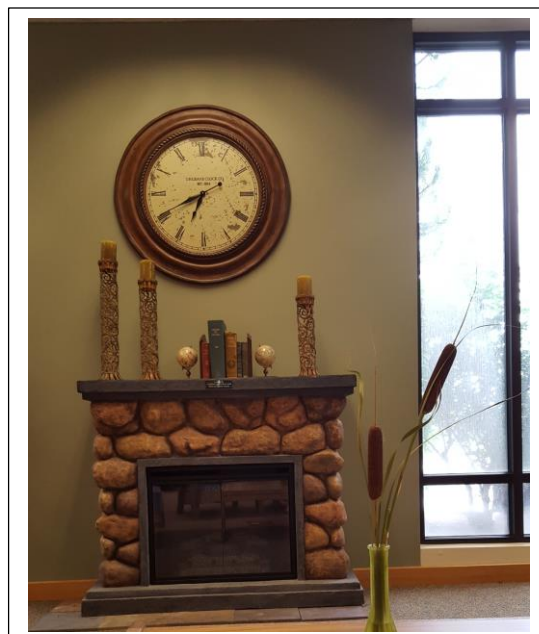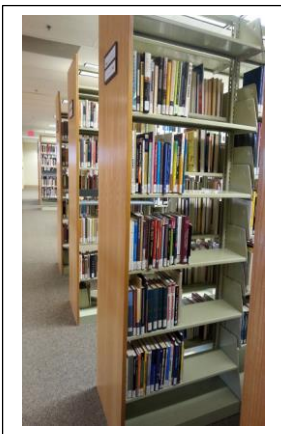# FALL 2015 REPORT

Great Basin College Library

Prepared by Carrie Gaxiola, GBC Library

Snapshot Summary Fall 2015 | Great Basin College Library | Prepared by Carrie Gaxiola

Patrons and their information needs continue to be the library's top priority! This semester we assisted 1,915 patrons at the desk some by phone, most in person (1,321). We answered 193 **reference questions**. September was the busiest month from fall 2015 with December being the least busy. **Instruction:** The library delivered 17 **presentations** to our students this semester with to a total of **322 people** (this count includes IAV branch sites and live in-person class). In addition to presentations, the library **video tutorials** were accessed 133 times. Circulation remained the same from spring 2015 (0% difference) however when compared to fall 2014, fall 2015 shows 82 less transactions, meaning a decline of -7%. There were 2,618 transactions at the GBC Library. **Interlibrary Loan** went up 56% from fall 2014- this semester there were 109 ILL transactions: 60 items lent to other libraries and 49 items borrowed by our patrons from others. The increase could possibly be the result of our students being more aware of services we offer - we are offering to order any books or articles we do not hold in our collection to patrons every chance we get!

We also had a lot of **space use** this semester: room 110 was used by 212 people; room 211 by 278; the reading room by 407 patrons; computer use was the most popular reason for visiting the library as the total count equals 3,503 with study tables coming in second at 2,837. Counts of those using the library for fall 2015 totals 7,237. Space usage behavior is about the same when compared to fall 2014. GBC also serves our community, this fall we had 357 usage counts by our **public patrons!** When looking at each day of the week individually, Wednesday clearly stands out as the **busiest day of the week** in the library (27%), Thursday a close second (23%) and Friday is the least busy time in the library (11%). It is interesting to note that the month of November veered to Monday as the busiest day. We also looked at **library use by hour of the day** and found another interesting fact, the hour of 12noon is the busiest for fall 2015, as it was for fall 2014; although, again, there was an outlier hour of 5pm for the month of September. The **library website** is the portal to accessing our collections, both electronic and physical. The library recorded a total of 28,852 page views this fall; 11,135 sessions; 3 pages average per session; 7,092 users with 59% being new users.

Use of eBooks declined -11% from fall 2014- the total usage for fall 2015 is 14,828 with the majority of the use originating from eBrary. **Database** searches totaled 260,624 and this is an increase of 26% from fall 2014, however the retrevials of articles declined -61% (count total is 14,499). This could mean students are not finding what they need – the library staff will need to investigate this further and assess instruction activity. **Collection counts** are close to where they have been for years, due to economic reasons, however eBooks climbed 40% with a total of 292,394! Other collection counts are as follows: 63 databases (down by 4 from fall 2014); Special Collections, the General Collection, Reference, Popular Leisure, Juvenile, and McNaughton Collection all together total 77,717. Government documents that are cataloged total 30,209 and the media collection comprises of 3,012. **Acquisitions** total (all collection additions) for fall 2014 total 308 items.

Our **Social Media** statistics are mixed – facebook had very little growth from last semester, however from last fall 2014 the growth is substantial: 56 likes to 133 likes at the present. Instagram also experienced little growth: 203 posts (this is an increase from spring 2015 99 posts), 48 followers (from 40, spring 2015), and following 89 (from 84, spring 2015). Facebook and Instagram should be a focus in the future, the library would like a more substantial presence in the social media relm. Twitter had a large growth! Fall 2014 there was 1 follower of the library, spring 2015 climbed to 119 followers, following 463, and 240 tweets. Currently, for fall 2015, there are 601 tweets, following 1059, and the library has 436 followers!

In the report, there is also **miscellanous highlights**: we reported our collaboration with Student Government Association to host a **Zombie Apocalypse Night** at the Library! The students really had a great time (learning about library orgaizagion while trying to dodge zombies to find a cure for the virus). Also, we moved our **educational DVD collection** downstairs to be more accessible to our patrons, staff organized all **popular DVDs** by genre for browsing ease, a **catalog computer** was added to our space to offer privacy to patrons seeking materials from our collection as well as saving time (they no longer need to log into a computer). The reference librarian teaches all of the information literacy classes, however the ciruclation manager and the library technincan partnered with the Head of the Academic Success Center and taught a **workshop**, "Study Skills, Test Preperation, and Time Management" to GBC students in December. **LibGuides** (a SpringShare product common among all ibraries) was added to our platfrom this semster too! There was a **survey** conducted this fall and overall we received good feedback, and even some areas to assess for improvement. Summaries of the survey by population (faculty/staff and students) is included in this report. In conclusion, it was a great semester, however there are areas that need to be assessed to ensure we are always improving service to our patrons!

Patron Related

Patron service is one of our top priorities at the library. For fall 2015, **the highest method of patron engagement is in person.** When looking at fall 2014, we do not have the in person count, however we can see from fall 2014 the students preferred phone over email contact. When looking at just these two methods of contact, phone or email, fall 2015 shows the same preference. Below is a comparison. Phone contact from fall 2014 to fall 2015 went up 93%; email declined -4% however the validity of this decrease should be questioned as 2015 does not count the reference emails – it is unclear if reference emails are counted in 2014. However, an increase from 167 phone calls (fall 2014) to 323 phone calls (fall 2015), increase of **93% is extraordinary** and should be seen as a great accomplishment.

Phone & Email Contact: Fall 2014 & Fall 2015
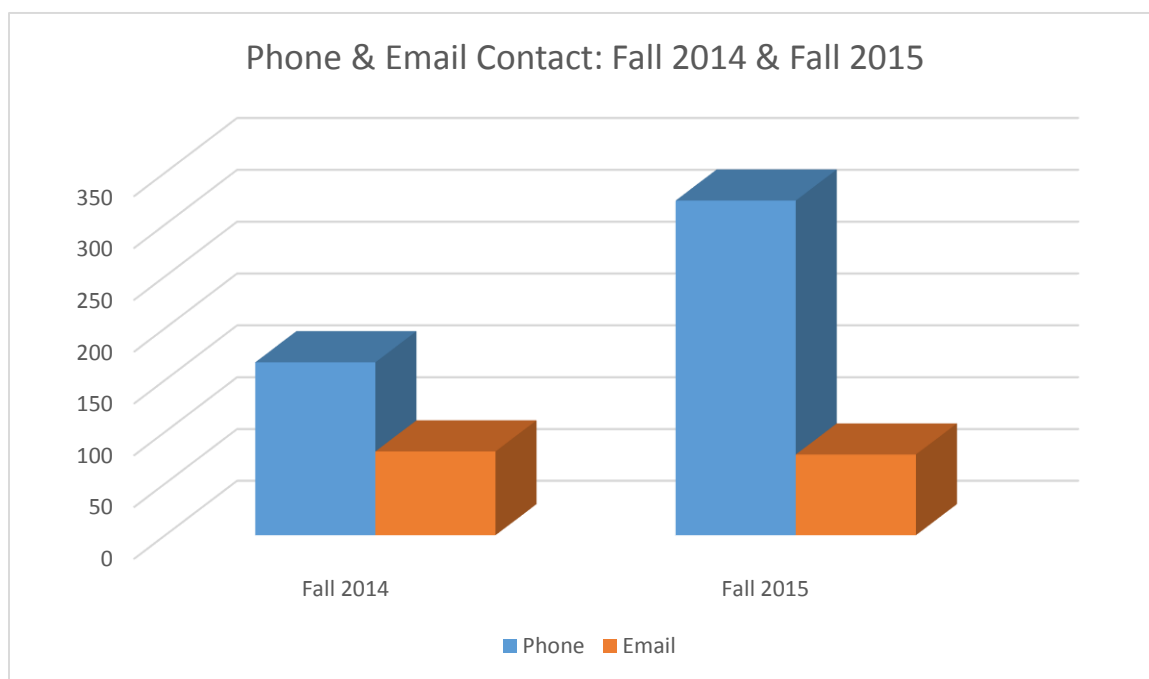
Patron Assistance: fall 2015	August	Sept	Oct	Nov	Dec	Total
Telephone Gen.	68	113	62	39	41	323
Email Help Gen.	11	21	14	18	14	78
In Person Gen. Help	283	374	279	219	166	1321
Reference (tele/em/f2f/librarian)	9	66	47	54	17	193
Demo w/Reference (details below)	1	28	15	12	11	67
Total (does not include demo)	371	574	402	330	238	**1915**

Below: Fall 2015 patron assistance by mode:

Patrons Helped Fall 2015
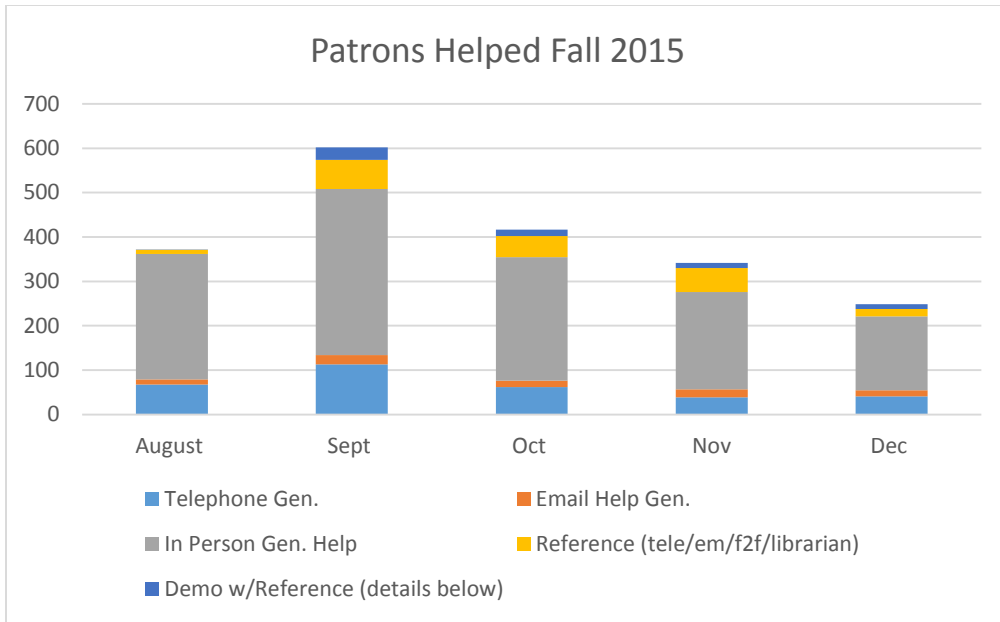
Instruction

Reference questions are an opportunity to teach our patrons, often one-on-one. As can be seen below, many patrons received one-on-one instruction: how to search and identify appropriate databases, eBooks, and use the library website (which is a portal to all databases and eBooks, the catalog, as well as subject guides). The library also teaches patrons how to access, retrieve, and evaluate information via Google Scholar and Google Books. We do not have comparison from 2014 to see if there was a decline or increase, however the information below is still a great insight into one-on-one instruction activity.

Reference Demonstrations Detail (one on one instruction; source presented)						
Fall 2015	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Databases	1	21	13	11	10	56
eBooks	0	8	5	3	6	22
Website/Catalog	0	8	7	8	5	28
Google Books	0	3	6	0	2	11
Google Scholar	1	0	1	0	2	4
Total Portal Sources Presented	2	40	32	22	25	121

Other methods of instruction are classroom presentations and workshops, and tours. The Association of College and Research Libraries, a division of the American Library Association, classifies tours as instruction – patrons learn where library materials are located, how to access information, the Library of Congress Classification system structure, among other useful information. Patrons also have a chance to ask questions about the library collections, policies, or any other service. Please reference the table below for this instructional data:

Classroom Instruction & Instructional Tours						
Fall 2015	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Number of Presentations	4	5	8	0	0	17
Persons Live	125	42	144	0	0	311
Persons Branch IAV	0	11	0	0	0	11

At GBC, we have students located all over Nevada (and the world) therefore we record students taught over IAV in addition to in person. The reference librarian teaches the majority of the sessions. These instructional sessions depend on the class and instructor needs, however usually cover the library website as an information portal. Database and eBook search strategies and evaluating the search results are reviewed; students are taught specialized skills such as Boolean logic (the use of "and" "or" "*") in the searches, as well as information evaluation to strengthen and promote information literacy: characteristics of scholarly and peer reviewed sources versus popular sources. Records are reviewed to subsequently enable students to identify author(s), author(s) credentials, currency (year of publication), among other key pieces of data that contribute not only to critical thinking and evaluation of the information, but also to facilitate ethical use of information by citation/works cited. Avoiding plagiarism is a very serious topic and the library ensures students are equipped not to violate this policy as set by the institution within the Student Conduct Policy.

Tours tend to focus on library collections such as government documents, special collections, general collection, leisure reads, media and more.

Tutorials are another way to instruct patrons – and this is very important for any student who works on their studies off-peak hours when the library is not open or distance education students who need to learn more about the library. We do not have complete comparative statistics from fall 2014 statistics, however these statistics are useful as an insight of use.

Library Instruction Tutorial Hits						
Fall 2015	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Pageviews	0	88	26	19	0	133

Circulation

Fall circulation has increased overall from 2014 (checkouts, renewals, and internal use), however this is not valid- it is necessary to examine each category independently because internal use was not recorded in 2014. **For checkouts, there was a decrease of -7% from fall 2014 to fall 2015** (fall 2014 checkouts 1253; fall 2015 checkouts 1171). However there is no overall percent change, 0%, when fall 2015 is compared to spring 2015. **For renewals, there is also a decrease between fall of last year of -17%** (fall 2014- 508; and fall 2015- 420).

Though the reason for decreased checkouts and renewals cannot be positively confirmed, it is a fact that more students are taking online classes, therefore using electronic resources such as ebooks and databases in lieu of physical resources.

Circulation Activity						
Fall 2015	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Checkouts	127	243	305	310	186	1171
Renewals	61	60	81	112	106	420
Internal Use	137	248	245	232	165	1027
Total	325	551	631	654	457	2618
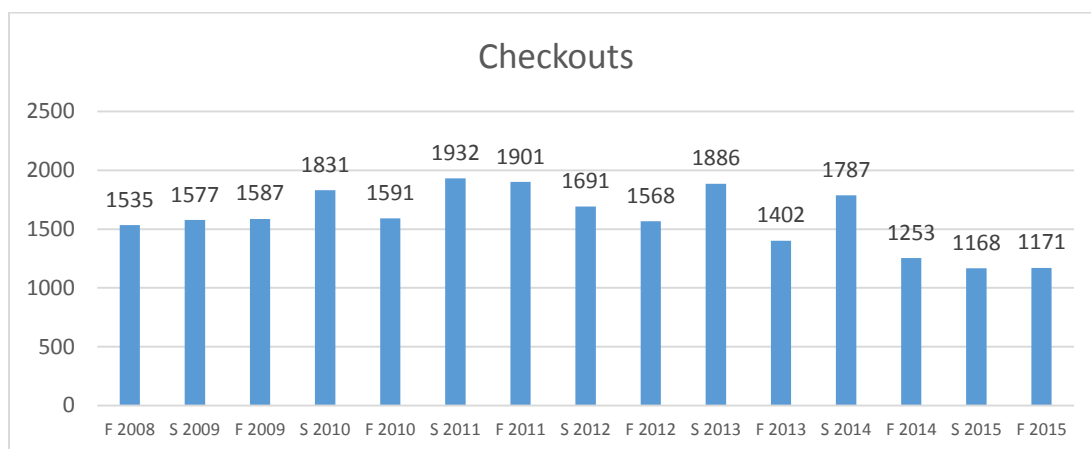
InterLibrary Loan Service

InterLibrary Loan 2015						
	Aug	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Lent: Returnable	6	15	16	18	5	60
Lent: Non-Returnable	0	0	0	0	0	0
Borrowed: Returnable	12	13	12	8	4	49
Borrowed: Non-Returnable	0	0	0	0	0	0
Total Activity/Transactions	18	28	28	26	9	109

There were a total of 109 interlibrary loan transactions this fall 2015, which is a **substantial increase from fall 2014 of 56%!** When looking for trends, it appears spring semesters have more activity than fall semesters, fall 2015 being an exception. The reason cannot be positively confirmed, however the library staff has been making this service more known to our patrons via one-on-one reference instruction, tours, and other means of communication. Also, it should be noted that during fall 2015, we lent 60 items and borrowed 49 – we are lending more than we are borrowing which could translate into patrons finding what they need here at the GBC Library, however comparative data would be needed to prove or support such a statement.

InterLibrary Loan Activity Fall 2015
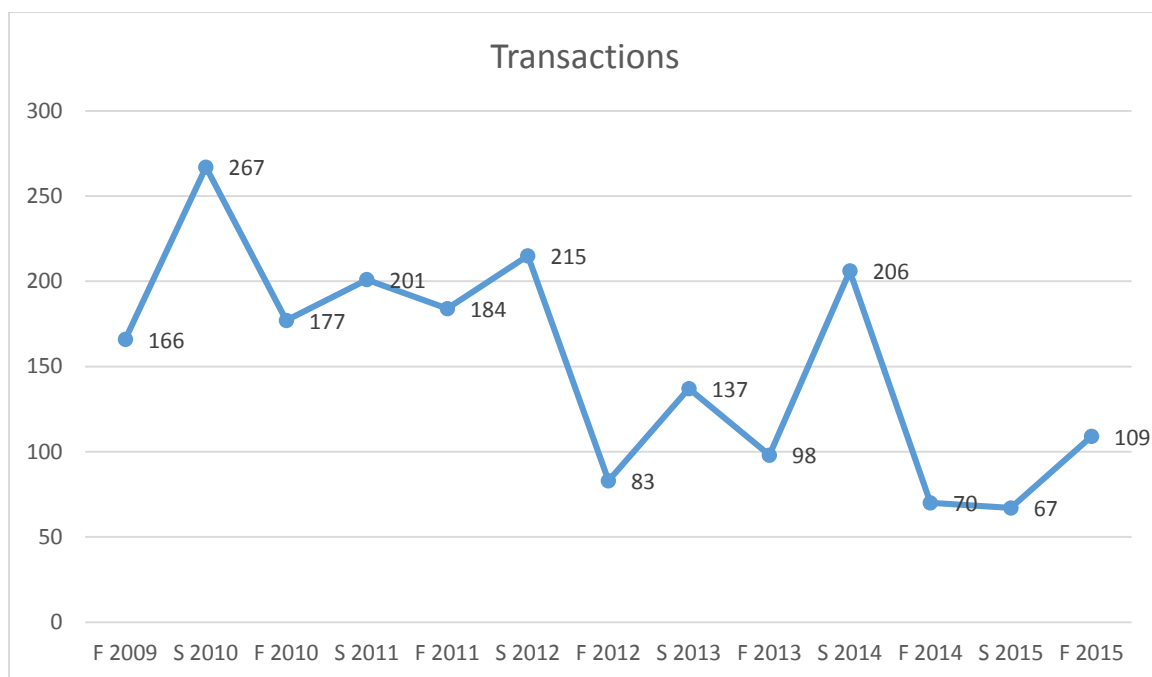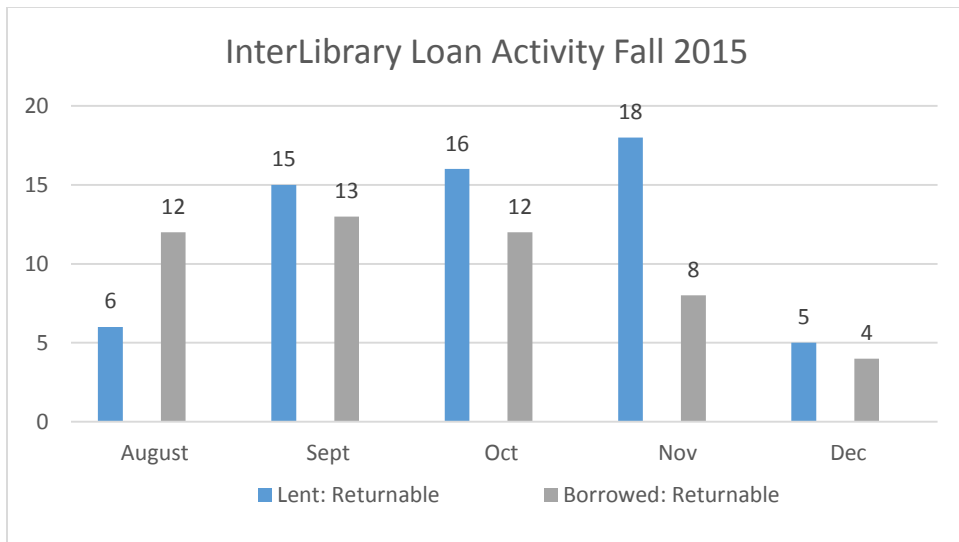
Facility

Our library is a very quiet, clean, and great environment for learning, studying, and other related academic activities. As with fall 2014, the most used in our facility is study tables and computers in fall 2015. This semester the library added # computers; # for students and # for the public patrons. We also added a television with internet access for an arcade area. We had contract classes taught in our library to local mining companies, which accounts for much of the use for room 211.

This semester we extended our hours to 7:30am – 7:00pm, Monday through Thursday; and Friday 8:00am-5:00pm. Last fall (2014), the library was open until 6:00 pm from August 25, 2014-October 20, 2014; then hours became 8:00am-5:30pm Monday – Thursday; and Friday 8:00am-5:00pm.

Each hour the library staff records all to activity in the library. Last fall, Tuesdays were the busiest day of each week and Wednesdays proved to be the second busiest day of the week; the day with the lowest patron visits was Friday. This fall is slightly different in that Wednesday is the busiest day of the week, followed by Monday (which was the most popular day for the month of November only). Friday, as in 2014, was also the least busy day in the library during fall 2015. An hourly breakdown of each day reveals that the busiest part of the day was 12:00 p.m. This holds true for both 2014 and 2015 fall semesters.

Space / Room Use	Count of Patrons Using Facility					
Fall 2015	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Room 110	31	38	66	56	21	212
Room 211	71	39	85	48	35	278
Reading Room	8	114	158	81	46	407
Computers	296	994	950	718	545	3503
Table Study	186	849	844	615	343	2837
Total of Unique Room Use**	110	191	309	185	56	490
Grand Total of PPL*	592	2034	2103	1518	990	7237

**This is count of unique people utilizing room (person counted once regardless of length of stay)
 *Grand total: Computer and Table count are hour count of general areas may have duplicate counts

Space Use in the Library Fall 2015
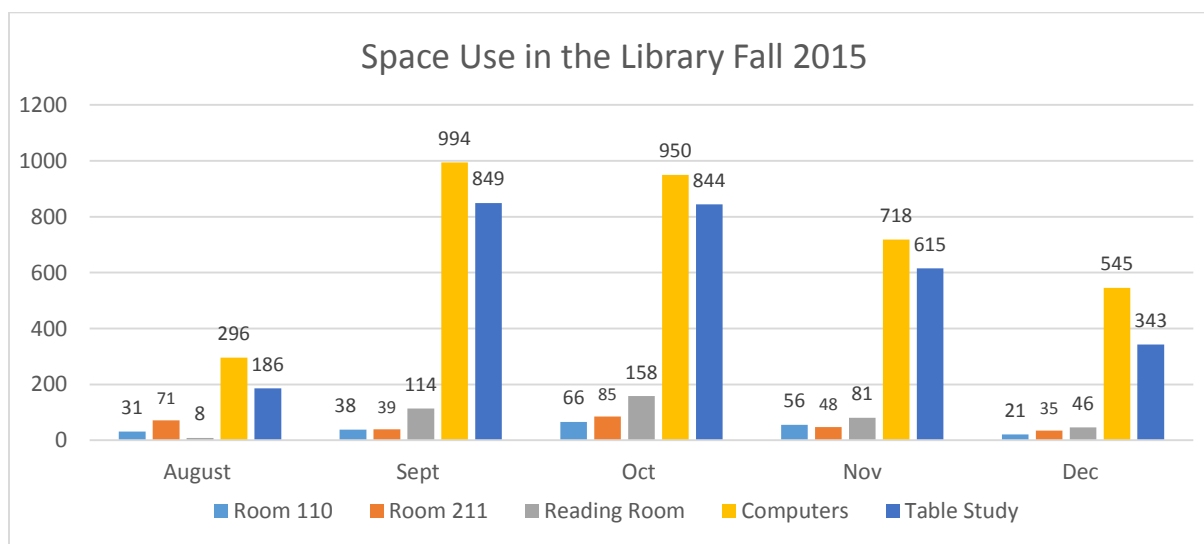
Fall 2014 Snapshot of Patron Use of the Library
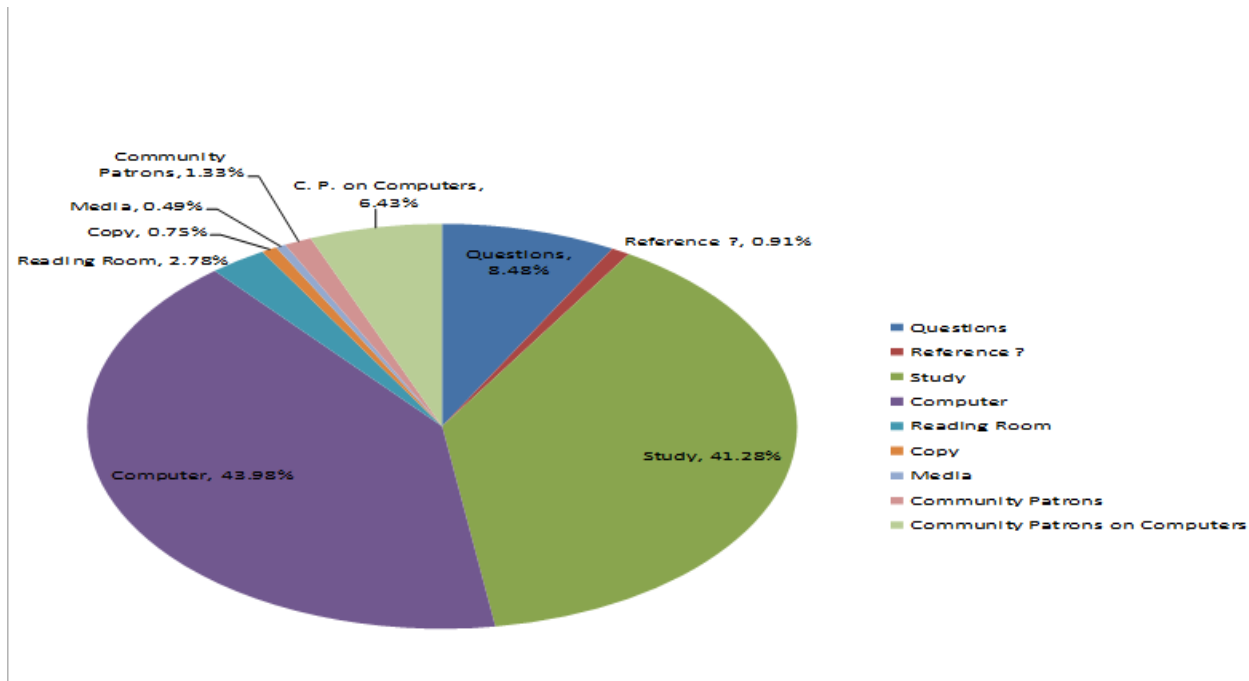
Community members are also served at our library. We assist them as we would any student, staff, or faculty member, however the majority utilize the library for computer access. During fall 2015, a total of 357 community members were able to access computer technology due to our services.

Community/ Non-Student Computer Use (included in computer count; of those, these are public patrons)						
Fall 2015	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Computer Use	66	48	91	65	87	357

Once per hour, library staff walks around the entire library and observes activity, picks up internal use books to be processed and re-shelved, tidy up the library, and assist any patrons that are in need. During this time, we document the facility use and below is the average number of people per day using the library for study and for computer work.

Fall 2015 AVERAGE for the month PER DAY: Computer study and Table Study (Physical Use of Facility)					
(only days open calculated)	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Table Study avg per day	6	27	40	34	16
Computer Study avg per day	10	32	45	40	25
Average for both areas of Physical Use per day	8	30	43	37	21

Patrons by Day of Week
(Sept, Oct, Nov, & Dec 2015)
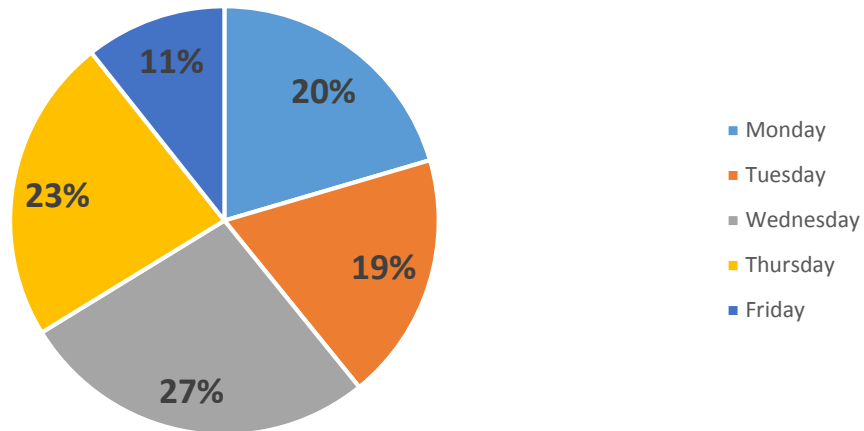
Fall 2015 Patrons by Time of Day/Hourly (below)
**August is not included as instruction did not start until the end of the month**

Time of Day	September n	September %	October n	October %	November n	November %	December n	December %
8am	239	6%	197	7%	150	7%	77	6%
9am	349	9%	246	9%	169	7%	98	7%
10am	394	10%	279	10%	213	9%	169	13%
11am	419	11%	351	12%	271	12%	175	13%
12pm	400	10%	**365**	**13%**	**329**	**15%**	**182**	**14%**
1pm	511	13%	316	11%	289	13%	143	11%
2pm	376	9%	**362**	**13%**	273	12%	146	11%
3pm	468	12%	**364**	**13%**	223	10%	147	11%
4pm	212	5%	205	7%	204	9%	102	8%
5pm	**553**	**14%**	123	4%	102	4%	65	5%
6pm	59	1%	70	2%	45	2%	38	3%
TOTAL	*3980*	*100.00%*	*2878*	*100.00%*	*2268*	*100.00%*	*1342*	*100.00%*

Fall 2015 Patrons by Day of the Week (below)
August is not included as instruction did not start until the end of the month

Day	Sept n	Sept %	Oct n	Oct %	Nov n	Nov %	Dec n	Dec %
Monday	588	15%	612	21%	**635**	**28%**	306	23%
Tuesday	747	19%	656	23%	279	12%	277	21%
Wednesday	**1255**	**32%**	**772**	**27%**	426	19%	**382**	**28%**
Thursday	946	24%	625	22%	596	26%	250	19%
Friday	444	11%	213	7%	332	15%	127	9%
TOTAL	3980	100.00%	2878	100.00%	2268	100.00%	1342	100.00%

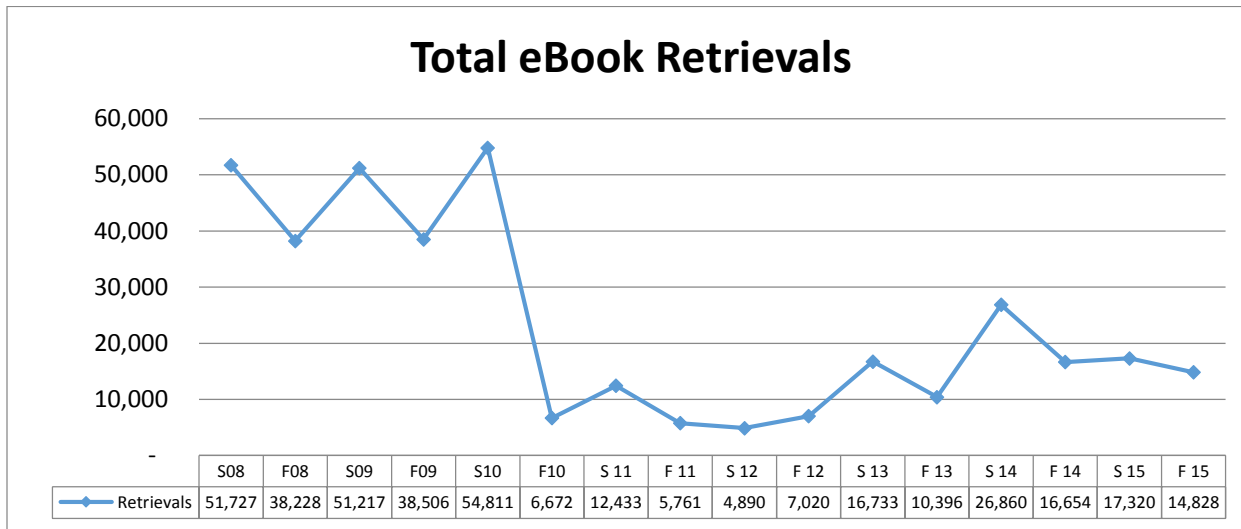| Virtual Visitors | Webpage http://www.gbcnv.edu/library						
	Aug	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Pageviews	2922	9310	6931	5193	4496	28852
Sessions	1208	3345	2647	2220	1715	11135
Pages per Session (avg)	2.42	2.78	2.62	2.34	2.62	3
Users (new & return)	878	2204	1559	1356	1095	7092
% New Sessions (new visitors) **(avg)**	70%	64%	53%	54%	56%	59%
Avg Session	2:32	3:50	3:19	2:38	2:55	3:02
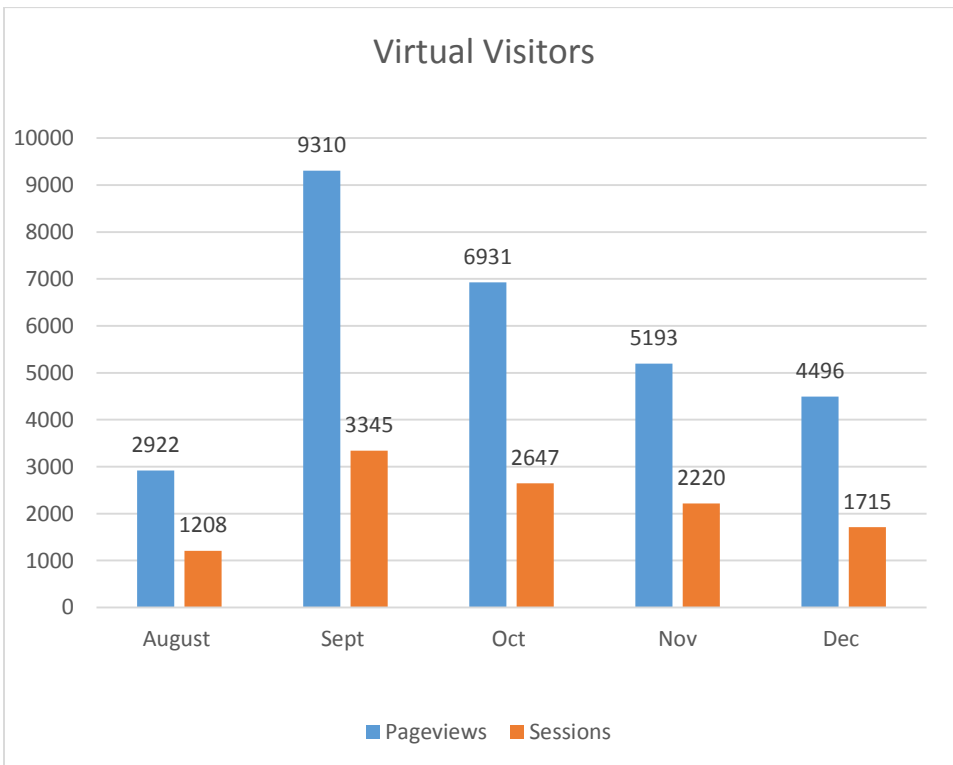
Web Stats Definitions

Total number of Sessions: A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Pageview is the total number of pages viewed. Repeated views of a single page are counted.

eBooks Use

Total eBook Retrievals

	S08	F08	S09	F09	S10	F10	S 11	F 11	S 12	F 12	S 13	F 13	S 14	F 14	S 15	F 15
Retrievals	51,727	38,228	51,217	38,506	54,811	6,672	12,433	5,761	4,890	7,020	16,733	10,396	26,860	16,654	17,320	14,828

Retrievals by Vendor (below)

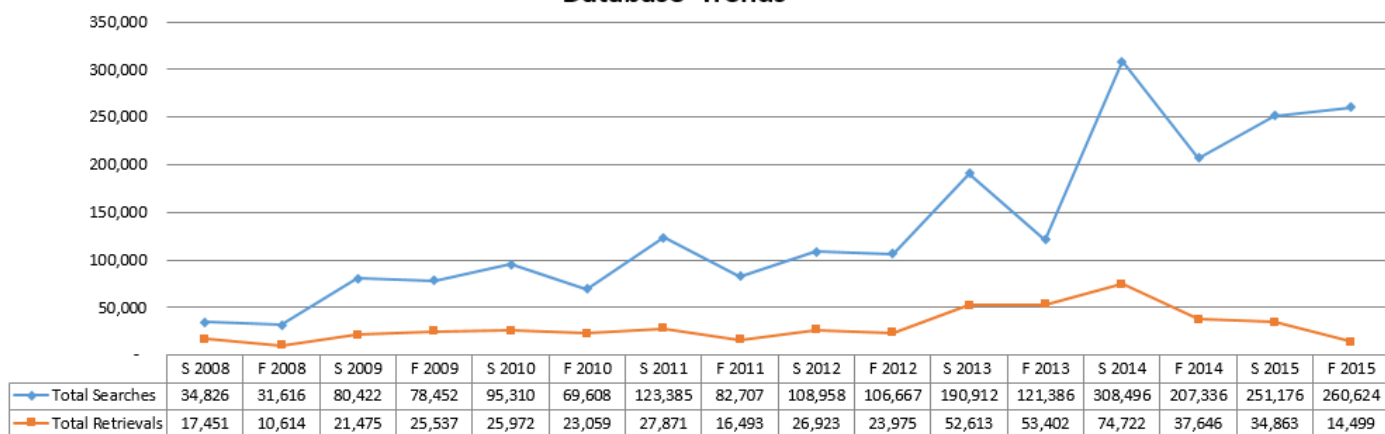|	
ebrary	**14084**
Gale eBooks	**550**
EBSCO eBooks	**194**
Total	**14828**

eBook retrievals dropped -11% from fall 2014 to fall 2015. Although the eBook collection number increased by 40% (from f14 to f15), there were still less retrievals. The reason is unknown as many variable influence what students access such as availability of information in the classroom, coursework and assignments, classes offered, enrollment, among many others.

Database Use

Below are semester statistics of searches and retrievals from our databases. In fall 2015, there was **an increase of 26% in searches** from fall 2014; however a **decline of retrievals of -61%.** This data is unnerving because students are conducting a lot of searches- however not retrieving many articles. The only semester when retrievals were lower was fall 2008. The library will investigate this further. We can only speculate about data that we have not conducted valid studies on – therefore instruction is only a suggested improvement – it also could relate to enrollment, classes offered, assignments, and other variables.
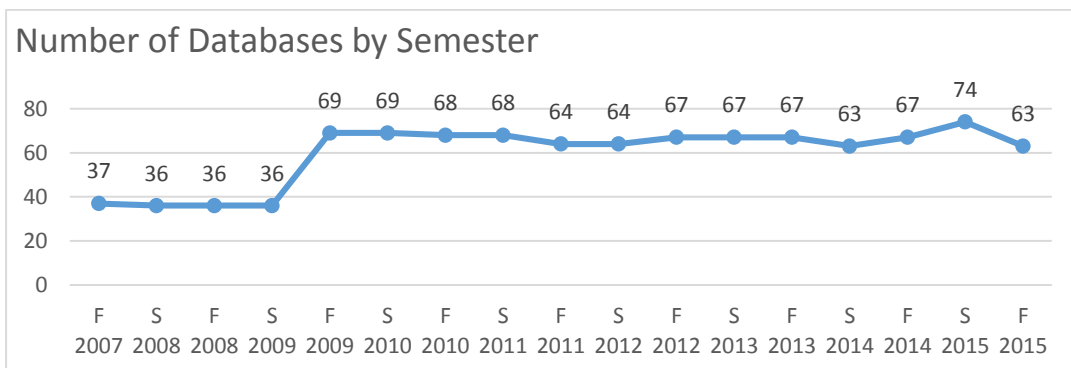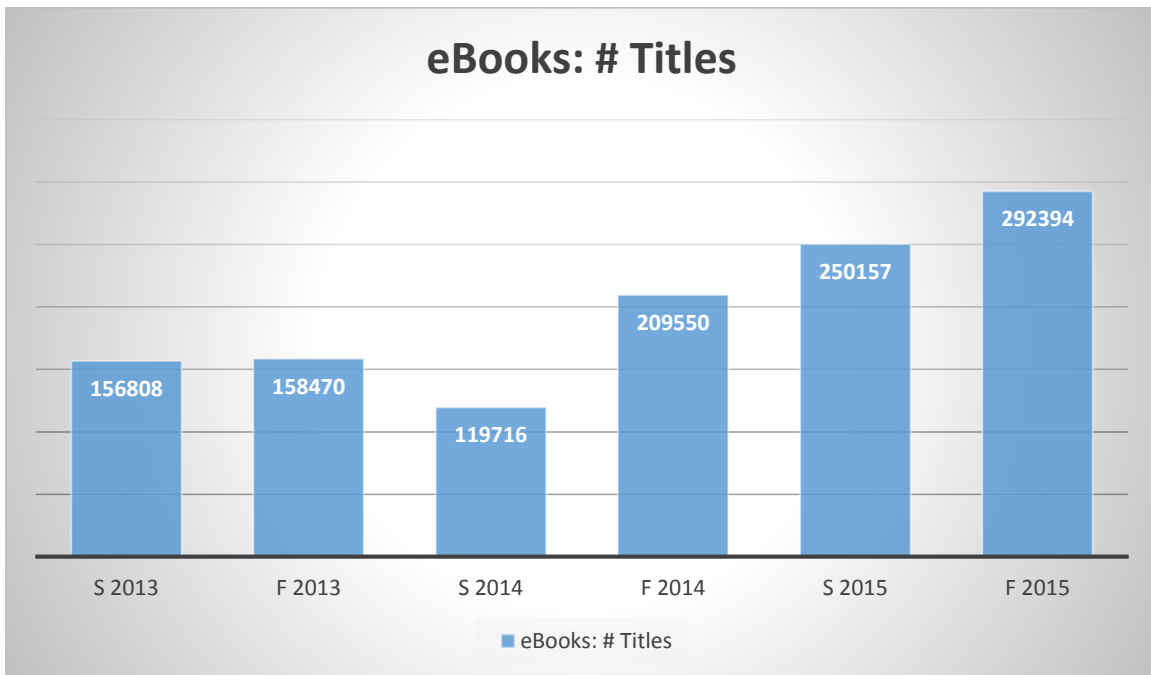
	S 2008	F 2008	S 2009	F 2009	S 2010	F 2010	S 2011	F 2011	S 2012	F 2012	S 2013	F 2013	S 2014	F 2014	S 2015	F 2015
Total Searches	34,826	31,616	80,422	78,452	95,310	69,608	123,385	82,707	108,958	106,667	190,912	121,386	308,496	207,336	251,176	**260,624**
Total Retrievals	17,451	10,614	21,475	25,537	25,972	23,059	27,871	16,493	26,923	23,975	52,613	53,402	74,722	37,646	34,863	**14,499**
% change in **searches**		-9%	154%	-2%	21%	-27%	77%	-33%	32%	-2%	79%	-36%	154%	-33%	21%	**4%**
% change in **retrievals**		-39%	102%	19%	2%	-11%	21%	-41%	63%	-11%	119%	1%	40%	-50%	-7%	**-58%**
% chng prev sp/fall **searches**			131%	148%	19%	-11%	29%	19%	-12%	29%	75%	14%	62%	71%	-19%	**26%**
% chng prev sp/fall **retrievals**			23%	141%	21%	-10%	7%	-28%	-3%	45%	95%	123%	42%	-30%	-53%	**-61%**

Database Trends

	S 2008	F 2008	S 2009	F 2009	S 2010	F 2010	S 2011	F 2011	S 2012	F 2012	S 2013	F 2013	S 2014	F 2014	S 2015	F 2015
Total Searches	34,826	31,616	80,422	78,452	95,310	69,608	123,385	82,707	108,958	106,667	190,912	121,386	308,496	207,336	251,176	260,624
Total Retrievals	17,451	10,614	21,475	25,537	25,972	23,059	27,871	16,493	26,923	23,975	52,613	53,402	74,722	37,646	34,863	14,499

Collections

The Great Basin College Library has a variety categories or "of items" within the collection. The library offers film (DVD) popular, new releases within the McNaughton collection, as well as an educational collection (we also hold a variety of VHS); leisure reads, reference, maps, government documents, periodicals/serials (about 200), and the general collection which consists of nearly 65,000 monographs within the topics of history, psychology, education, technology, English, Mathematics, life and health sciences, the arts, career resources and much more. The library is also home to three Special Collections (almost 6,000 items total): American Indian, Basque, and Nevada resources. All of our collections support the academic programs of the Great Basin College. Below are two graphs to display our electronic holdings – databases and eBooks. All charts and tables regarding collections are below.

eBooks: # Titles

S 2013	F 2013	S 2014	F 2014	S 2015	F 2015
156808	158470	119716	209550	250157	292394

Number of Databases by Semester

F 2007	S 2008	F 2008	S 2009	F 2009	S 2010	F 2010	S 2011	F 2011	S 2012	F 2012	S 2013	F 2013	S 2014	F 2014	S 2015	F 2015
37	36	36	36	69	69	68	68	64	64	67	67	67	63	67	74	63

Total Collection Counts per Sierra Item Location List:

Collection	Count
General Collection	64626
Juvenile	2062
McNaughton Books	173
Reference	4670
Special Collections (AI, NV, BQ)	5704
Popular	482
Total Monographs	**77,717**

Collection	Count
Media Collection	2143
Popular Film	783
McNaughton DVDs	86
Total Media Items	**3,012**

- **Total of catalogued Government Documents: 30,209**

Additions to our collection for fall 2015 include 19 McNaughton books and 20 McNaughton DVDs. Special Collections added a total of 10 items: 3 within our American Indian Collection and 7 to our Nevada Collection. Government documents added 229 additions.

Selected Collection Acquisition/Addition Statistics						
	Aug	**Sept**	**Oct**	**Nov**	**Dec**	**Total**
Government Documents	0	131	39	22	37	229
McNaughton Books	1	0	8	7	3	19
McNaughton DVDs	4	0	8	7	1	20
Popular Books	0	0	0	0	0	0
Juvenile Books	0	0	0	0	0	0
Nevada Collection	0	0	0	6	1	7
Basque Collection	0	0	0	0	0	0
American Indian Collection	0	0	0	3	0	3
General Collection	All months are added for this collection					30
Total *(month total do not include general collection- this is kept in aggregate)*	5	131	55	45	42	**308**

Highlights

- **Social media:** The library had a Facebook, however the last post recorded before spring 2015 (when social media activity was placed as a library priority again) was in 2012 and had 56 likes. The page is now updated *at least* twice a week and the page has as of spring 2015 127 likes (56 to 127!!) and as of **fall 2015, we have 133 likes. Facebook needs more attention and networking for better growth in the future**! Twitter was also existing with 1 follower and the last tweet in 2012. Twitter is now updated at least every other week and as of the end of spring 2015, the GBC Twitter has made 240 tweets, is following 463 pages, and has 119 followers (from 1 to 119 followers!!!), **fall 2015 Twitter contains 601 tweets, following 1059, and has 436 followers!** This is a huge increase in all areas! Instagram was non-existent however created in February 2015. As of May 2015, GBC Instagram has 99 posts, 40 followers, and following 84 and **as of fall 2015, we have 203 posts, 48 followers, and following 89** – which is not a lot of growth as far as "people" connections (the followers and follows). This too will need a focused growth effort in the future as well!
- **Policy Review & Update:** Staff reviewed all policies and procedures, updated necessary documents and ensured the policy manual is up to date.
- **Leisure Reading by the Fireplace:** Placed display of magazines -> later books next to the fireplace and lounge chairs.
- **Educational DVDs** were moved (from the VHS area upstairs) and an "Educational Film" area was created.
- All **popular DVDs** were arranged by genre.
- **Catalog Computer**: A laptop computer was placed in the "lobby" area for patrons to look up books/call numbers – this ensures privacy.
- **Equipment forms** (checkouts, move forms, transfer, etc.) were organized, updated, and all placed in binder at the circulation desk.
- **Book repair manual** created.
- Library **Newsletter** produced monthly.
- **Added 10 student computers** upstairs.
- **Website** launched: Not as default however a link on the main default site (linked off of main web to receive feedback before launching of our current)
- **New library cards** (for use of duplicate card requests) made by GBC Media instead of usual vendor, savings of over $1,000.00
- **LibGuides** were implemented and created as subject guides.
- **Loan rules** for all patron types and all item types were revised; collaboration with UNR Knowledge Center.
- **Sensitive Equipment Inventory** completed.
- **Inventory** on library collections completed.
- Collaboration with UNR Knowledge Center to investigate and fix **Sierra item records** status changing to "In Transit" (87 records)
- **Sierra patron records**, duplicate patron records investigated and corrected (102 records).
- Our library login information was found on a hack site on the internet, collaboration with Computer Services to **block 1.2 billion IP addresses that corrected the unauthorized access to our databases**.
- **Bad debt and chronic over dues** of students and public patron review: letters were sent and holds placed.
  - Able to retrieve several books that were overdue since 2013 (monetary worth of these books were estimated over $500.00
- Fiscal Year 2015 acquisitions and de-acquisitions **statistics report** completed for VP of Business Affairs
- Underused library **iPads donated to GBC office of student recruitment, student advocacy, and student government association, as well as the GBC Disability Resource Center.**
- **Library Assessment Report** completed for Office of Institutional Research and Effectiveness.

- **Special Collection Review**: Investigation to determine what materials are rare, irreplaceable, or of high monetary value (ongoing, not complete)
- Collaborated with **ENG 106 to display student work** in the library: Flash Poetry.
- **Arcade gaming station** initiated in library; couch was donated from housing for the area
- Collaborated with Student Government Association to host a **Zombie Apocalypse Night** at the Library
  - Promotions included videos and posters; Thriller dancers
- **Hosted and taught Study Skills, Test Preparation, and Time Management workshop** for GBC Students
- Library **acquired a volunteer** that works with the Library Technician every Monday for a short time
- **GBC Library honored with Coin of Excellence** from the GBC Veteran Resource Center for their collaboration with the Center on displays and working with veterans
- **Overdue Fee Policy implemented**: 20cents per day for overdue books (effective for students and public patrons)

Staff Training (of the Circ Manager or Library Tech II attended/completed the below class, listed by class name):

- Cranium Café
- Identify Personality Types
- Blue jeans Software
- Collection Development Tips & Tools (Certificate earned)
- Grant Writing Tips Workshop
- 2015 Nevada Library Leadership Institute: Become A Catalyst for Change (Certificate earned)
- The Real Story of Research Webinar
- IPEDS: Definition Review for Library Statistics webinar
- The Gap between Faculty and Librarians

Volunteer & Committee Work (below is of the Circ Manager or Library Technician II):

- Treasurer of the Friends of the Library
- Volunteer: study night for GBC students, held in the café area
- Lead of Sub-Committee (from the Library Committee) Website Sub-Committee Launch
- Secretary of Faculty Senate and Executive Committee
- Member of Library Committee
- Member of Diversity Committee
- Assisted formation of new student club: Gay Straight Alliance (Mission, club planning to "get the club off the ground")

Displays:

Displays are a very important and unique method to communicate with our patrons. Every month new displays are carefully chosen to support our vision, promote diversity and discovery. Displays and exhibits bring people and information together in creative ways as well as highlight our collections. The library strongly believes displays are a vital part of a learning space.

This fall we had a variety of displays that featured visuals, collections, and vast information. The displays are located on the first floor (two areas) and one located in the Children's/Juvenile Literature area. The library also partners with the Veterans' Resource Center to display an exhibit in the hall, "This Month in Military History" which highlights important military events along with selections from our collection to support learning of these events.

- Summer: Summer Travel; Summer Reads
- September: What's your major?; Welcome Back
- October: Banned Books; Nevada Day
- November: National American Indian Heritage Month; Thanksgiving; Six Word Flash Poetry
- December: Human Rights Day; Holiday Gift of Reading

Survey Summary:

The library via GBC Office of Institutional Research conducted a survey regarding library services and patron perception and satisfaction during fall 2015. Below are the highlights by population.

Faculty and Staff:

- 103 respondents
- 52% Academic Faculty; 48% Administrative Faculty or Classified Staff
- When asked, "It is important for students to find, evaluate and use information correctly for their assignments and for life-long learning. In your opinion, which of the following Library services?" Respondents claim the following: (The remaining % of responses chose either "no opinion" or "not applicable")
    - Librarian presentations during class/section: 58% most useful or useful / 22% Not or Least Useful
    - Librarian workshops outside of class (attendance required): 33% most useful or useful / 31% Not or Least Useful
    - Librarians embedded into web classes: 40% most useful or useful / 22% Not or Least Useful
    - Web tutorial completed outside of class (as assignment): 57% most useful or useful / 17% Not or Least Useful
    - Library produced materials that instructor presents in class: 39% most useful or useful / 26% Not or Least Useful
    - Librarian taught credit course on general library research: 33% most useful or useful / 24% Not or Least Useful
- Faculty and staff have contact with the library usually once a month or less (55%); Once every couple of weeks (22%); More than once per week (8%) / Once per week (8%) / and I have not had contact in the last 12 months (8%)
- Below are the percent of agreement or disagreement on the statements regarding staff of the library:
    - Staff members will listen: 90% Strongly Agree or Agree / 1% Disagree or Strongly Disagree
    - Staff are professional: 89% Strongly Agree or Agree / 2% Disagree or Strongly Disagree
    - Staff are helpful is resolving problems: 87% Strongly Agree or Agree / 1% Disagree or Strongly Disagree
    - Staff respond to my requests in a timely manner: 84% Strongly Agree or Agree / 2% Disagree or Strongly Disagree
- When rating their satisfaction with the library is accessibility, efficiency of service, usefulness of information or advice, responsiveness to request and other inquiries, and communication about services offered, in aggregate the results are as follows: Very satisfied 59%; Satisfied 36%; Unsatisfied 3%; Very Dissatisfied 2%
- Level of agreement for the following statements:

- o The department supports teamwork and collaboration across the college community. 90% Strongly Agree or Agree / 10% Disagree or Strongly Disagree
  - o Library staffing levels are adequate to meet GBC needs. 78% Strongly Agree or Agree / 22% Disagree or Strongly Disagree
  - o Overall, this department provides quality customer service. 96% Strongly Agree or Agree / 3% Disagree or Strongly Disagree
- When asked what the library's priorities should be in the next five years, respondents answered (able to pick more than one response): #1 Commitment to developing access to online resources (77%); #2 Instruction in using library/web resources (51%); #3 Quality print collection (29%)
- The website is used by faculty and staff for: #1 Databases; #2 Direct Students to Tutorials; #3 Resources; #4 Direct Students to Resources; and #5 eBooks

Student:

- 411 respondents
- 43% have NOT used the library in the last two years, remotely or in person; however only 38% have been taking classes for two years or more; 31% are in their first or second year; 31% are in their first semester.
- 26% have participated in instruction presented by a librarian
- When students were asked how often they access the library via in person, website, or phone, the following was reported by frequency of method (not by person count):
  - o 17% on a weekly basis (range 1-7 times per week); 12% reported 1-3 times per month; 18% once or twice per semester; and 54% reported never using any of the above means to access the library
- When asked why they go to the library, the #1 response was to research a topic; #2 to check out material(s); #3 for quiet study
- When the students study, the following are the most important: #1 quiet; #2 individual tables or carrels AND cleanliness (both 385 responses); and #3 comfortable chairs AND privacy AND access to computers (all three components received 384 student picks). The least chosen component (the least important to the respondents) is group study areas
- Respondents prefer to access research materials online (80%); 20% prefer in print
- When asked if they currently own, or plan to own a mobile device, how likely would they use their smart phone or mobile device for library activities (read eBook, find articles, get help, use catalog, renew items, and get library information): 55% very likely to somewhat likely; 21% neutral; 24% unlikely, not at all likely, or not applicable
- To improve their research skills and awareness of resources, 45% of responses were to focus on research skills and requirements within my classes; 35% of responses were "I do not feel I need to improve my research skills" and 27% would attend a workshop on research techniques (other response counts: 37% work with a librarian one-on one or talk to librarian at the desk). The lowest % of responses was 15% "enroll in a 1 credit research course"
- When considering all of the following library services: help via reference desk, email, telephone, presentations, handouts, and online tutorials, respondents rated these library services in aggregate as:
  - o Very Helpful: 25%; somewhat helpful 15%; neutral 26%; 3% not helpful; and 33% not applicable

- o   When looking at the specific answer options, the top 3 responses: #1 Research help at the reference desk, #2 email or a classroom presentation (tie); and #3 online tutorials
- The respondents feel the library staff are "Very Approachable" overwhelmingly at 48%; 6% responded "somewhat approachable" and only 0.8% felt not very approachable. The other 39% this question did not apply to them. So, of those that it does apply and they did choose a response: 79%: Very Approachable; 9% Somewhat Approachable; 10% Neutral; 1% Not Very Approachable; and 0% Not Approachable at All
- Regarding satisfaction with the library services, collections and information resources, library facility, and overall satisfaction: 51% reported Very Satisfied; 29% Satisfied; 18% feel Neutral; 1% Dissatisfied; and 1% Very Dissatisfied
- The library website is used for: #1 Research; #2 Databases; #3 Resources for Class, #4 Books; #5 Hours and Contact Information

Enrollment:

Student enrollment shows very little change from fall 2014 to fall 2015:

Great Basin College Quick Facts

Fall 2014 (as of October 15)

Total Students Enrolled	3128
Total Full-time equivalent (FTE)	1752.8
Students/FTE	1.78

Great Basin College Quick Facts

Fall 2015 (as of October 15)

Total Students Enrolled	3149
Total Full-time equivalent (FTE)	1759.4
Students/FTE	1.79