


THERE IS ALWAYS  
A BETTER IDEA.



LINKED  
DATA



PROCESS



USEFUL,  
USABLE,  
DESIRABLE

APPLYING USER EXPERIENCE DESIGN TO YOUR LIBRARY

# Engaging Change

Library Annual Report - 2014/2015

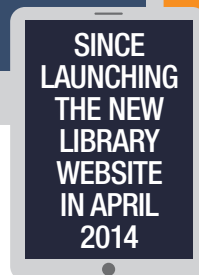
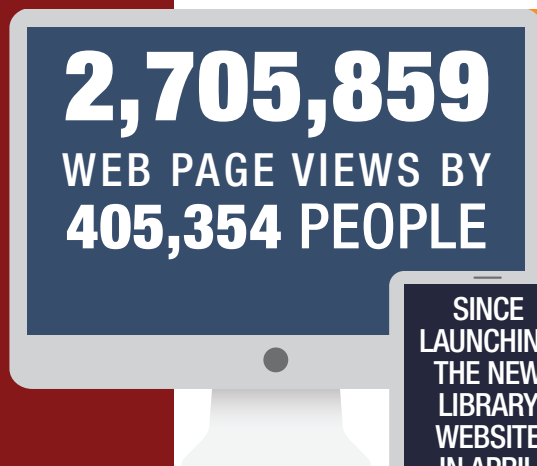
# ABOUT US

McLaughlin Library, located on the main University of Guelph campus, is a vital hub, central to life on campus. Whether through its national leadership in Supported Learning Groups or the #1 ranking by Maclean's magazine for the relevancy and currency of its acquisitions for the past five years the Library remains dedicated to the central mission of Changing Lives and Improving Life. With many programs, services and resources to support student success, as well as ample space for studying and community engagement, the Library holds a special place in campus life.

**McLaughlin Library**  
**University of Guelph**  
50 Stone Road East  
Guelph, Ontario N1G 2W1

*Front cover art and some images are courtesy of  
McLaughlin Library's Associate Chief Librarian,  
Amanda Etches, on Instagram and Twitter (@etches).*

lib.uoguelph.ca

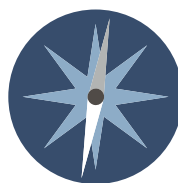


**1,209,381**

**TOTAL  
VIEWS IN U  
OF G'S  
INSTITUTIONAL  
REPOSITORY -  
THE ATRIUM**



**15,561**  
**YOUTUBE VIEWS**  
OF LIBRARY RESOURCE VIDEOS

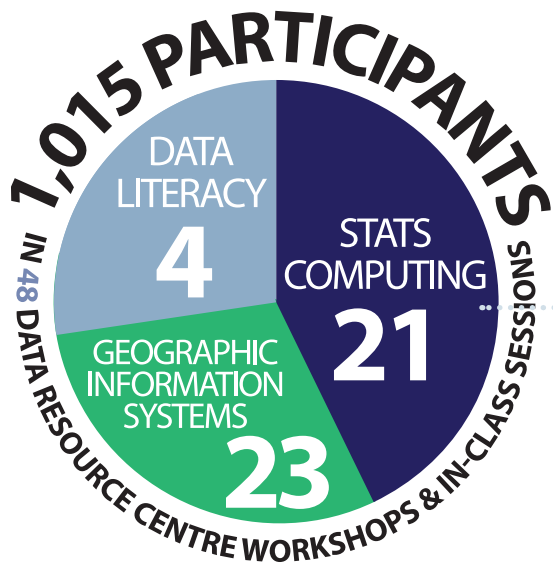


**63,779** VISITS TO ONLINE  
**LIBRARY GUIDES**



**3,046**  
**NUMBER  
OF SEATS IN  
McLAUGHLIN  
LIBRARY**





13,815

THE NUMBER OF QUESTIONS  
ANSWERED AT THE **ASK US DESK**

#1

THE RANKING ASSIGNED TO MCLAUGHLIN LIBRARY  
BY MACLEAN'S MAGAZINE FOR RELEVANCY AND  
CURRENCY OF ITS ACQUISITIONS

(FROM 2010 TO 2014)



VISITORS FROM **32**  
DIFFERENT  
COUNTRIES  
AND COUNTING  
TO THE LIBRARY'S  
ARCHIVAL & SPECIAL COLLECTIONS



TOTAL  
LIBRARY  
ITEMS

**2,205,059**

TOTAL ELECTRONIC JOURNALS **33,819**

TOTAL ELECTRONIC BOOKS **630,758**

# A MESSAGE FROM THE CHIEF LIBRARIAN



For quite some time, libraries have found themselves to be embedded in a series of evolving landscapes. They include changing user behaviours relative to discovery, learning, and reading, new approaches to teaching and learning, and a publishing landscape that continues to unfold. This past year, the University of Guelph has also seen significant changes both in the University at large and within the Library.

The University has embarked on a strategic renewal process following the successful recruitment of new members to President Franco Vaccarino's leadership team. I am pleased to be working with our new Provost, Charlotte Yates, who formerly served as Dean of Social Sciences at McMaster University in Hamilton, Ontario. As a self-professed "lover of libraries," Charlotte's support of the Library and its critical role in the lives of students has quickly become evident. Library staff is one of a number of groups across campus that has had the opportunity to participate in strategic conversations. It is rewarding and exciting for us to actively contribute to these discussions, helping to shape the years ahead for our services and programs as well as for the University as a whole.

Earlier this year the Tri-Agency Open Access Policy on Publications was released and is

focused on making the results of funded research broadly available. While the Library has been an advocate of open access for many years and provides an institutional repository, the Atrium, for the deposit of publications, the new policy will require more direct outreach to faculty with research funded by CIHR\*, NSERC\*, and SSHRC\*. Additionally, work has been underway to develop tools and services to support the management of research data for which there are growing expectations of broad accessibility. These efforts have required a combination of local as well as provincial and national engagement that is highly collaborative and involves working with organizations such as the Canadian Association of Research Libraries and the Ontario Council of University Libraries.

We are pleased to welcome Barbara McDonald as the newest member of the Library executive team. Barb joins us as Associate Chief Librarian, providing strategic leadership for the Discovery & Access and the Information Resources teams. With more than twenty years of academic research library experience, most recently at Brock University in St. Catharines, Ontario, Barb brings significant expertise and knowledge to this role along with a substantive record of scholarship. At the same time we welcome Barb, we bid fond farewells to a number of staff

– some to retirements and others to great new opportunities. These staffing changes provide us with the opportunity to reconsider, reimagine, and reframe our work.

Some of our Library spaces have seen refreshing transformations this year, with new graphic murals and the addition of colour to our lighting bays in group study areas on the first floor, along with new seating on two of the upper floors together providing brighter and more engaging and effective space for students.

The coming year will bring more change, including new staff hires on a number of teams and a need to revisit and rethink the delivery model in our Learning Commons given the continuing growth in demand for their services. I am proud of my Library colleagues' willingness to engage both in discussions of change and new approaches to their work. Ultimately these efforts are all focused on helping students navigate from first year to achieving their fullest potential during their time here. Through this report, I hope you will gain insights into the many ways in which we remain dedicated to this goal.

A handwritten signature in blue ink that reads "Rebecca".

Rebecca Graham  
CIO & Chief Librarian

\*CIHR = Canadian Institutes of Health Research; NSERC = Natural Sciences and Engineering Research Council; SSHRC = Social Sciences and Humanities Research Council





# A MORE EFFECTIVE SPACE FOR STUDENTS



**A Brighter Space:** New graphics and colour were added to group study spaces on the first floor this year.

The warm orange hues in our Academic Town Square and fresh green tones in our Learning Commons and group study areas give new energy to our Library.

**Creating a Student-Centred Space:** With more than 13,000 students entering the Library on a busy day, space-planning is a top priority. These plans involve the re-purposing of Library space from one focused on storage of print materials (“the stacks”) to a space that more appropriately reflects the needs of today’s students: ample study space; comfortable areas for group collaboration and social down time; and access to digital resources.



The shift and consolidation of various print resources is a necessary part of the space-planning process, but is a complex task. It involves the responsible identification and withdrawal/relocation of various collections, while selecting and retaining those print materials of lasting value to the teaching and research needs of our campus community. This past year, U of G Library, in a project with Tri-University Group partners at the University of Waterloo and Wilfrid Laurier University, identified 70,000 older, duplicate-title, low-use books. Through a shared commitment to retain a single copy of each book to be housed at the Annex, the Library has now created a more user-centred space for our students.





# ENGAGING OUR COMMUNITY

## U OF G LIBRARY HOSTS NATIONAL LEARNING CONFERENCE

In May 2015, McLaughlin Library was the proud host of the national conference of the Learning Specialists Association of Canada (LSAC). More than 60 well-attended sessions ranged in topics from Best Practices for Supporting Students in High-Risk Courses, to Learning Skills in a Digital World, to a panel discussion on Transitioning from Student to Professional.

Rebecca Graham, Chief Information Officer and Chief Librarian at U of G, was thrilled that McLaughlin Library was both host and official sponsor of the event “Academic support is critical to student success at all levels. Student satisfaction, engagement, retention and performance all hinge on the ability to learn how to learn.”

The three-day event was co-hosted by the Library’s Learning Services team together with colleagues from Wilfrid Laurier University and Conestoga College, and welcomed approximately 150 delegates from universities and colleges across the country.



### SOCIAL MEDIA BLITZ:

LSAC conference attendees were happy to participate in our #LSAC2015 photo session to let us know what learning means to them.



## EXAM STRESS BUSTERS

During fall and winter exam periods, the Library fills up with students – studying, meeting, accessing resources, and attending workshops to help enable success. The Learning Commons in the Library also offers Exam Stress Busters – a two-week-long calendar of events to help students de-stress. “We know how anxiety-provoking exam period can be,” says Victoria Fritz, Learning Specialist. “The intent of Exam Stress Busters is to offer a brief reprieve from the constant studying and assignment work, and let students know we are here for them, and that they are not alone.” With events like Make-your-own Sundae with the Central Student Association, Cookies and Milk with Co-op and Career Services, a Colouring Contest, Worry Box, and snack giveaways every day, students have added incentive to make the Library their home away from home during exams.

## SLG FACULTY EVENT

Supported Learning Groups (SLGs) are weekly, peer-led study groups designed to help students who are taking historically challenging courses. These popular sessions play a substantial role in students' academic success at U of G. This past year marked the first SLG Faculty Event, bringing together faculty, SLG leaders, and program co-ordinators.

"The event provided a great forum for cultivating relationships between the individuals who teach the courses and those who help students succeed in them," says Jackie Hamilton, SLG Supervisor. "Many students rely heavily on SLGs to help them manage these tough courses, so it is important for us to work together for their benefit.

While faculty and SLG leaders meet during the SLG training period, this was the first initiative designed to celebrate this important partnership, foster collaboration, and ultimately enable continued growth and success of this program.

⤴ 4,619 UNIQUE  
ATTENDEES IN THE  
SUPPORTED LEARNING GROUPS PROGRAM

## LIBRARY CARNIVAL

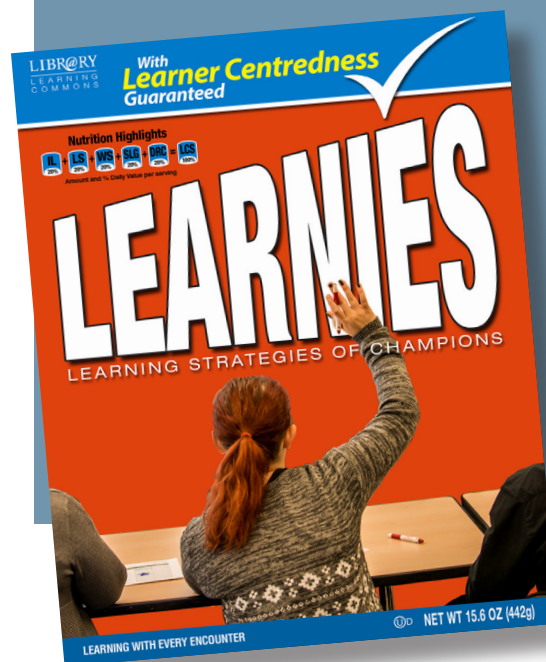
The Library Carnival is a fun and interactive way for individuals to learn about the services and resources available through McLaughlin Library. With booths from various departments across the Library, as well as snacks, popcorn and even cotton candy, this engaging event remains popular with students.

## WHAT'S COOKING IN THE ARCHIVES?

What's Cooking in the Archives? has become a popular event for the foodie community on campus and beyond. The fifth annual event in the fall of 2014 featured delicious food prepared by Jason Waterfall of the Woolwich Arrow and his team, with recipes from the Archives' robust culinary collection – one of the six largest in North America.

## STARTING THE DAY WITH STRATEGY!

Last fall, MJ D'Elia, Head of the Library's Learning & Curriculum Support team, opted for a new visual tool to help his team keep their goals top of mind: Learnies! Based on "Wheaties" cereal ads, Learnies are a fun way for staff to revisit the team's objectives, along with their daily morning coffee. Complete with ingredients (time management, writing and studying help, data analysis) and nutrition information (Laughter 5 g, Empathy 5 g, Mental Protein 10 g), it really does contribute to a breakfast of (learning) champions!



# ENGAGING OUR COMMUNITY

# FOCUSED ON SERVICE

## SURVEY SUPPORT AND DATA MANAGEMENT

The Data Resource Centre (DRC) in McLaughlin Library provides expert support for the creation, publishing and management of online surveys. The service is now provided by means of Qualtrics - a powerful enterprise-class survey software system made available at no cost to the U of G community. This investment provides survey software that is easy to use and mobile friendly, and that has enhanced security to protect sensitive information. The DRC is part of the Research Enterprise and Scholarly Communication (RE&SC) team at the Library. As a team, they also provide significant support to faculty and researchers for the organization, management, dissemination, and preservation of their research data.

## PRESENTATION BOOT CAMP

A new program this year, Presentation Boot Camp provides an opportunity for individuals to learn techniques and build confidence in their presentation skills. These two-day workshops are intended for graduate students preparing for academic presentations and thesis defenses.

## ENGLISH AS AN ADDITIONAL LANGUAGE

The Library is proud to offer dedicated assistance to students with English as an Additional Language (EAL). Both one-on-one appointments and group workshops are available. The latter includes innovative programs such as Talk Like an Academic, a series of workshops to help EAL graduate students develop communication skills and confidence in the academic setting; an EAL graduate writing camp; and the International Student Academic Transition Program, a series of workshops co-developed with campus partners to support new international students in their academic transition to U of G.



## E-LEARNING SUPPORT

The E-Learning & Course Reserves unit at the Library provides an essential service for students and faculty by providing access to course-specific materials, including both print and online resources. For faculty, this ensures copyright clearance, covers copyright fees, and ensures all online materials are compliant with the Accessibility for Ontarians with Disabilities Act. The Learning Commons at the Library also offers custom online course guides, called “Library Guides,” which bring together a number of Library resources relevant to a specific course. In addition, the Library regularly posts YouTube videos offering quick tips on how to get the most from Library services. With tremendous growth in course reserves, 63,779 visits to online Library Guides, and 15,561 views of YouTube videos last year, these online resources have well-proven value.

## LIBRARY ACCESSIBILITY SERVICES

The Library is committed to ensuring that all members of its user community have equal access to services and resources in a manner that preserves their independence and dignity. Library Accessibility Services (LAS) provides technology-based reading, writing and note-taking support, as well as designated study space, to students with disabilities. This includes one-on-one training in the use of adaptive software, mobile apps, and equipment, and the provision of textbooks and articles in alternative formats such as e-text, braille and audio. LAS staff also provide document accessibility support and education to Library staff to ensure that Library documents can be used by everyone.

## WRITING SERVICES

Writing Services supports undergraduate students, graduate students and faculty with programs such as:

- **Dissertation Boot Camp:** a one-week program offering intensive instruction to graduate students
- **Writing Tune-Up and Writing in the Sciences:** 25 hours of programming each term focused on grammar and discipline-specific writing
- **Essay Madness:** an evening event offered in collaboration with Library staff, providing space, snacks, and support for undergraduates working on writing assignments
- **Faculty Writing Retreat:** a week-long program to support faculty at all levels with their writing projects
- **Individual Writing Consultations:** more than 3,000 one-on-one consultations this year

In addition, Writing Services offers the community-oriented **Writers Workshop**, a two-day, no-cost event that provides hands-on workshops to writers at all levels, given by writing experts on a variety of relevant topics.

## OPEN ACCESS SUPPORT

The RE&SC team at U of G Library offers support for faculty and graduate student researchers in the areas of publishing, author rights, copyright and open access. This expertise and support is particularly important in today's evolving publishing and funding environment. Through workshops and consultations, the team provides guidance in such areas as identifying appropriate journals, understanding author rights, negotiating with publishers, and clarifying funding requirements. The RE&SC team has also hosted a biennial event to support open access on campus and within the region. The Open Access Colloquium takes place during Open Access Week in October, and touches on topics including open education and open textbooks, open data, and the open access imperative as a whole.

# FOCUSED ON SERVICE



## SCOTTISH CHAPBOOKS

Over the past two years, the Library's Archival & Special Collections staff has partnered with students and faculty in the Centre for Scottish Studies on a digital project to promote access to U of G's little known collection of rare 18th and 19th century Scottish chapbooks. The Library has one of North America's most important assemblages of these fragile ephemeral pamphlets originally published for mass popular consumption. The website, launched in March 2015, provides free online access to the entire collection as well as essays, online exhibits and teaching modules drawn from these materials. Funding for the project was provided by the Scottish Studies Foundation and the Jane Grier Family Foundation.

[scottishchapbooks.org](http://scottishchapbooks.org)

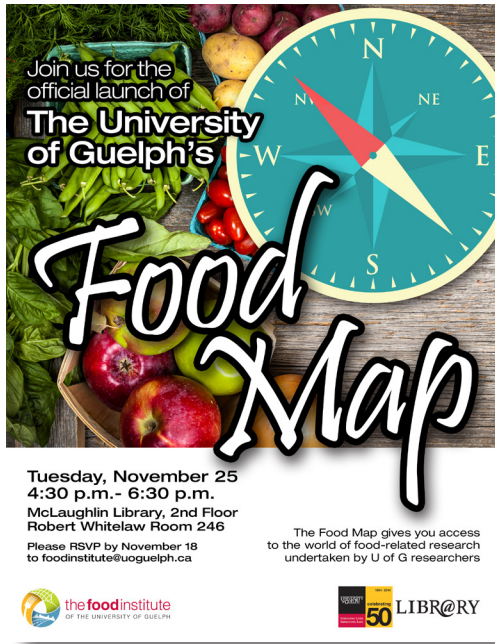
## RURAL DIARIES

The Rural Diary Archive website was launched in September 2015. It brings together the writing of 130 Ontario diarists between 1800 and 1960. Visitors to the site can learn about the authors and search transcribed diaries. They can also help transcribe nineteenth-century handwritten diaries and learn more about the history of daily life from the diarists who document it.

Catharine Wilson, Redelmeier Professor of Rural History, has been leading this important project. "The website makes these under-utilized, fragile and fading sources accessible to all," says Catharine. "It builds links between academia and the public, and I hope it will inspire new scholarship on the history of rural life."

[ruraldiaries.lib.uoguelph.ca](http://ruraldiaries.lib.uoguelph.ca)

# GOING DIGITAL



## FOOD MAP

McLaughlin Library and the Food Institute at U of G partnered to launch the Food Map on November 25, 2014. This online tool provides access to approximately 2,500 completed and ongoing food-related research projects at the University. This public database helps Canada's food industry connect with leading researchers to find solutions in product development, food safety, marketing and more.

[foodmap.lib.uoguelph.ca](http://foodmap.lib.uoguelph.ca)



**4,359 UNIQUE USERS OF THE FOOD MAP  
SINCE ITS LAUNCH IN NOVEMBER 2014**

as of December 31, 2015

## ALUMNI E-RESOURCES

McLaughlin Library and Alumni Affairs & Development collaborated to provide access to e-resources for U of G alumni. This new development allows alumni who are off-campus to use more than 4,000 electronic journals and other primary sources. "This provides a great service to U of G alumni, as previously they would have to travel back to campus to access these important resources," says Jason Moreton, Associate Vice-President of Alumni Advancement. "We were thrilled to join forces with the Library to make this happen."

[lib.uoguelph.ca/alumni](http://lib.uoguelph.ca/alumni)

# GOING DIGITAL



# OUR PEOPLE



STAFF PROFILE

**BARBARA McDONALD**  
ASSOCIATE CHIEF LIBRARIAN



Barbara McDonald began her role as Associate Chief Librarian (ACL) for McLaughlin Library on August 1, 2015. She comes to U of G from Brock University where she served as Associate Chief Librarian and Interim University Librarian, and has more than 20 years of academic research library experience. Having first visited the U of G campus as part of a conference while in high school, Barbara recalls being struck by the beauty of the campus and the strong sense of community. "I hoped I'd be back here one day."

As ACL, she will be leading the Library's Discovery & Access, and Information Resources teams, and will play a key role in the Library's strategic planning. As a big believer in open access, Barbara is particularly excited about the Library's future involvement in transforming scholarly communication within our campus community.

**"In today's digital world, it's important not to rely on analog mind sets. We need to rethink our services, rather than simply trying to convert brick and mortar services into high-tech offerings."**

In the ever-changing world of higher education, a keen focus for Barbara will be achieving balance between in-person and electronically delivered services in the Library – a task that is not without its challenges. "In today's digital world, it's important not to rely on analog mind sets. We need to rethink our services, rather than simply trying to convert brick and mortar services into high-tech offerings."

Barbara is thrilled to be part of a library that is focused on learning, service and user experience. "It's an environment where people are continually striving for improvement in the programs, resources and services they provide. That's an environment in which I want to take part."

# CELEBRATING SUCCESS

Congratulations to Mike Ridley, former Chief Librarian and Chief Information Officer at U of G, for being named the 2015 recipient of the Ron MacDonald Distinguished Service Award from the Canadian Research Knowledge Network. The award recognizes individuals who play a leadership role in advancing knowledge infrastructure in Canada. Ridley received the award in Ottawa on October 21.



In January 2014, Kathryn Harvey, Head of Archival & Special Collections, was named President of the Association of Canadian Archivists.

Carol Perry, Research Enterprise & Scholarly Communication Librarian, was elected as Regional Secretary for Canada for the International Association for Social Science Information Services and Technology.



# SAYING GOODBYE

**Nearly 20% of people working at McLaughlin Library have been here for 30 years or more.**

**This year, three of these special people took their well-deserved retirement. The Library is grateful for their combined 110 years of dedicated service!**



(Clockwise from top left): Krys Mooney, Media Resources Specialist, 40 years; Donna Sartori, Manager, Circulation & Interlibrary Services, 39 years; Jim Brett, User Services Librarian, 31 years

# OUR PEOPLE

# TESTIMONIALS AND TALK



"I always say to parents that while they may be disappointed if we don't win the Vanier Cup, they'll be even more upset with me if their kids don't graduate. With initiatives like the Student Athlete Mentorship Program at U of G Library, I feel confident that we have the tools to achieve both."

## STU LANG

HEAD FOOTBALL COACH,  
GUELPH GRYPHONS



"I was at the Library working on a statistics assignment, and I had no idea where to start. I happened to be sitting right next to the Data Resource Centre (DRC), and took a chance to see if they could point me in the right direction. The DRC staff went above and beyond to help me find the data I needed - I've always remembered that."

## AMANDA MOLINARO

UNDERGRADUATE STUDENT,  
MANAGEMENT ECONOMICS AND FINANCE



"It's truly rewarding to work with such caring people and to contribute to student success – nothing validates my work more than a student who reports improving their learning by trying a new strategy we discussed."

## JASON DODD

SCIENCE LEARNING SPECIALIST AND  
CO-ORDINATOR OF THE STUDENT ATHLETE  
MENTORSHIP PROGRAM AT U OF G LIBRARY

"The Library's support for our courses allowed us to create fun, interactive modules that imbed information literacy into the curriculum in a fundamental and entertaining way from first year until graduation. This tailored instruction and personalized support engages students based upon their own interests and skill sets and ultimately teaches them how to better analyze their world."

## DR. KIMBERLY FRANCIS

ASSOCIATE PROFESSOR AND  
CURRICULUM CHAIR, DEPARTMENT OF MUSIC

"I have always been so impressed with how everyone is always so supportive, positive and helpful. The Library Access Lab has been a total life saver and has really given me a great place to study with tools I couldn't otherwise afford."

UNDERGRADUATE STUDENT USING  
THE LIBRARY ACCESSIBILITY SERVICES

(SEE PAGE 9 FOR MORE INFORMATION ON THESE SERVICES)





The Robert Whitelaw Room was made possible by a generous gift from the late Robert (Bob) Whitelaw. The room serves a dual purpose: a much-needed expansion of space for the Archival & Special Collections, as well as a vibrant destination for events, teaching, and workshops in the Library.

# YOUR SUPPORT MAKES IT POSSIBLE

Donor support allows us to provide leading-edge resources and the highest level of service and support for Library users.  
Please consider donating today!

Contact Breanna Wells, Senior Development Manager,  
at 519-824-4120 ext. 56384 or via email  
at [bwells02@uoguelph.ca](mailto:bwells02@uoguelph.ca)

abridged Computers Exam Prep Acronym Collaborative Almanac Classification System Annotated Bibliography  
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Journal Hosting Open Access Writing Services **McLaughlin Library** Partner Mark Calculator Multi-Media  
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Searching Support Library of Congress Classification System Subject Headings Students Information Literacy  
Loan Microform Helpful Monograph Innovative Supported Learning Groups Group Work & Presentations  
Non-Circulating Materials Librarian Peer Review Periodicals Research Data Management Community  
Internet Proceedings Students IT Help Desk Accessibility Chemistry & Physics Help Tools Reference  
Collection Thinking Renew EAL/ESL Support Reserve Materials Writing Scholarly Journal Special Collections  
Diverse Virtual Research Environment **University of Guelph** Stacks Storage Research Subject Headings  
Time Management Grammar & Style Thesaurus Engaging Thesis Rooms Trade Journal Truncation Citations  
Web Surveys Content Information Technology Gallery Archive Discover Locate Evaluate Reading  
Online Tutorials Library Guides Students Presentation Help Journal Rare Books Online Journals  
Innovative Digital Curation Learning & Curriculum Support Interactive Books Archival & Special Collections  
Facets Information Resources Group Study Research Enterprise & Scholarly Communication Research Help

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