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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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EXECUTIVE SUMMARY

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.

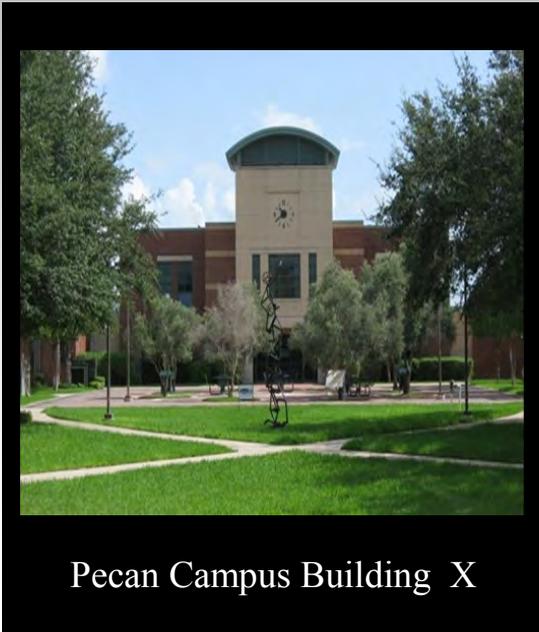
2011-2012 represented a continuation of the services and growth that have characterized STC Library Services in the past 5-6 years. In 2011-2012, Library Services continued its move toward creating and implementing both physical spaces and services that support learning by extending the Learning Commons 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.

HISTORY OF SOUTH TEXAS COLLEGE



Pecan Campus Building X

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.

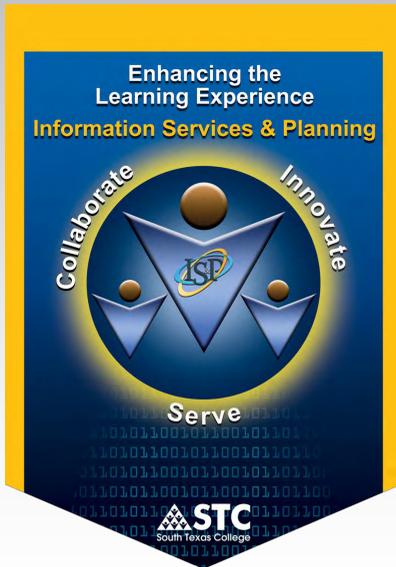
A confirmation election, held on August 12, 1995, established a taxing district for the College. Seven districts, based on population, were also approved for single-member representation on the Board of Trustees. A community leader from each of the seven districts was originally appointed by Governor 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.

MISSION STATEMENTS



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.

LIBRARY SERVICES ADMINISTRATIVE TEAM

Cody Gregg

**Interim Dean of Library Services and Instructional
Technologies**



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

Director of Library Technical Services



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.

LIBRARY SERVICES ADMINISTRATIVE TEAM

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.

LIBRARY ART GALLERY HIGHLIGHTS

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



Pecan Campus Library Art Gallery

“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



Pecan Campus Library Art Gallery

“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.

LIBRARY ART GALLERY HIGHLIGHTS

Wedged Together: A South Texas Ceramic Showdown



Pecan Campus Art Building

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



Pecan Campus Library Art Gallery

"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.

The Library Art Gallery hosted 19 exhibits in Fiscal Year 2011-2012, with a total attendance of 973 people.

PROGRAMMING HIGHLIGHTS

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+ SURVEY RESULTS

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.

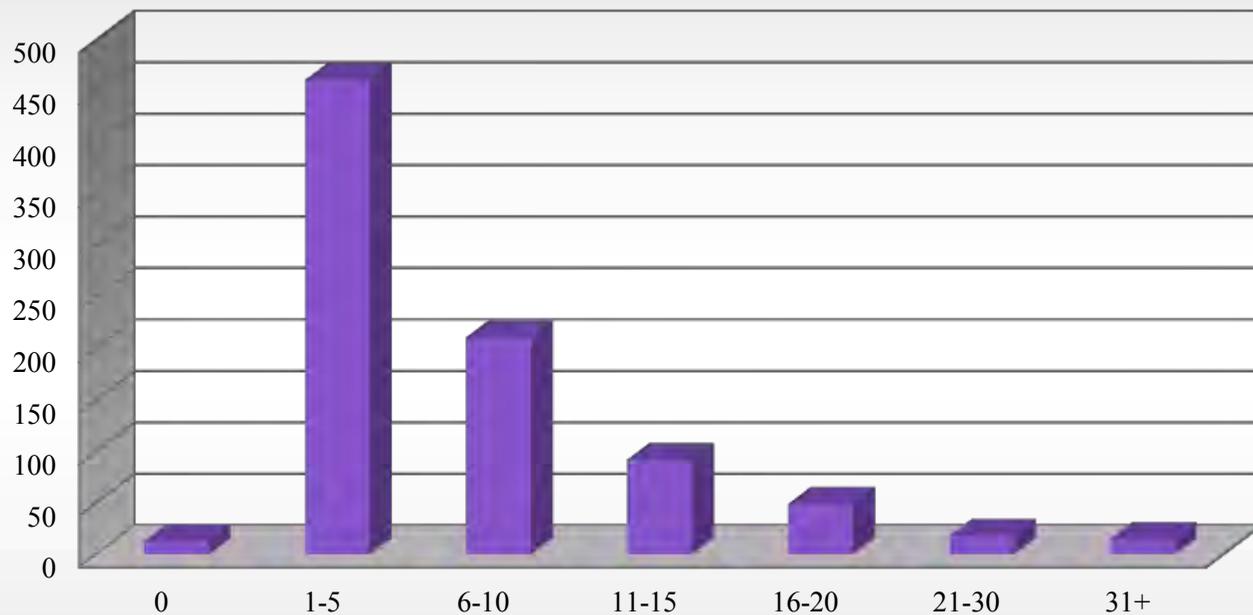
Giving users individual attention was the most highly rated item on the entire survey.

STUDENT SATISFACTION REPORT

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.



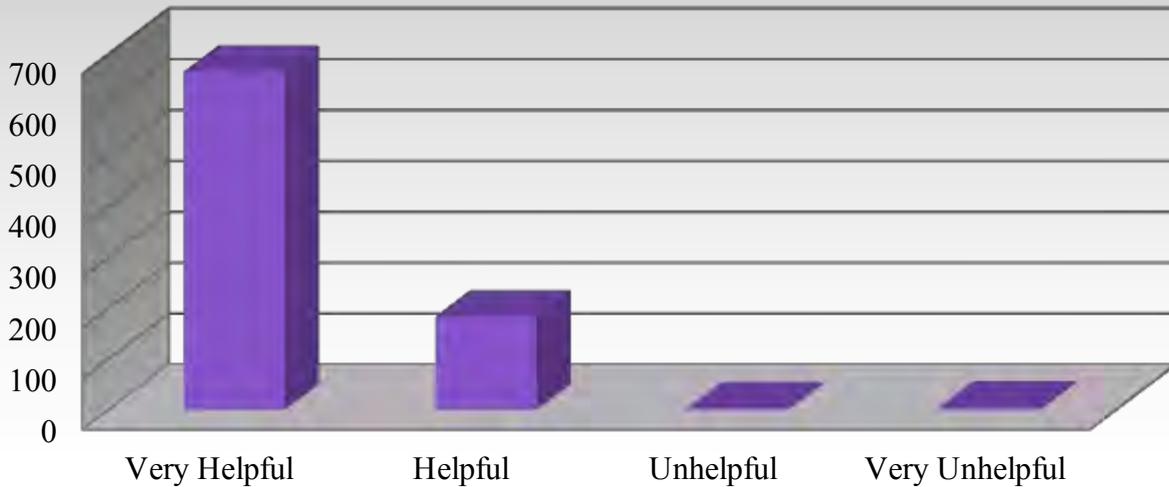
Hours	Students	Percentage
0	13	1.5%
1-5	461	53.7%
6-10	211	24.6%
11-15	92	10.7%
16-20	49	5.7%
21-30	18	2.1%
30+	15	1.7%

Four hundred and sixty-one surveyed students spent one to five hours in the Information Commons and Open Lab each week.

STUDENT SATISFACTION REPORT

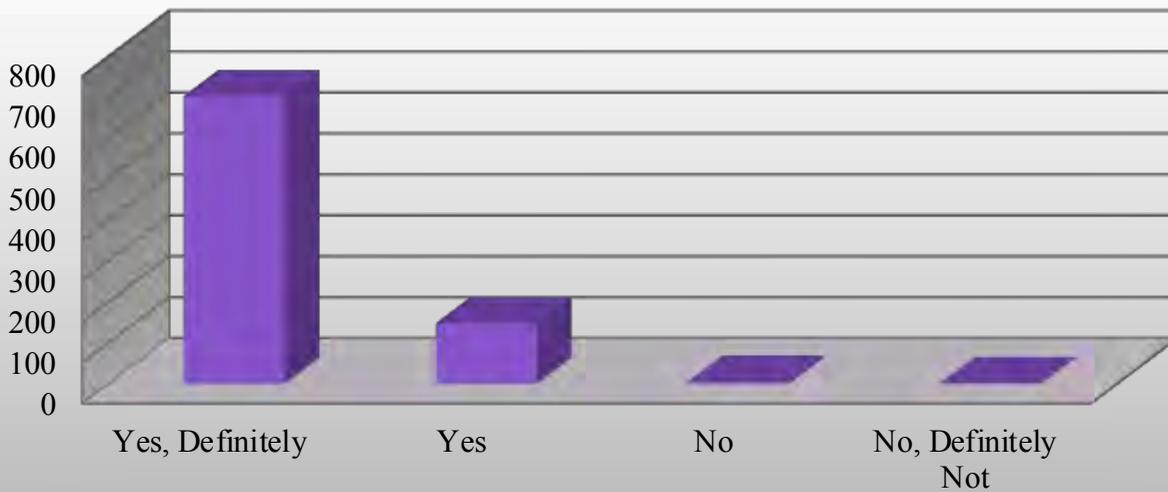
Question:

Please rate the Information Commons & Open Labs Staff on their helpfulness.



Question:

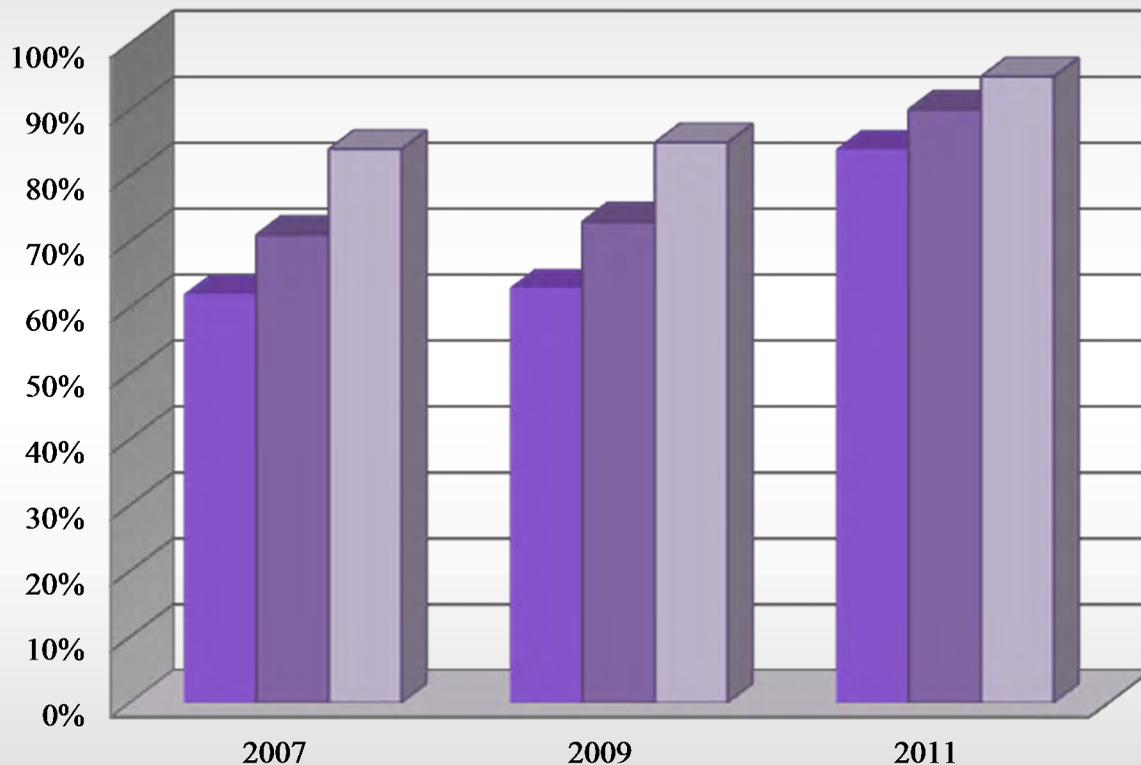
Would you recommend the Information Commons and Open Labs to other students?



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

COMMUNITY COLLEGE SURVEY OF STUDENT ENGAGEMENT

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.

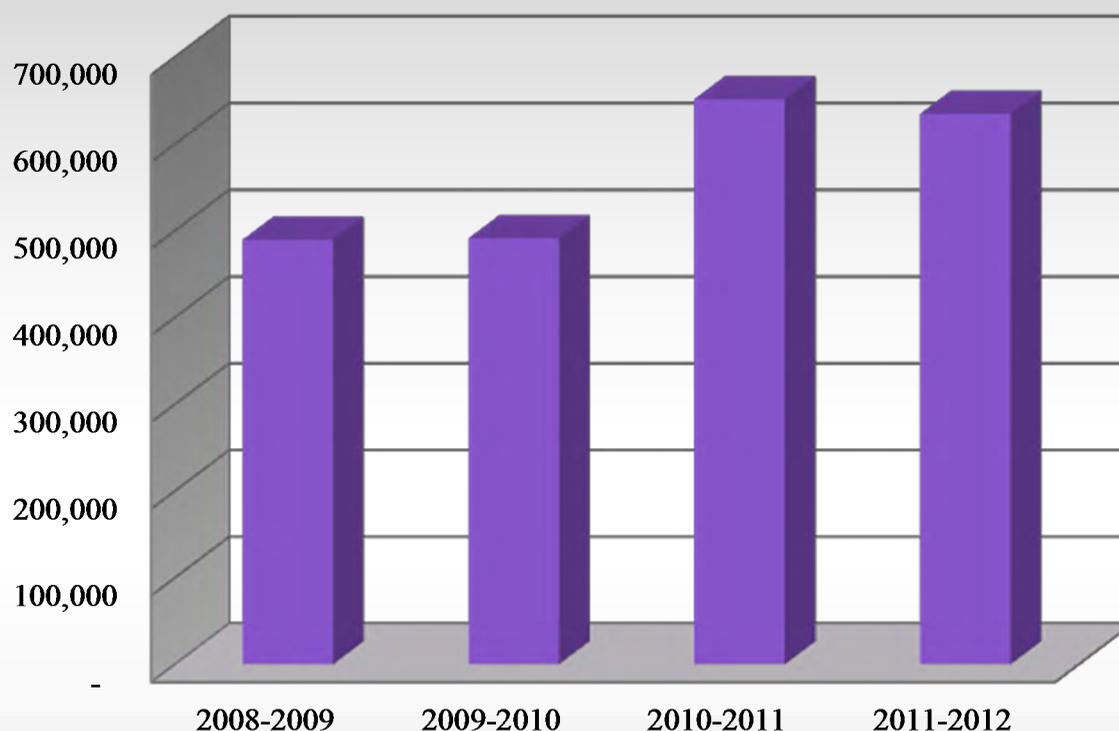


	2007	2009	2011
Frequency	62%	63%	84%
Satisfaction	71%	73%	90%
Importance	84%	85%	95%

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.



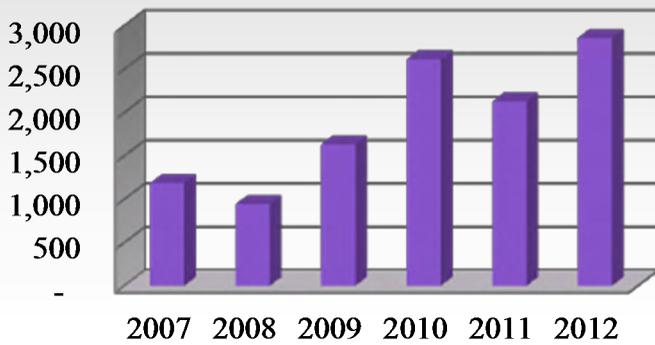
Years	Computer Usage
2008-2009	489,259
2009-2010	490,926
2010-2011	651,151
2011-2012	634,375

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!

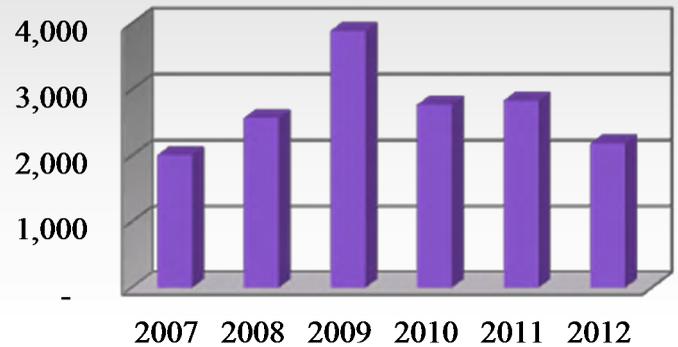
CIRCULATION BY CAMPUS

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.

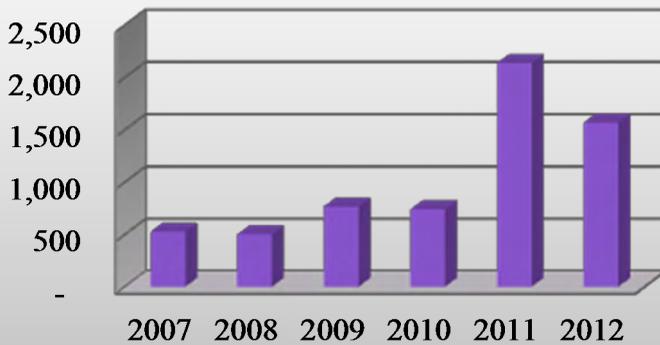
Nursing



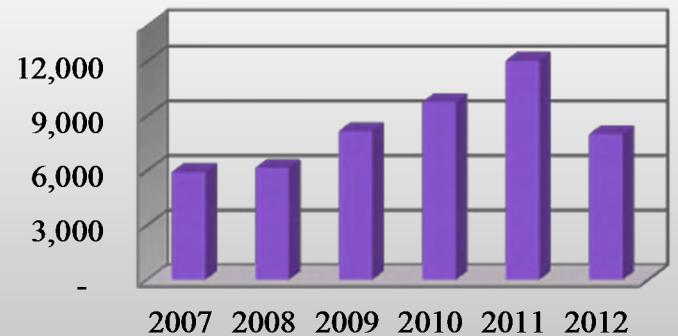
Starr



Technology



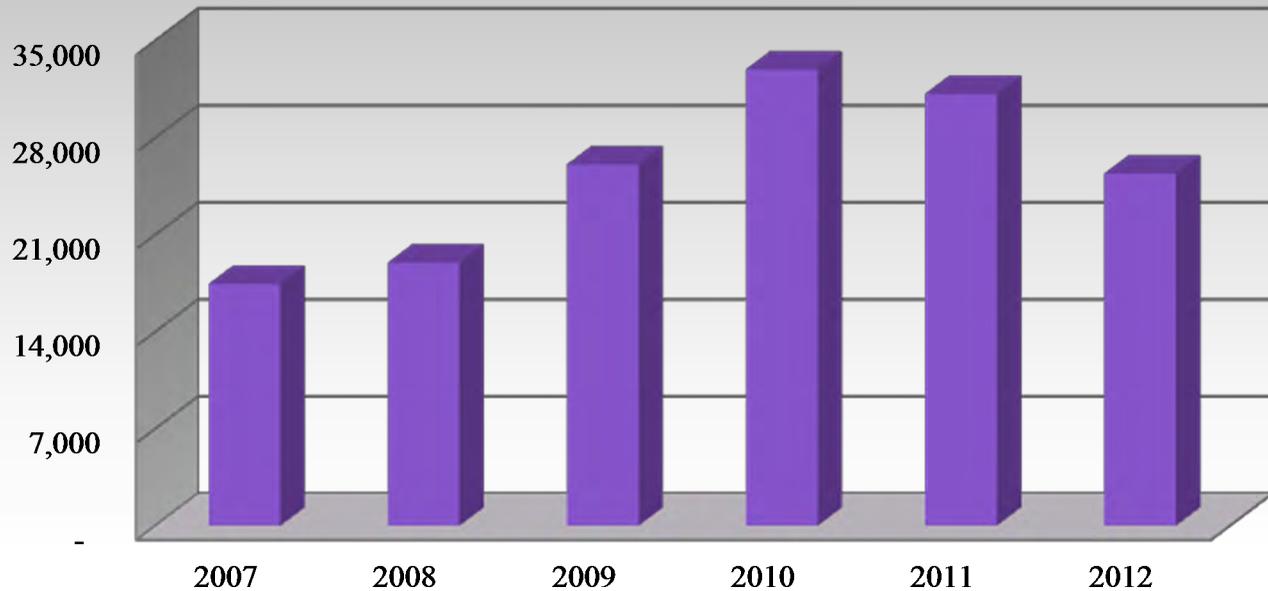
Mid-Valley



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

Pecan

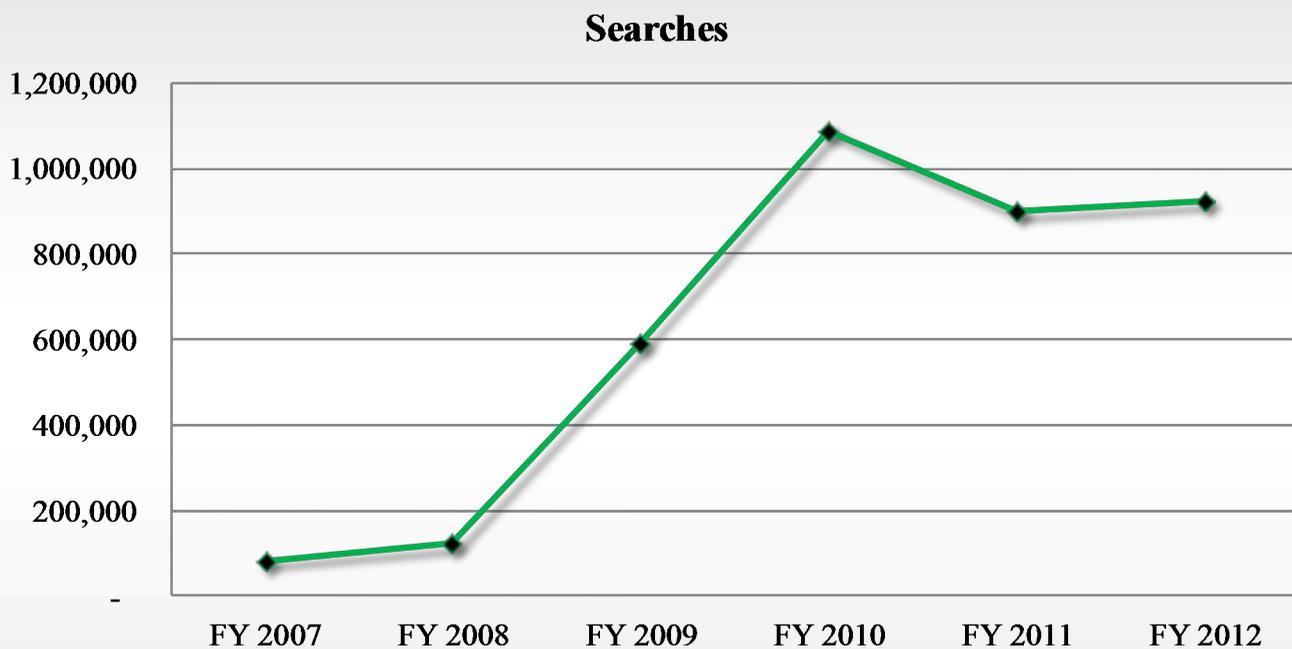


	2007	2008	2009	2010	2011	2012
Mid-Valley	5,919	6,149	8,170	9,756	12,038	7,993
Nursing	1,184	942	1,632	2,612	2,127	2,859
Pecan	17,456	18,993	26,075	32,941	31,171	25,419
Starr	2,009	2,571	3,890	2,770	2,836	2,186
Tech	526	500	767	740	2,140	1,571
Total	27,094	29,155	40,534	48,819	50,312	40,028

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

ELECTRONIC RESOURCE SEARCHES

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!



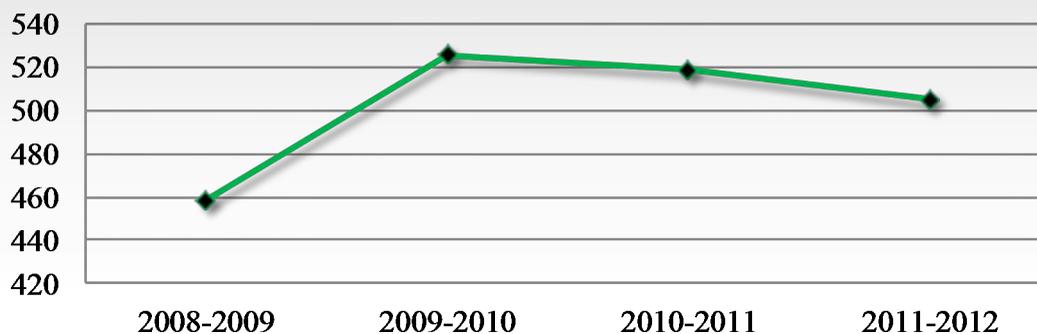
2007	2008	2009	2010	2011	2012
82,895	121,002	592,772	1,090,141	898,602	924,144

In FY2012, the Library subscribed to over 90 research databases covering all programs of instruction at STC.

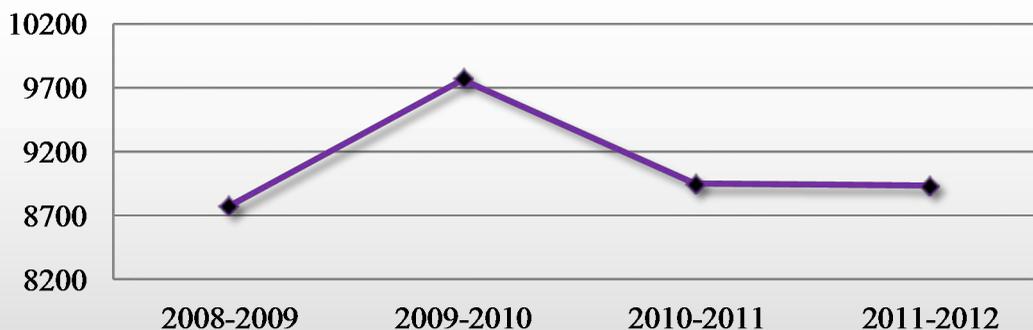
LIBRARY INSTRUCTION

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.

Sessions



Students

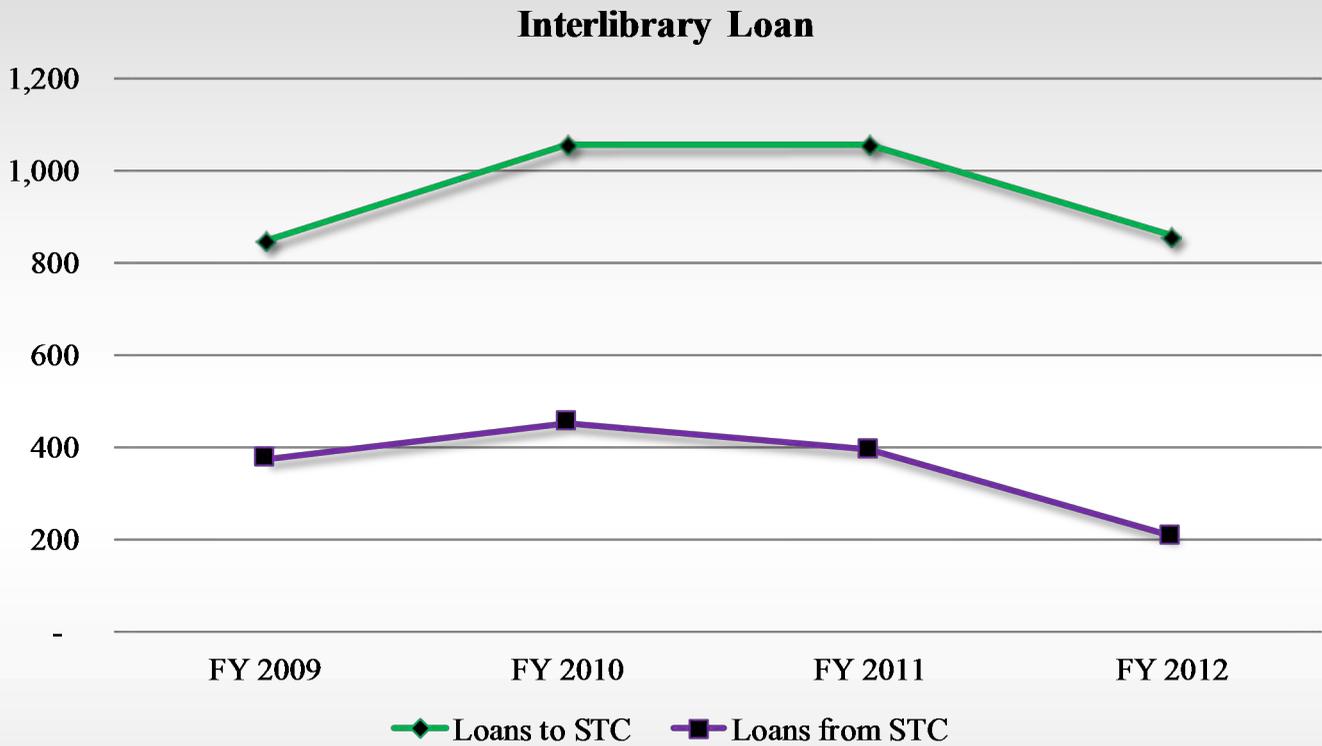


	2008-2009	2009-2010	2010-2011	2011-2012
Sessions	459	526	519	505
Students	8785	9772	8951	8942

More than 8,900 students attended Bibliographic Instruction sessions in Fiscal Year 2011-2012.

INTERLIBRARY LOANS

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.



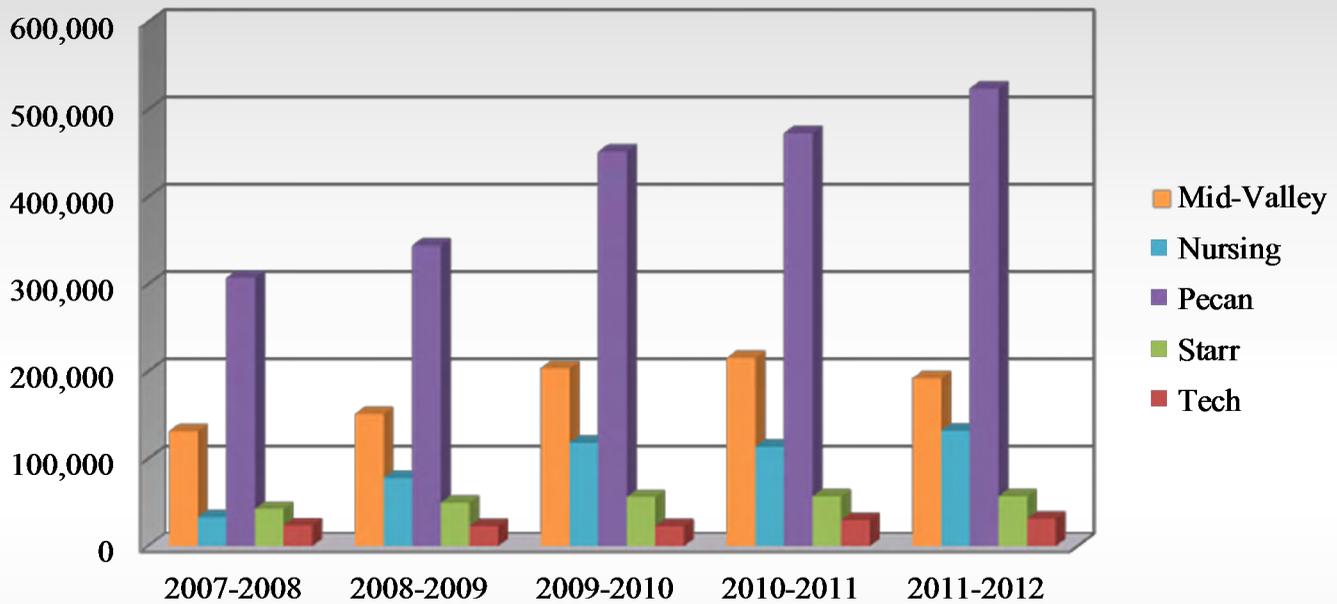
	Loans to STC	Loans from STC
FY 2009	849	375
FY 2010	1,055	454
FY 2011	1,057	396
FY 2012	858	208

The Interlibrary Loan System contributed to STC’s library with more than 850 loans in Fiscal Year 2012.

LIBRARY VISITS

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



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

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