total attendance of over 6,000 students, faculty, and community members!
LibQual+ is a survey used by various libraries, including UT-Austin, Rice, and Texas A&M, to solicit, track, understand, and act upon users’ opinions of service quality. After the LibQual+ survey was conducted in spring 2012, a qualitative follow-up in the form of focus groups was conducted with both students and faculty at Pecan, Starr, and Nursing/Allied Health in the fall of 2012. LibQual+ measures the helpfulness, caring, concern and dependability of the staff, the comfort, noise level, support for groups, and support for learning, and adequacy of the resources and the ease of use.

Areas of Satisfaction

- Students and faculty are satisfied with the customer service, caring attitudes, ability to instill confidence, and the willingness to help of Library Services staff.
- Giving users individual attention was the most highly rated item on the entire survey.
- Students are generally satisfied with print and electronic resources and computers in our libraries. Faculty are general satisfied with the environment in our libraries.
- Both faculty and students expressed satisfaction with community space for group learning and study.

Areas of Concern

- Both students and faculty expressed concerns with the ease of use of self-service information resources.
- Faculty, and students to a slightly lesser degree, indicated dissatisfaction with the adequacy of print and electronic journals in our collections.
- Faculty expressed dissatisfaction with the user-friendliness of our library website.
- The noisiness of our libraries, especially at the Nursing and Allied Health, Pecan, and Mid-Valley campuses.
- The library spaces’ ability to inspire study and learning and the suitability of our library spaces as getaways for study, learning or research.
- Students also expressed dissatisfaction with the comfort and inviting atmosphere of our library spaces.
Each year, Library Services surveys students to determine their satisfaction with the staff and computer resources labs in key areas, including helpfulness, the number of hours per week the Information Commons and Lab was used, and whether they would recommend the Information Commons and Open Lab to other students. Select results from this survey are presented below.

**Question:**

Indicate the number of hours per week you currently spend in the Information Commons and Open Lab.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Students</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>13</td>
<td>1.5%</td>
</tr>
<tr>
<td>1-5</td>
<td>461</td>
<td>53.7%</td>
</tr>
<tr>
<td>6-10</td>
<td>211</td>
<td>24.6%</td>
</tr>
<tr>
<td>11-15</td>
<td>92</td>
<td>10.7%</td>
</tr>
<tr>
<td>16-20</td>
<td>49</td>
<td>5.7%</td>
</tr>
<tr>
<td>21-30</td>
<td>18</td>
<td>2.1%</td>
</tr>
<tr>
<td>30+</td>
<td>15</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Four hundred and sixty-one surveyed students spent one to five hours in the Information Commons and Open Lab each week.
Question:
Please rate the Information Commons & Open Labs Staff on their helpfulness.

Almost 82% of surveyed students would recommend the Information Commons and Open Labs to other students.

Question:
Would you recommend the Information Commons and Open Labs to other students?
The Community College Survey of Student Engagement (CCSSE), a product and service of the Center for Community College Student Engagement, is a well-established tool that helps institutions focus on good educational practice and identify areas in which they can improve their programs and services for students. Administered during the spring to mostly returning students, CCSSE asks about institutional practices and student behaviors that are highly correlated with student learning and retention. The survey is administered every two years at STC, and the graph below displays the results for the past three surveys.

In Fiscal Year 2011, 95% of surveyed students believed that the services provided by the library were important, and 90% of the surveyed students were satisfied with those services.
INDIVIDUAL COMPUTER USAGE

The graph and chart below show a total count of the number of times a computer was used in the Information Commons or Open Labs during the past four years. This data illustrates the tremendous demand for computer resources in our STC Libraries.

<table>
<thead>
<tr>
<th>Years</th>
<th>Computer Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-2009</td>
<td>489,259</td>
</tr>
<tr>
<td>2009-2010</td>
<td>490,926</td>
</tr>
<tr>
<td>2010-2011</td>
<td>651,151</td>
</tr>
<tr>
<td>2011-2012</td>
<td>634,375</td>
</tr>
</tbody>
</table>

In 2011-2012, patrons logged in to Information Commons and Open Labs computers 634,375 times. That is equal to 1,738 times every day!
Circulation is the checking out and usage of the collection. The graph below shows the number of times items were checked out from STC’s libraries in the past five years. These items are library research and information materials such as books, DVD’s, and e-books.

Language and Literature, Social Sciences, and Medicine were the top three subject areas of circulating materials, collectively accounting for 37% of all information resources circulating in FY2012.
### CIRCULATION BY CAMPUS

#### The FY2012 circulation is equivalent to every student borrowing a book 1.29 times over the course of the academic year.

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Valley</td>
<td>5,919</td>
<td>6,149</td>
<td>8,170</td>
<td>9,756</td>
<td>12,038</td>
<td>7,993</td>
</tr>
<tr>
<td>Nursing</td>
<td>1,184</td>
<td>942</td>
<td>1,632</td>
<td>2,612</td>
<td>2,127</td>
<td>2,859</td>
</tr>
<tr>
<td>Pecan</td>
<td>17,456</td>
<td>18,993</td>
<td>26,075</td>
<td>32,941</td>
<td>31,171</td>
<td>25,419</td>
</tr>
<tr>
<td>Starr</td>
<td>2,009</td>
<td>2,571</td>
<td>3,890</td>
<td>2,770</td>
<td>2,836</td>
<td>2,186</td>
</tr>
<tr>
<td>Tech</td>
<td>526</td>
<td>500</td>
<td>767</td>
<td>740</td>
<td>2,140</td>
<td>1,571</td>
</tr>
<tr>
<td>Total</td>
<td>27,094</td>
<td>29,155</td>
<td>40,534</td>
<td>48,819</td>
<td>50,312</td>
<td>40,028</td>
</tr>
</tbody>
</table>
Library databases are online collections of articles, reports, e-books, images, videos, and other research materials. The chart and graph below show the database usage in the past six years. For the past three years, students, faculty, and staff have conducted an average of nearly 1,000,000 searches per year on STC electronic resources. For FY 2012, that is more than 2,531 searches per day!

<table>
<thead>
<tr>
<th>Year</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>82,895</td>
</tr>
<tr>
<td>2008</td>
<td>121,002</td>
</tr>
<tr>
<td>2009</td>
<td>592,772</td>
</tr>
<tr>
<td>2010</td>
<td>1,090,141</td>
</tr>
<tr>
<td>2011</td>
<td>898,602</td>
</tr>
<tr>
<td>2012</td>
<td>924,144</td>
</tr>
</tbody>
</table>

In FY2012, the Library subscribed to over 90 research databases covering all programs of instruction at STC.
Library Services offers Bibliographic Instruction (BI) sessions designed to teach students how to efficiently and effectively find information and use library resources. Sessions may also cover topics such as evaluating information and the ethical use of information. Instructors contact the library to schedule sessions for their classes. The chart and graph below show the number of BI sessions and the number of students attending those sessions in the past four academic years. While the number of sessions saw a small dip from the previous year, the number of students taught has remained relatively constant.

More than 8,900 students attended Bibliographic Instruction sessions in Fiscal Year 2011-2012.
Interlibrary loan (ILL) is the service of borrowing and lending materials among libraries on behalf of library users. The chart below shows Interlibrary Loan activity during the past four years. These numbers show that STC is a net borrower of ILL materials.

**The Interlibrary Loan System contributed to STC’s library with more than 850 loans in Fiscal Year 2012.**
A count of library visitors is collected by electronic gate whenever anyone enters the library. The chart and graph below report the numbers of visitors to STC libraries for the past five years. The data reflects the continued trend of growth that STC is experiencing.

### Yearly Library Visits

<table>
<thead>
<tr>
<th></th>
<th>Mid-Valley</th>
<th>Nursing</th>
<th>Pecan</th>
<th>Starr</th>
<th>Tech</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-2008</td>
<td>131,754</td>
<td>33,234</td>
<td>307,378</td>
<td>42,592</td>
<td>23,840</td>
<td>538,798</td>
</tr>
<tr>
<td>2008-2009</td>
<td>151,301</td>
<td>78,091</td>
<td>344,381</td>
<td>49,799</td>
<td>22,957</td>
<td>646,529</td>
</tr>
<tr>
<td>2009-2010</td>
<td>203,899</td>
<td>118,528</td>
<td>451,797</td>
<td>56,234</td>
<td>22,945</td>
<td>853,403</td>
</tr>
<tr>
<td>2010-2011</td>
<td>215,461</td>
<td>114,085</td>
<td>473,127</td>
<td>57,086</td>
<td>29,853</td>
<td>889,612</td>
</tr>
<tr>
<td>2011-2012</td>
<td>192,143</td>
<td>132,273</td>
<td>524,287</td>
<td>57,058</td>
<td>31,384</td>
<td>937,145</td>
</tr>
</tbody>
</table>

STC’s libraries were visited more than 930,000 times in Fiscal Year 2011-2012.