



# Enabling Community

Library Annual Report—2012/2013

UNIVERSITY  
of GUELPH

CHANGING LIVES  
IMPROVING LIFE

# Meet the Chief Librarian and Chief Information Officer

This first issue of the McLaughlin Library's Annual Report marks the beginning of my second year as the Chief Librarian and Chief Information Officer for the University of Guelph. These milestones are valuable not only to reflect upon the opportunities and challenges that marked my first year in office, but also to look ahead in order to prepare for the future during a time of continual change in higher education.

I was initially attracted to the University of Guelph based on its reputation as an innovative leader, particularly in regards to teaching and learning, an area in which the library is a key partner with our Learning Commons. Additionally the importance of community was another compelling aspect in my decision. Having now had a year to participate in the diversity of collaborations that take place at all levels of the institution, I fully appreciate the intensity and passion with which we embrace our mission of changing lives and improving life. This commitment and these values inform both our plans and decisions.

The library has a well-established place in the overall life of the institution. As a physical space it figures prominently in the lives of students. As such, we work continuously to improve services and enhance spaces based on user needs and feedback. From a new Ask Us desk, designed to provide quick and efficient service, to our collaboration with the College of Arts in establishing a post-doctoral fellowship in Digital Humanities, we continue to evolve in order to meet the changing needs of our community.

Our engagements extend beyond the physical boundaries of the library through our ongoing consortial collaborations with Wilfrid Laurier University and the University of Waterloo, staff involvement in provincial and national initiatives related to research data management, open access, and geospatial data, as well as research support for faculty working around the world. The coming year will see the completion of a Library Master Space Plan, which will serve as a roadmap for future planning of renovations, and partnering with other campus units on the development and introduction of new classroom models facilitating active learning.

I am grateful for your interest and continued support of the University of Guelph's McLaughlin Library and look forward to sharing news of the coming year with you in next year's Annual Report  
Sincerely,

**Rebecca A. Graham,**  
Chief Librarian & Chief Information Officer  
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# Improving Library Services & Space

## A New Service Model—The Ask Us Desk

In the fall of 2012, a new service desk was added to the first floor of the library: the Ask Us desk. Named to complement the Ask Us reference service and intended to replace and re-conceptualize the Research Help desk, the Ask Us desk provides quick answers to common research questions. Users requiring more in-depth assistance are encouraged to make a research appointment.

As the focal point in the library's entrance, the Ask Us desk was well received by students, faculty and staff.

## Planning for the Future

Currently 93% of the study space on campus is found in the library and during the fall and winter semesters, it's not uncommon for every seat to be filled at any given time—we simply need more space. To address this need, Cannon Design International (Cannon), an architectural design firm with a specialty in designing academic libraries, was hired to create a comprehensive master space plan. Guided by user feedback, Cannon and the Library's Master Space Planning Working Group, made up of library staff, and the Master Space Planning Advisory Group, made up of library staff, faculty and students, will work together to create a space plan for the McLaughlin Library of the future. The space requirements listed in the Council of Ontario Universities space guidelines will serve as the plan's benchmark. The goal is to have a comprehensive plan by December 2013.



What's in a  
number?

#1

The ranking assigned to the McLaughlin Library by Maclean's magazine for relevancy and currency of its acquisitions

# A Space for Active Engagement

Here at the library, we understand that education is as much about the journey as the destination and that learning experiences and education come in many forms; often, outside of the classroom. That is why we introduced the Academic Town Square (ATS) a few years ago.

Located on the first floor of the library, the ATS is a public space for contemplation, for active engagement and for the celebration of learning and research. A place where the various disciplines and constituencies of U of G can be visible to one another and can meet and interact to exchange ideas and perspectives, thereby creating new areas of knowledge and understanding. Many library and campus events are hosted here.

## Celebrating Campus Authors

Each year, U of G faculty, staff, students, alumni and retirees write, edit and translate an impressive number of books that reflect the breadth and diversity of the campus community's research, personal and professional interests. The library celebrates campus authors and their publishing accomplishments each November during the Campus Author recognition event in the Academic Town Square. In 2012, 79 authors and 78 books were celebrated. Since the program started in 2006, we have celebrated the publishing of 565 books that reflect U of G's intellectual and creative diversity.

The 2013 Campus Author event will take place on Thursday, November 7.

## Experiential Learning

The first annual Gryphon's Den took place this past November in the Academic Town Square. The ultimate test of students' business savvy and public speaking skills, the event was a collaborative partnership between the McLaughlin Library, the College of Management and Economics and Co-operative Education and Career Services, who recruited representatives from top-tier organizations including BioEnterprise, LinkedIn, Maple Leaf Foods, Pepsico, and RIM to act as the judges. Three out of the five Gryphon's Den judges were also U of G alums including:

- Kate Galbraith, Senior Marketing Director, Maple Leaf Foods, '00
- Ben Kelly, Account Director, Marketing Solutions, LinkedIn Canada, '99
- Mathew Moore, Director, Source-to-Pay, RIM, '02

Over 200 people attended the event where 12 groups of students made their three minute pitches using only product sketches or prototypes. The winning team won \$500 for their concept of a GPS-driven dog collar system called Tag Along. The pitches were part of their final assignment in the MCS \*4100 entrepreneurship course taught by Librarian and Learning and Curriculum Support Acting Head, M.J. D'Elia.



# 93%

Of study space on campus is found in the Library

# Supporting Student Learning

Our award-winning Learning Commons academic services help support students in their learning, writing, research, numeracy and use of technology. Our Learning Commons is fully integrated into all student support services and into the formal academic curriculum. An important pillar of the Learning Commons is our Library Accessibility Services where state-of-the-art technology enables students with disabilities to read, write and research more effectively.

## Testimonials:

"Through Learning Services, we set up specialized workshops targeted at just students who struggled with the midterm. They facilitated the process and designed activities around my material to help the students not just with the material but also their learning and problem solving skills. After the workshops, we saw an average improvement of 21% between the midterm and final exam grades of the targeted students."

—Dr. Andy Robinson, Associate Professor and Graduate Coordinator, Animal and Poultry Science

"Being a Supported Learning Groups (SLG) Leader, I feel like I'm really contributing to the University in a special way, doing something worthwhile that completely fits with my personality and skill set. I feel like I've really made a difference with helping students succeed, it's amazing!"

—Jackie Hamilton, Current SLG Leader



**13,000**

The number of cookbooks in  
our Culinary collection



Built for (1968) **9,000 students**

Actual (2012)

**21,596**



# Student-Athlete Mentor (SAM) Profile

## Student Athlete

**Name:** Nadine Frost

**Hometown:** Saint Andrews, New Brunswick

**Year/Major:** 4th year / BS Toxicology

**Sport:** Cross Country & Track and Field

2012/13 W.F. Mitchell Sportswoman Award

## What is the SAM program?

The SAM program matches academically successful senior athletes with incoming student-athletes to help them succeed. We've learned how to juggle athletics and academics so we can help young athletes do the same.

## Why did you join?

As a student and varsity athlete, I had to find the balance between the demands of athletics and academics. The SAM program gives me an opportunity to pass that experience along to other student-athletes who may be struggling to achieve that.

## How long have you been part of the SAM program?

Since the fall of 2012.

## As a mentor, what have you learned about dealing with other student-athletes?

Working with the SAM program has opened my eyes to the challenges student-athletes face and challenged me to find new ways to help them.

## What do you appreciate about being a U of G athlete?

Running on the team has given me a chance to train and compete with the best Cross Country & Track & Field program in Canada. I love being a Gryphon.



## Group presentation participants

**+151%**

2011/12

2005/06

20,814 (2005/06) to 52,408 (2011/12)



# 565

The number of celebrated  
Campus Author books since 2006

# Preserving History

U of G has one of the most comprehensive collections of historically significant Scottish books and manuscripts in the world. During the Winter 2013 term, Archival & Special Collections initiated a pilot project with the History Department to digitize selected Scottish chapbooks, magazine-style literature on a variety of subjects, which were published in Scotland in the mid-17th -19th centuries. The project provided fourth year history students with a unique hands-on experience working with primary resources in the field of digital humanities. Students learned about the process of curating an online exhibit and created high quality digital facsimiles and metadata for the chapbooks to improve access to and preservation of both the physical and virtual collections. Thirty of our more than 580 chapbooks were digitized.

In addition, the library was able to digitize over 300 titles from our extensive Scottish Studies collections and make them publicly available online at [www.archive.org](http://www.archive.org) through the financial support of the Scottish Studies Foundation.

## Expanding the Archives

Archives and Special Collections offers a passageway to cultural, social, physical and political history of the University of Guelph and its disciplines. When Robert "Bob" Whitelaw sold the thriving agricultural company, Agrico Canada Ltd., he wanted to ensure that the company's papers were properly preserved in the Archives' Agricultural History and Rural Heritage Collection. When he learned that there was little physical space left in the library to accept donations, he promptly donated \$500,000 to support the Archives renovations through The Archives Project.

As part of *The BetterPlanet Project*, The Archives Project aims to raise \$9 million to expand the Archives facilities in U of G's McLaughlin Library, allowing students, faculty, staff, researchers and the community a greater opportunity to explore and engage with our world-renowned collections.

(Below: Rosalie Tennison, Bob Whitelaw, Rebecca Graham and Alastair Summerlee)



## One-on-one student appointments

**+137%**



6,639 (2005/06) to 15,799 (2011/12)

**55,000**

The number of students involved in Learning Commons programming in 2011/12

# Celebrating Success

## Staff Awards & Recognition

- Robin Bergart, User Experience Librarian
  - 2011 Ontario College and University Library Association (OCULA) Award for Special Achievement, Innovation Boot Camp
- Jim Brett, User Services Librarian
  - 2012 Ontario Confederation of University Faculty Associations (OCUFA) Academic Librarianship Award
  - 2012 Ontario Library Association (OLA) President's Award for Exceptional Achievement
- M.J. D'Elia, Acting Head, Learning & Curriculum Support
  - 2011 Ontario College and University Library Association (OCULA) Award for Special Achievement, Innovation Boot Camp
- Margaret Hundleby, Writing Consultant, Writing Services
  - Conference on College Composition and Communication's 2012 Technical and Scientific Communication Award in the category of Best Original Collection of Essays in Technical or Scientific Communication, Assessment in Technical and Professional Communication
- Jenny Marvin, GIS Librarian
  - Ontario Library and Information Technology Association (OLITA) Award for Technical Innovation
  - 2013 OCUL Outstanding Contribution Award
- Peer Helpers honoured
  - Naythrah Thevathasan (SLG Leader) and Anita Acai (Writing Peer Helper) were honoured with 3M Canada's prestigious National Student Fellowship

## Library Campus Authors

A list of all celebrated library staff authors since the event's humble beginnings in 2006.

- |   |  |
|---|--|
| • Robin Bergart, User Experience Librarian: <i>Sudden Selector's Guide to Business Resources</i>  | • Dr. Margaret Hundleby, Writing Consultant: <i>Assessment in Technical and Professional Communication</i> |
| • Lorne Bruce, Retired Librarian: <i>Public Library Boards in Postwar Ontario; Places to Grow: Public Libraries and Communities in Ontario, 1930-2000</i> | • Mary Swan, Retired Library staff member, User Services: <i>The Boys in The Trees: A Novel</i>            |
| • M.J. D'Elia, Acting Head, Learning & Curriculum Support: <i>Exploring the Edges of the Information Age</i>  | • Michael Ridley, Librarian, Former CIO/Chief Librarian: <i>Beyond Literacy</i>                            |
| • Marjan Horhota, Retired Librarian: <i>Vybrane: liudy, podii, komentari (Selections: People, Facts, Commentary)</i>                                      | • Judy Wanner, Information Literacy Librarian: <i>Celebrating a Century of Success, 1906-2006</i>          |
|   | • Karen Voss Peters, Library staff member, ERM and Reserves: <i>William Meets the Stick Family</i>         |

# 86%

Percentage of students that felt that the Library enabled them to be more efficient in their academic pursuits

# 15,799

Number of individual student library appointments in 2011/12



# Giving Back

## United Way

Giving back to the greater Guelph community is an important way U of G contributes to create a better planet. Each year, the entire campus participates in a fundraising campaign to support the United Way. This year, library staff raised a total of \$21,717 for the United Way, surpassing the library's goal by over \$2,000. In total, U of G raised \$554,432 for the United Way in 2012.

## Leave For Change

Leave for Change is a program that allows U of G employees to transform their holidays into international volunteer assignments. Offered since 2007, in partnership with Uniterria, a joint initiative of World University Service of Canada (WUSC) and the Centre for International Studies and Co-operation, U of G's Leave for Change program annually sponsors up to seven employees who volunteer their knowledge and skills overseas during short assignments in developing countries.

Inspired by two Leave for Change trips, U of G professor Jacqueline Murray wanted to find a way to help reboot literacy goals in Ghana and approached the library for help. The library donated 125 computers with power cords, mice and keyboards to her cause. When Murray returned to Ghana in the summer of 2013, she witnessed the impact of the donation. "Prior to the donation, none of the regional or district offices had computers. In one district office I visited a year ago, this meant that if something needed to be "typed" the secretary had to walk into the village to an internet cafe to use a computer or someone would ride their bicycle in to do reports," said Jacqueline Murray, "Email is now used to communicate with the offices across the country and I was working with the ICT (Information and Communications Technology -- the term they use in Ghana) to investigate using Skype and some other networking tools in order to have regional directors participate in meetings in real time, using our computers and their modems. This is revolutionary." (Below: Professor Jacqueline Murray in Ghana)



+43%

1,877 seats (2006) to 2,713 seats (2012)



890

Plugs added since 2005

# Librarian Profile

**Name:** Amanda Etches

**Title:** Head, Discovery & Access

## Why were you drawn to work at U of G?

Three reasons come to mind. First of all, the McLaughlin Library has a fantastic reputation in the academic library world for innovation. Secondly, every staff member I talked to before I got here told me that they loved working here. That made a real impression on me! And finally, in my previous role, I was focused on the online user experience and I knew this position would allow me to take a holistic approach to improving the user experience across all modalities, online and in person. That was pretty exciting to me!

## What do you like best about your job as Head of Discovery & Access?

If I had to pick one thing, I would say it's the people. I get to work with colleagues who are passionate about what we're doing here and who are really, truly focused on the user first and foremost. I'm energized by my colleagues every day!

## What do you think is your team's greatest accomplishment in the past year?

We've taken a real evidence-based approach to changing the first floor and improving the experience for our users including combining service desks. What we did this year is really just phase one. We're working on plans for the next phases so we continue to improve the user experience in the building.

## What project are you most excited about?

We're reworking the library website! We're working on a few specifics that will improve the usability of it: using the proper university template, making the site accessible to all users, adding consistent, self-evident navigation, and totally redoing the homepage so that it works well for 95% of the tasks that users come to our site to accomplish (and that's a surprisingly small number of tasks!) We'll officially launch the new site in early 2014.



Built for (1968) **625,000 volumes**

Actual (2012)

**1,238,575**

**262,133**

Size of the library in square feet





# Michael Ridley

## Postdoctoral Fellowship in Digital Humanities

**2013-2015, College of Arts**

The College of Arts has named their newest Postdoctoral Fellowship after Michael “Mike” Ridley, who was the first University of Guelph Chief Information Officer (CIO) and Chief Librarian from 2004-2012. The Fellowship is jointly sponsored by the U of G McLaughlin Library and College of Arts. Ridley is known for his steadfast leadership and strong support for the digital humanities.

“Mike has always been a strong supporter of integrating new technologies in the Arts. He actively supported applications for funding to expand this area and developed a vision for the library as a partner in research with academic units, among many other contributions,” said Donald Bruce, Dean of the College of Arts.

Ridley has been a professional librarian since 1979, working at U of G, McMaster, and Waterloo. He’s currently on sabbatical, writing a book about post-literacy, completing a graduate degree, editing an online magazine, and consulting with several professional organizations. He maintains a blog at [www.michaelridley.ca](http://www.michaelridley.ca). His post-literacy research is available at [www.beyondliteracy.com](http://www.beyondliteracy.com).

**92%**

Percentage of McLaughlin Library users that indicated we met or exceeded their expectations

**1.5 million**  
The number of annual visits to the McLaughlin Library





# McLaughlin Library

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