

Department Annual Report: **Reference & Research Services** July 1, 2012 – June 30, 2013  
Submitted by: Cindy Pierard

## Notes and Major Accomplishments:

### Personnel:

Jonathan Butz hired as Library Specialist Senior [Sept. 2012]  
Susan Beck takes new job as Head of Access Services [Nov. 2012]. Collection Development position under review.

### Trends, Projects, & Statistics:

Collection Development: Subject specialists, including RRS faculty, completed or made progress towards reviews in support of significant collection management projects, including: JSTOR Serials, Multiple Copies, and Large Sets.

Government Documents/Maps: \*Smith and \*Ortiz continue review of the federal documents collection, in conjunction with other subject specialists. As of June, 80% of the weeding needed to “fit” the collection within allotted space has been completed.

Instruction: Staff taught 434 sessions—workshops, outreach programs, course-related sessions, two sections of LIB 311, and four sections of LIB101—reaching 7,305 people. This is a 20% fewer sessions taught than in 2011-12, but 10% more than 2010-11.

Reference: Staff recorded 12,903 reference questions, an 18% decrease from 2011-12, but a 2% decrease from 2010-11.

### Contributions to Departmental Strategic Targets/Library 2009-2012 Strategic Plan

Objective: Improve virtual help services. Supports: Facilitates environment for inquiry

Action: Implemented LibChat/LibAnswers from SpringShare. Key RRS staff: Pierard, Gonzalez, Simpson + Library task force

Outcome: LibChat widget is not user-friendly. We await further vendor improvements this summer. LibAnswers offers great potential for helping users get quick answers to questions. We are focused on expanding content in the knowledgebase.

Objective: Improve statistics gathering & reporting for reference questions. Supports: Facilitates environment for inquiry.

Progress: Implemented RefAnalytics from SpringShare. Key RRS staff: Gonzalez, Butz, Castillo + Library task force

Outcome: Public services units can quickly and easily review question and service trends on a short and long-term basis.

Objective: Increase visibility of online research help – Supports: Act as partner in the educational process

Progress: Created new Research Help tab in Canvas and built LibGuides. Key RRS staff: Westbrook, Mahaffy, Pierard, Simpson.

Outcome: Statistics show that these new resources are heavily used, averaging 70 visits/day without any marketing.

Objective: Increase instructional outreach through tutorials - Supports: Act as partner in the educational process

Progress: Developed training program on tutorial creation with Captivate and created new tutorials. Key RRS staff: Mahaffy, Butz, Castillo, Gunapala, Johnson, Simpson, Smith, Westbrook.

Outcome: 16 tutorials created and made available via LibGuides, LibAnswers, and—in one case—via the Library Show.

Objective: Increase cooperative collection development. Supports: Facilitates environment for inquiry

Progress: Met with library staff at UNM and UTEP to discuss strengths and areas for partnership in government documents. Key RRS staff: Smith, Ortiz, Pierard

Outcome: Identified areas for cooperation. Established concept of NMSU as comprehensive collection for agriculture.

Objective: Increase awareness of scholarly communication issues. Supports: Facilitates environment for inquiry

Progress: Co-host ACRL’s Scholarly Communication Roadshow with University of New Mexico Libraries. Develop campus programming for Open Access Week. Key RRS staff: Johnson/Beck, Gunapala, Pierard.

Outcome: Both program goals achieved with good participation.

Objective: Streamline and improve outreach to first-year programs. Supports: Act as partner in the educational process.

Progress: Develop online assignments to link with ENGL111. Improve UNIV150 assignment. Key RRS staff: Westbrook.

Outcome: Success with UNIV150’s new assignment. ENGL111 completed with ongoing updates.

## Significant Faculty and Staff Accomplishments:

### Grants Awarded

- \*Johnson, P. and J.C. Smith. Engineering materials. Robert E. and Evelyn McKee Foundation of El Paso. \$11,500.
- \*Baker, S. and \*M. Mahaffy. El día de los niños/El día de los libros. NMSU-SBCI. \$2,500.
- \*Smith, J. Using Government Documents in Humanities Research: A Workshop. NMSU-SBCI. \$600.
- \*Watkins, C. and J. C. Smith. Digitizing NMSU's Historical Agricultural Publications. NMSU-SBCI. \$2,000.
- \*Watkins, C. and J. C. Smith. Digitizing NMSU's Historical Agricultural Publications. U.S. Agricultural Information Network. \$3.125.

### Presentations

- \*Baker, S. and \*M. Mahaffy. Día De Los Niños/ Día de los Libros: Creating Partnerships, Supporting Community. Presented March 9 at the Creando Enlaces Conference, San Diego, CA [virtual presentation].
- \*Castillo, F. and \*A. Gonzalez. LibAnswers and FAQ Databases: Challenges and Successes. Facilitated April 11 at the Association of College & Research Libraries conference, Indianapolis, IN.
- \*Gonzalez, A., \*Castillo, F., & \*J. Butz. Adventures in Online Integrated Reference. Presented April 18 at the New Mexico Library Association conference, Albuquerque, NM.
- Hand, T., MacGregor-Mendoza, P., Stovall, S. & \*T. Westbrook. What are our students gaining from their Baccalaureate Experience? Presented February 28 at the New Mexico Higher Education and Retention Conference, Albuquerque, NM.
- \*Mahaffy, M. New Deal Art: For Employment and Enjoyment. Presented October 9 at the Las Cruces Area Retired Teachers Association meeting. Las Cruces, NM.
- \* Moberly, M., Myers, S., & \*T. Westbrook. Little Did We Know...Using Reflective Practice to Publicize Student Research Processes. Presented March 15 at the Conference on College Composition and Communication, Las Vegas, NV.
- \*Molloy, M. El Sicario: Confessions of a Cartel Hit Man. Presented March 14 at the Townsend Library Studio, Alamogordo, NM.
- \*Smith, J. Using New Technology to Provide Access to Government Information. Presented April 18 at the New Mexico Library Association conference, Albuquerque, NM.
- \*Watkins, C. Digitizing New Mexico's Historical Agricultural Publications. Presented April 19 the New Mexico Library Association conference, Albuquerque, NM.
- Westbrook, T., \*Mahaffy, M., \*Pierard, C. & \*W. Simpson. Services Where the Students Are: Integrating Library Resources into the Canvas Learning Management System. Presented April 18 at the New Mexico Library Association conference, Albuquerque, NM.

### Publications and Creative Work

- Bowden, C. and \*M. Molloy. (2012, July 26). Mexicans pay in blood for America's war on drugs. *Phoenix New Times*.
- \*Mahaffy, M. (2012). "A guide to the circulating collection at NMSU Library." In Martha Andrews, (Ed.), *Out of the Shadows: The women of southern New Mexico*. (pp. 197-206). Los Ranchos, NM: Rio Grande Books.
- \*Mahaffy, M. (2013). Student use of library research guides following library instruction. *Communications in Information Literacy*. 6(2).
- \*Molloy, M. (2012, July 26). Mexican death toll in drug war likely higher than reported. *Phoenix New Times*.
- \*Molloy, M. (2012). "The truth no one wants to know: Preserving the record of unprecedented violence in Ciudad Juárez, 2008-present." In Fernando Acosta Rodriguez (Ed.), *The Future of Latin American Library Collections and Research: Contributing and Adapting to New Trends in Research Libraries, Seminar on the Acquisition of Latin American Library Materials (SALALM) LV*. (pp.29-38). New Orleans, LA: SALALM Secretariat.
- \*Simpson, W. (2012). "Sisters of Loretto." In Martha Andrews, (Ed.), *Out of the Shadows: The women of southern New Mexico*. (pp. 161-172). Los Ranchos, NM: Rio Grande Books.

### Other (e.g. awards, outreach programs, etc.)

- \*Paula Johnson received Dean's Faculty Research Award to investigate the information acquisition methods of College of Engineering faculty and graduate students.
- \*Mardi Mahaffy recognized with the NMSU Library Faculty Bonus Award.
- \*Alisa Gonzalez tenured and promoted to Associate Professor.

\*RRS staff member