

South Texas College Library 2013 Annual Report



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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

The only constant is change. – Heraclitus of Ephesus (c. 535 BC – 475 BC), Greek philosopher

Higher education is in the process of change, with the increasing pace of technological evolution, new methods of instructional delivery, and e-content foremost among the factors driving this rapid transformation. As an integral service to South Texas College students, faculty, and community members, Library Services strives every day to deliver exemplary service and to meet the myriad information needs of this diverse constituency. 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 2012-2013.

In 2012-2013, Library Services continued its focus on evidence-based, data-informed decision making, continuing the work begun with data from the LibQUAL+ survey and focus groups first initiated in spring 2012. Since its administration, the results of LibQUAL+ have positively informed the decision making in Library Services and have helped us understand the perspectives of the various library user groups. Foremost among these efforts, Library Services began planning a retooling of its website, which will be completed in 2014. Library Services has also expanded its Subject Guides, which give research guidance and resources on a discipline by discipline basis, and has expanded its set of online tutorials on how to use library resources, a key factor in supporting dual enrollment, distance education, and traditional students alike.

While use of physical collections has remained relatively unchanged over the past several years, Library Services has experienced growth in the use of electronic resources, as shown in the statistics in this report. Because they have become so vital to student and faculty research needs, electronic resources and other resources have become a clear priority for Library Services. In addition, STC Library Services began several new initiatives in 2012-2013. Foremost among these was the implementation of a discovery service, which vastly simplifies the user research experience by combining a great majority of the library's resources in one searchable database.

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 71 programs throughout the district during 2012-2013, with a total attendance of 6,890 students, faculty, and community members! Highlights of these programs include "The Easter Drawings", an art display by renowned artist Lenard Brown, an art exhibition entitled "Tiempo en Capas: New Works by Kathy Vargas", a visit by Native American poet Simon Ortiz, one of the most widely read Native American poets in the U.S., and a speech by acclaimed journalist and historian Teresa Paloma Acosta.

Academic year 2012-2013 proved to be an exciting and energetic time in STC Library Services. As our mission statement asserts, Library Services is dedicated to supporting student learning through providing a learning-centered environment rich in quality information resources and services. We take great pride in our commitment to serving the students, faculty, staff, and community of South Texas College through the many changes and challenges in the upcoming years.

History of South Texas College



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.

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.

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.

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 educational technology.

Library Services Administrative Team

Cody Gregg



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 Dean of Library Services and 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.

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 Open Labs 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 61 individual Artist Talks throughout its five galleries. In 2012 - 2013, the Library Art Gallery hosted a variety of unique and stirring art exhibits, including the standouts below.

Tiempo en Capas: New Works by Kathy Vargas



South Texas College's Library Art Gallery Program brought to the RGV an art display entitled "Tiempo en Capas: New Works by Kathy Vargas". Ms. Vargas is a highly accomplished, internationally renowned visual artist. She holds an MFA from the University at San Antonio and currently teaches at the University of the Incarnate Word. Vargas's prolific career has been highlighted in a retrospective exhibit and book entitled "Kathy Vargas Photographs, 1971-2000," which was presented at The McNay Art Museum in San Antonio. Her collage-like photographic technique has the ability to

appear both ancient and modern, while conveying a thoughtful viewpoint of culture and family. Vargas's work has exhibited all over the world and can be found in many prominent permanent art collections including The Smithsonian Institution in Washington D.C. The display was at the Pecan campus from September 13 - December 7, 2012, with an accompanying book talk and artist lecture and an attendance of 130 people.

Machistas y Vanidad Noel Palmenez



"Machistas Y Vanidad" was an artwork display by Noel Palmenez. Mr. Palmenez earned a Master of Science degree from Texas A&M University and a Masters of Fine Arts from The University of Texas Pan-American in painting, drawing and sculpture. He currently teaches at The University of Texas-Brownsville. Palmenez's exhibit entitled, "Machistas Y Vanidad" or "Macho and Vanity," is about one's exterior, or how we wish for ourselves to be perceived. It also dissects what it means to be "macho." "The Machistas' greatest weakness is the belief that they know it all, and the fear to ask a question or admit that they are wrong. It is pride that keeps many men from living a more fulfilled life, and the fear of change. What is left is an ego-driven young man that is more than willing to take what he wants because there is no alternative." As for the role of vanity, though often seen as a negative quality, Palmenez chooses to view it as a great freedom and a way for women to express their identity and fearlessness.

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

“Machistas Y Vanidad” was on display at the Pecan campus from June 6 to August 12, 2013, with artist talks occurring on June 6 that had an attendance of 120 people.

Linear Dance: Grace within the Geometric Cristina Materon



“Linear Dance: Grace within the Geometric” was an exhibit featuring artwork by Cristina Materon. Ms. Materon studied architecture in Columbia, interior design in Sydney, Australia, and earned her BFA from Mississippi State University. Her paintings have exhibited in several countries including Columbia, Syria and the United States. Materon is a full-time artist and teaches acrylic and oil painting classes. Her paintings contain angular patterns of vibrant color that push up against realistic human forms, creating a pleasing contrast between them. The flowing movement of music and dance also contrasts with the

cubist leanings of the artist’s abstracted technique. Materon’s artwork was on display at the Mid-Valley campus from September 27 to November 30, 2012, with an accompanying artist lecture on September 27 and an attendance of 55 people.

The Easter Drawings: Artworks by Lenard Brown

Lenard Brown received a B.F.A. from Texas A & M University at Corpus Christi and an M.F.A. from The Ohio State University, where he studied printmaking and painting. Brown has shown his paintings, prints, drawings and photographs extensively at venues that include the University of Canterbury in Christchurch, New Zealand, Casa de la Cultura de Reynosa in Mexico, University College of Education in Reykjavik, Iceland and the George Washington Carver Museum in Austin, Texas, among others. The Easter Drawings are an annual series of drawings that Brown started two years ago. During the Season of Lent, he creates a series of drawings in commemoration of the holiest of all Christian holidays. These drawings are designed for the viewer to reflect on the architecture of the Christian faith, whether it is Orthodox, Catholic or Protestant. Artworks by Brown were on display at the Pecan Campus from February to May, 2013, with an accompanying artist lecture on February 7. Total attendance was 230.



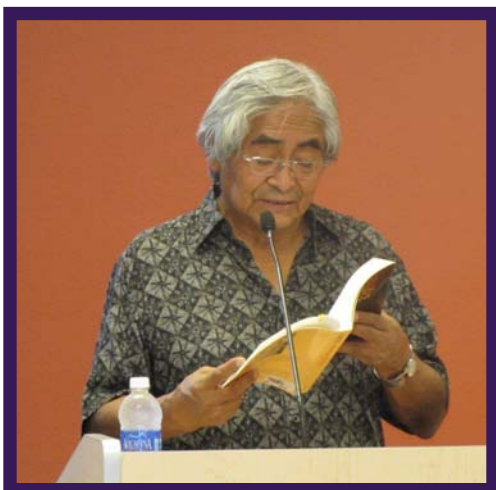
The Library Art Gallery hosted 11 exhibits in Fiscal Year 2012-2013, with a total attendance of 819 people.

Programming Highlights



Hispanic Heritage Month

To start off the fall of 2012, the STC Library participated in a lecture series celebrating Hispanic Heritage Month that included many highlights, including an art exhibit and lectures. One guest speaker, Dr. William Velez, in collaboration with the University of Texas-Pan American library, discussed “Mathematics: An Essential Ingredient in Life” at the Pecan, Mid-Valley, and Starr campuses. Students in attendance thoroughly enjoyed the event, and said that the discussion supported their studies. Students remarked that “Dr. Velez was very funny!” and that he was “very motivational and encouraging!”



American Indian Heritage Month

For American Indian Heritage Month, there was a special visit to the Pecan and Mid-Valley campuses from world-renowned poet and author Simon Ortiz. Mr. Ortiz is one of the most respected and widely read Native American Poets in the U.S. and holds a Doctor of Letters from the University of New Mexico. The attendance for the event was overwhelming, and students enjoyed the cultural exposure.



Texas Poet Laureate Jan Seale

In November Pecan, Mid-Valley, and Starr campuses had a special visit from Texas Poet Laureate Jan Seale. Ms. Seale is the author of books on poetry, short fiction, essays, and children’s literature. Students enjoyed hearing stories that reflected the Rio Grande Valley landscape and community, and Ms. Seale spent time answering students’ questions and encouraging their writing.

*70% of students find library events are related to their educational experience.
90% of students find library events to be of excellent quality.*

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. The survey 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. While the 2012 survey results were generally positive and showed many areas of satisfaction, there were also several areas of concern.

These concerns included the ease of use of information resources and the library website; noisiness and the ability of our libraries to inspire study and learning; the adequacy of print and electronic journals; and the comfort and inviting nature of our libraries. To better understand the areas of concern expressed by faculty and students, Library Services conducted additional qualitative focus group research in fall 2012. The results of these focus groups served to guide Library Services in designing improvements to its services and facilities, including the following initiatives that have been undertaken:

- Purchase and implementation of a discovery service in August 2013. The discovery service significantly simplifies the search process for electronic resources for library patrons.
- Additional budget allocations for FY 2013-2014 dedicated to the improvement of electronic journals and electronic books.
- Planning and redesign of the library website, to be fully implemented early summer 2014.
- Greater emphasis on customer service and customer service training.
- Added extra soundproofing to study rooms.
- Added a quiet room for computerized testing on the Pecan Campus.
- Installed group stations at the Starr County, Mid-Valley and Pecan campuses.
- Piloted extended hours at Pecan Campus.
- Implemented an open computer area at Mid-Valley Campus.
- Updated the wall color at Mid-Valley and Pecan Open Labs.
- Opened a new Information Commons in Building T, Pecan Campus.

The LibQUAL+ survey is scheduled to be administered again in spring 2014. Once Library Services has received these results, we will once again begin the cycle of continuing improvement to better serve the needs of our faculty and students, thus demonstrating our commitment to continuous quality improvement and to data-informed decision making.

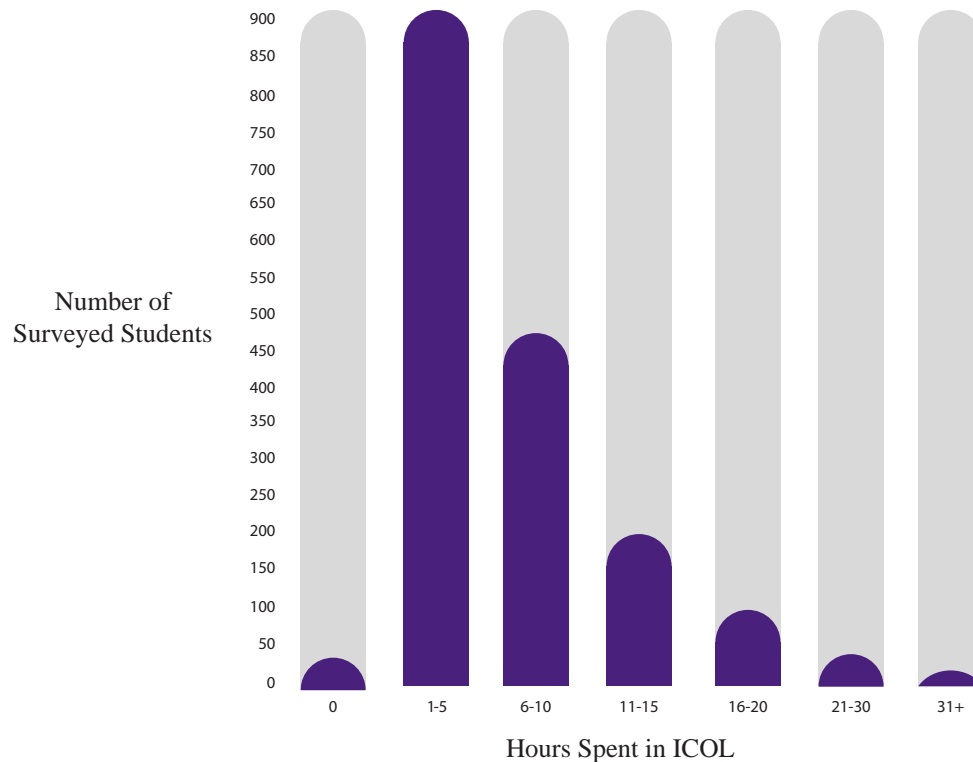
Library Services has used LibQual+ survey results to make improvements in many diverse areas of the library.

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 Open Labs (ICOL) was used, and whether they would recommend the Information Commons and Open Labs 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 Labs.



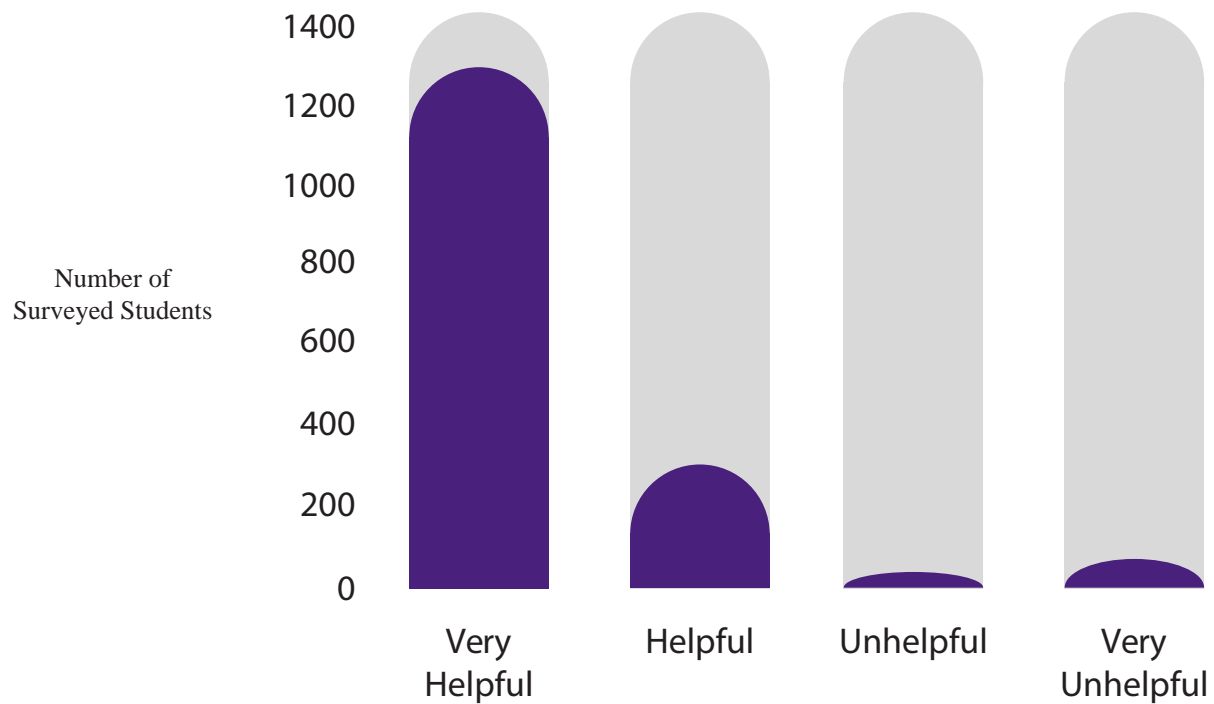
Hours	Students	Percentage
0	21	1.3
1-5	903	53.8
6-10	426	25.4
11-15	173	10.3
16-20	89	5.3
21-30	41	2.4
30+	27	1.6

Nine hundred and three surveyed students spent one to five hours in the Information Commons and Open Labs each week.

Student Satisfaction Report

Question:

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



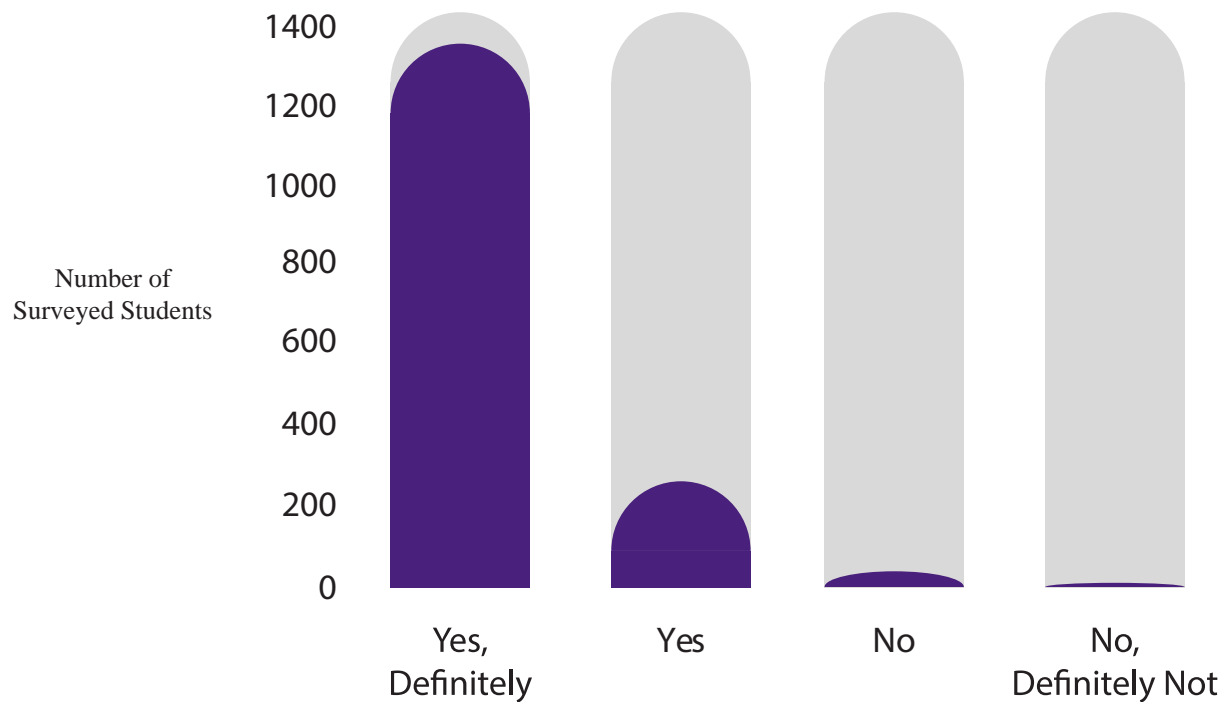
Response	Students	Percentage
Very Helpful	1292	76.90
Helpful	368	21.90
Unhelpful	6	0.40
Very Unhelpful	14	0.80

Almost 77% of surveyed students found the Information Commons and Open Labs staff to be very helpful.

Student Satisfaction Report

Question:

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



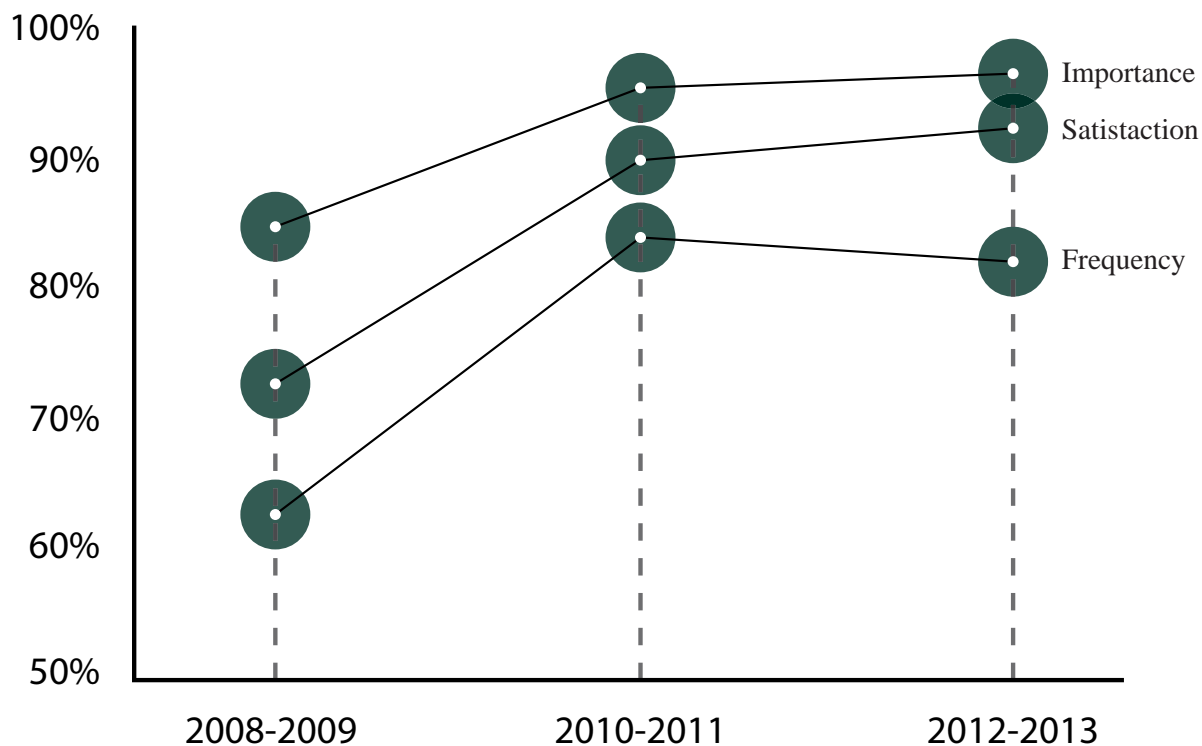
Response	Students	Percentage
Yes, Definitely	1374	81.80
Yes	289	17.20
No	11	0.70
No, Definitely Not	6	0.40

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 every two years during the spring to mostly returning students, CCSSE asks about institutional practices and student behaviors that are highly correlated with student learning and retention. In the survey, students are asked to rank the importance of, their satisfaction with, and the frequency of use of library services and the open labs. The graph below displays the results for the past three surveys.

Student Satisfaction Survey Results



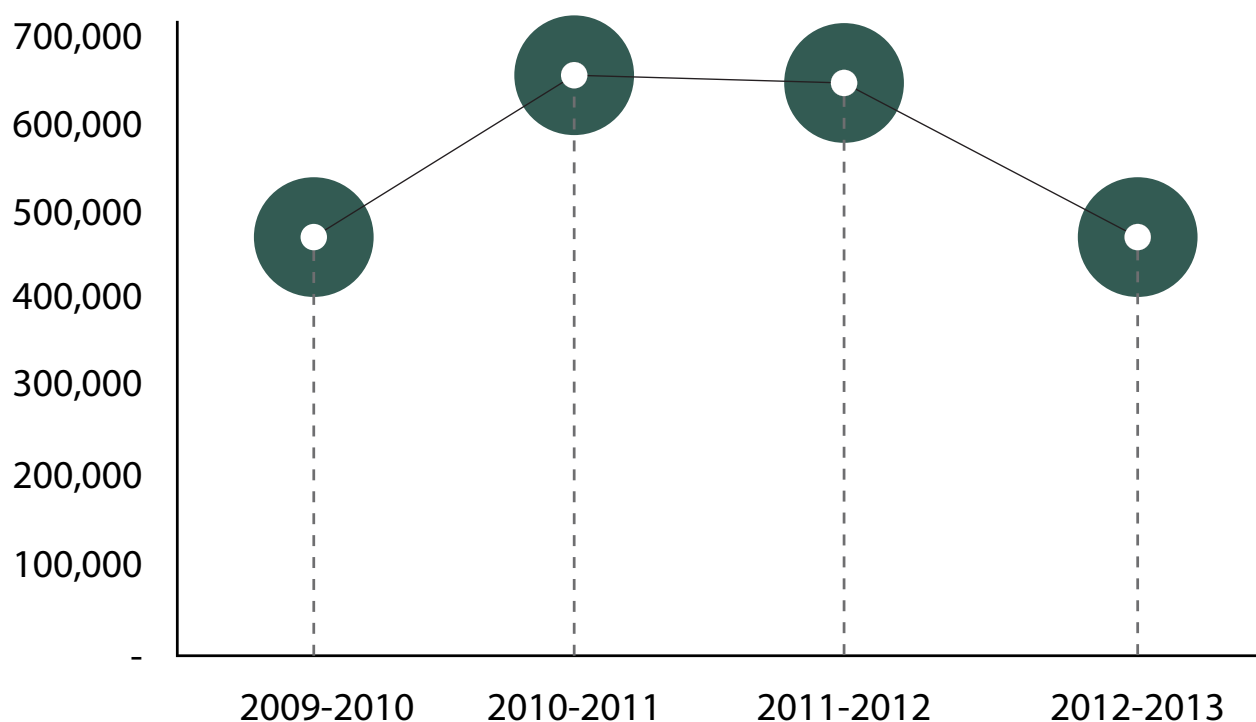
	2008-2009	2010-2011	2012-2013
Frequency	63%	84%	82%
Satisfaction	73%	90%	92%
Importance	85%	95%	96%

In Fiscal Year 2012-2013, 96% of surveyed students believed that the services provided by the library were important, and 92% 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.

Annual Individual Computer Usage



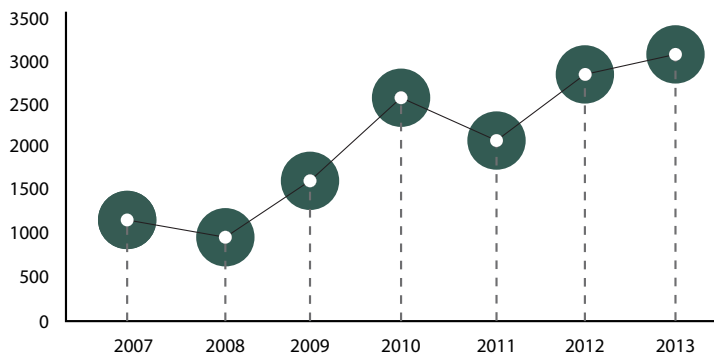
Years	Computer Usage
2009-2010	490,926
2010-2011	651,151
2011-2012	634,375
2012-2013	574,091

*In 2012-2013, patrons logged in to Information Commons and Open Labs computers 574,091 times.
That is equal to 1,572 times every day!*

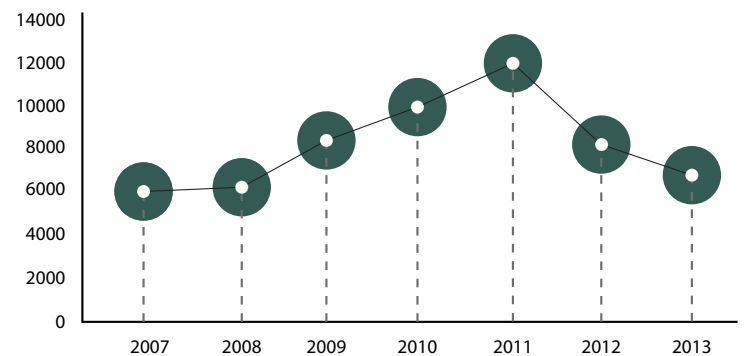
Circulation By Campus

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 seven years. These items include library research and information materials such as books, DVD's, and e-books.

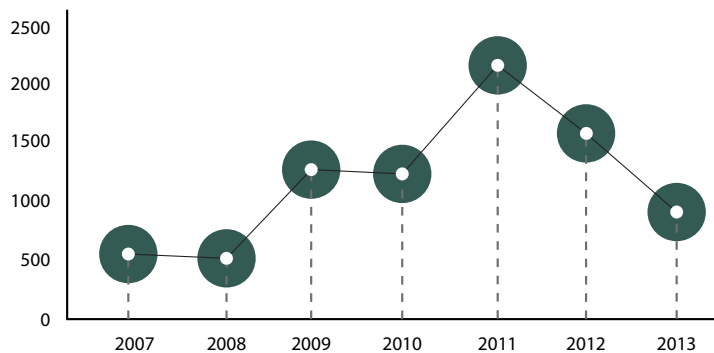
NAH Circulation



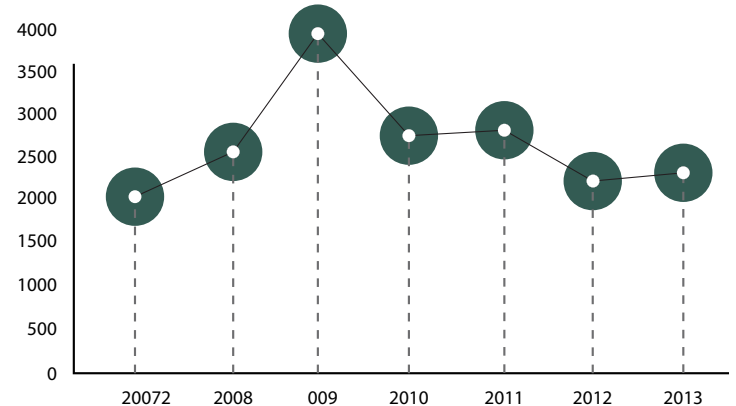
Mid-Valley Circulation



Technology Circulation



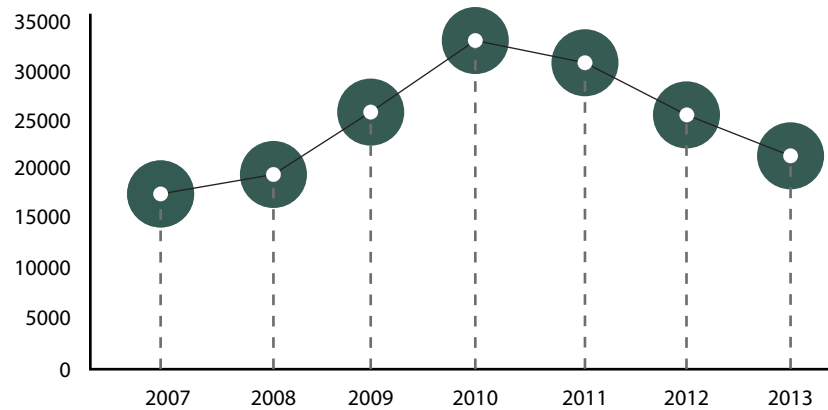
Starr Circulation



Language and Literature, Social Sciences, and Medicine were the top three subject areas of circulating materials, collectively accounting for 50% of all information resources circulating in FY2013.

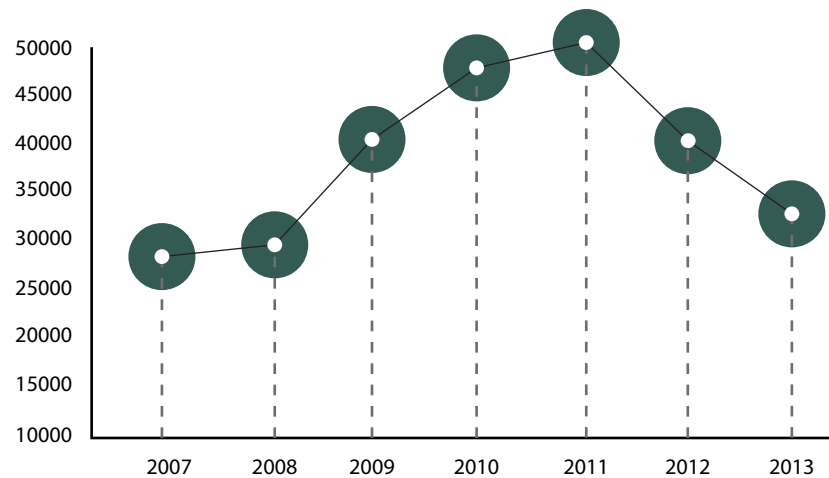
Circulation By Campus

Pecan Circulation



Campus	2007	2008	2009	2010	2011	2012	2013
Mid-Valley	5,919	6,149	8,170	9,756	12,038	7,993	6,549
Nursing	1,184	942	1,632	2,612	2,127	2,859	3,043
Pecan	17,456	18,993	26,075	32,941	31,171	25,419	20,402
Starr	2,009	2,571	3,890	2,770	2,836	2,186	2,300
Technology	526	500	767	740	2,140	1,571	909

Total Circulation, All Campuses



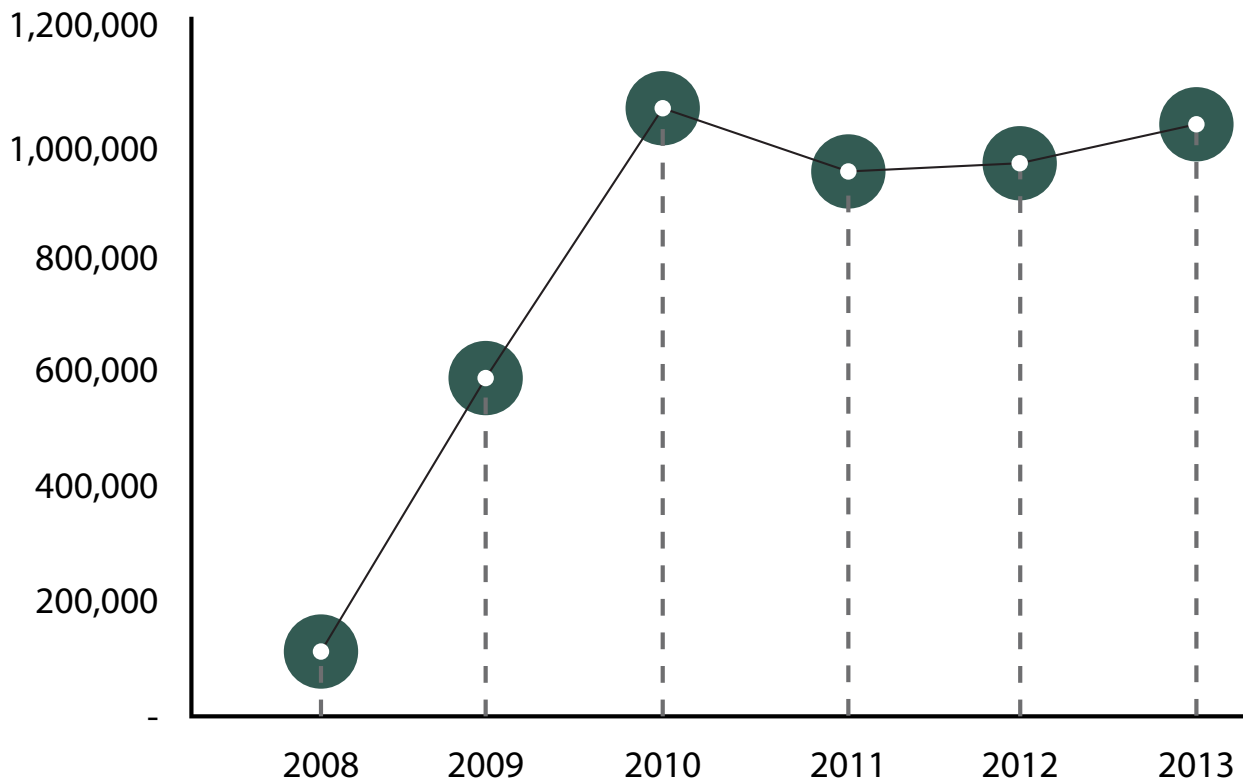
	2007	2008	2009	2010	2011	2012	2013
Total	27,094	29,155	40,534	48,819	50,312	40,028	33,203

In FY2013, the peak circulation activity at the five main campuses was between 11:00 a.m. and 3:00 p.m. at Mid-Valley and NAH, circulation spiked between 11:00 a.m. and 12:00 p.m., at Pecan and Tech between 12:00 p.m. and 1:00 p.m., and the peak hour at Starr was between 2:00 p.m. and 3:00 p.m.

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.

Annual Electronic Resource Searches



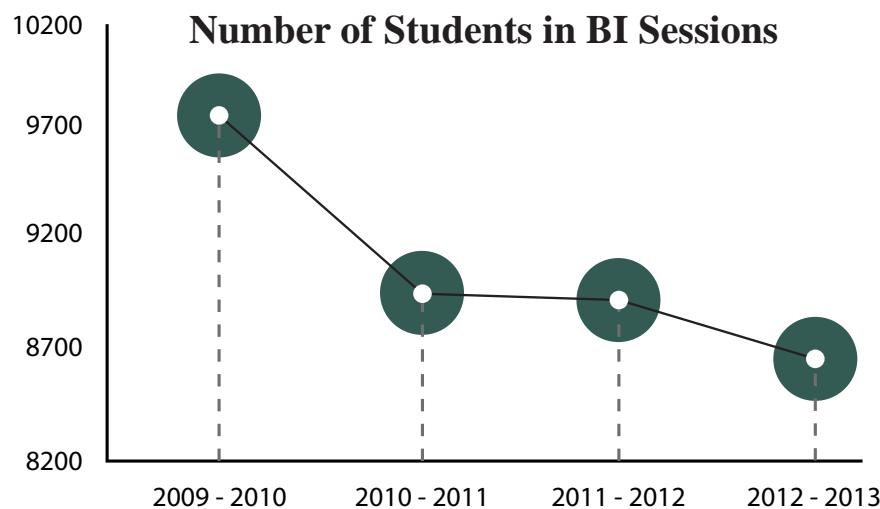
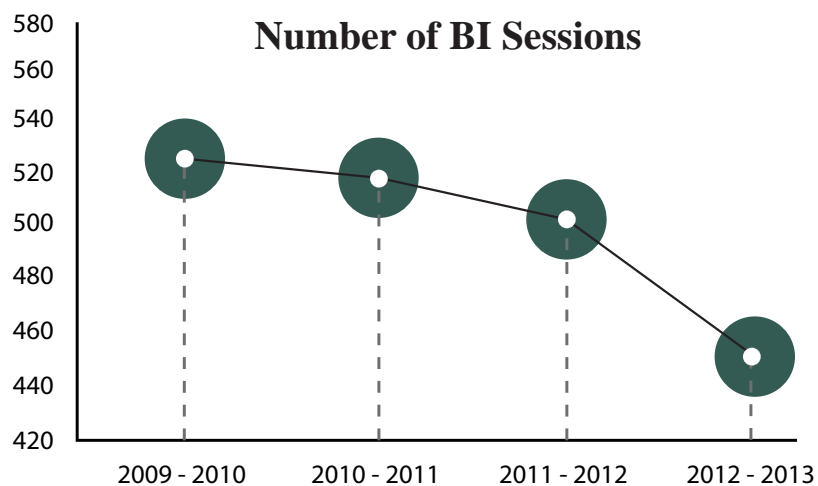
2008	2009	2010	2011	2012	2013
121,002	592,772	1,090,141	898,602	924,144	1,102,365

The deployment of Discovery Search in August 2013 substantially increased the search results for that final month of the fiscal year. Discovery Search enables combined searching of multiple databases using a single search from a single platform. Because of the inflationary impact that Discovery Search has on database statistics, for purposes of determining the trend from previous years, the August 2012 search figure of 18,660 was repeated as a constant for 2013 instead of using the actual, but artificially elevated, August 2013 search figure of 521,927. Subsequent database usage statistics will focus on the retrieval of digital information such as documents instead of on the number of searches.

In FY2013, students, faculty, and staff conducted more than 3,000 electronic searches per day.

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.



	2009-2010	2010-2011	2011-2012	2012-2013
Sessions	526	519	505	451
Students	9772	8951	8942	8687

Almost 8,700 students attended Bibliographic Instruction sessions in Fiscal Year 2012-2013.

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.

Annual Interlibrary Loans



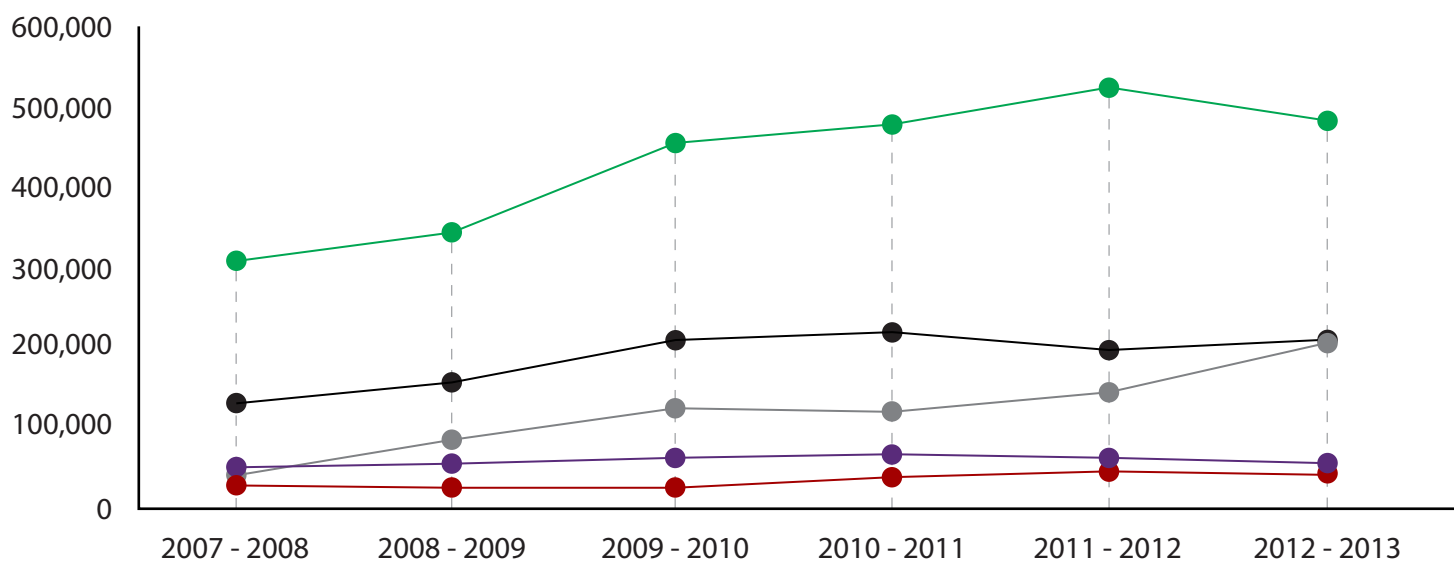
Year	Loans to STC	Loans from STC
2010	1055	454
2011	1057	396
2012	858	208
2013	837	458

The Interlibrary Loan System contributed to STC's library with more than 830 loans in Fiscal Year 2013.

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 seven years.

Yearly Library Visits



Campus	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
Mid-Valley	131,754	151,301	203,899	215,461	192,143	207,152
Nursing	33,234	78,091	118,528	114,085	132,273	129,091
Pecan	307,378	344,381	451,797	473,127	524,287	482,082
Starr	42,592	49,799	56,234	57,086	57,058	44,506
Technology	23,840	22,957	22,945	29,853	31,384	27,697
Total	538,798	646,529	853,403	889,612	937,145	890,528

STC's libraries were visited more than 890,000 times in Fiscal Year 2012-2013.

