I. Web Development Projects

A. Responsive Redesigns
The number of mobile visitors to our websites continues to grow each year, with the total percentage of mobile visitors now more than 12% (some sites and sub-sites, such as Special Collections and Digital Collections, are above 20%). Thus it is imperative that our websites perform well for any size screen or device.

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<td>% Mobile Traffic</td>
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Webmaster Dylan Hurd began at the Libraries in summer 2016 and quickly began to convert our websites to a responsive design conforming to user expectations and to the overall University of Arkansas Web style. The new main site was released in time for the new academic year in August 2015. This required not only adapting new stylesheets and coding new styles for special library content, but also editing each of almost 600 individual pages to update the HTML markup for current standards.
In short order, Mr. Hurd also converted the ILLiad Interlibrary Loan system, the Ask a Librarian Service, the Electronic Resources portal, and, quite stunningly, the Digital Collections site.
B. 365 McIlroy
Mr. Hurd also collaborated with Kalli Vimr, Library Public Relations Officer, Joshua Youngblood, Research and Outreach Librarian in Special Collections, and Beth Juhl on a new WordPress blog for the Libraries, 365 McIlroy. This new communication tool has channels for Special Collections news and events, staff news, and updates on library electronic resources, in addition to general library-wide postings. Blog entries have been syndicated into the main library home page as well as the landing page for Special Collections. A blog post by Rachel Paul (Performing Arts and Media) on linked data received national attention from vendors working on the linked data standard and National Library Week guest posts by UA researchers provided insight into user perspectives on library collections and services.

C. Digital Collections
The redesign of this site required that Mr. Hurd delve into the rather complicated workings of the CONTENTdm digital asset management system. He was able to convert the somewhat clunky and dated “out of the box” pages generated by the CONTENTdm system into a clean and fresh interface that works equally well on mobile devices. In addition to the site redesign, Mr. Hurd worked with Martha Parker, head of the newly-formed Digital Services Unit, to maximize the exposure of our unique holdings and to design landing pages for new collections. They configured and enabled with OAI (Open Archives Initiative) tool to allow our collections to be harvested into gateway sites such as the Umbra African American Studies collection. This OAI tool also exposes our digital collections to our new discovery layer (see section II, below). New collections added during 2015-2016 include selections from the Cyrus Sutherland papers, a glimpse into the work of a key figure in the history of the University of Arkansas School of Architecture and in statewide preservation efforts.
D. Library Catalog

With more than 1.1 million searches a year, the library catalog is our most-heavily used database. Although the Libraries have offered a separate mobile version of the catalog for almost 10 years, its functionality was limited and it did not meet the expectations of today’s researchers on the go. The catalog interface is not simply HTML and CSS coding, but is a chimera formed by the interaction of business logic rules on the Sierra server together with MARC cataloging code, custom scripts, and more than a hundred system options settings. Mr. Hurd learned into this rather arcane setup and, working over the Fall semester 2015 was able to produce a fully functional, mobile-friendly version of the catalog in time for the Spring semester 2016.

The Libraries offered our catalog stylesheet and templates to other members of the Innovative User Group (IUG) community. Their reaction has been appreciative and enthusiastic:

“Congrats on your new responsive web page and thanks for sharing. It looks wonderful; much better than ours.”

“Kudos ...I’ve been waiting to see this kind of development for a long time. I am going to download it and try it on our staging server.”

“We are planning a redesign of our library catalog as one of our major initiatives that we’ll work on during the Summer and we’ve been looking at many other institutions’ catalogs as a start to the project. One of our favorites thus far is yours, and we’d like to emulate what you’ve done while (obviously) modifying it to reflect our local situation here.”

“OMG ~ this is all sorts of awesomeness!!
In all honesty, your catalog is truly superb looking shiny and functional. Thank you for sharing.”

E. Other Web Projects

Mr. Hurd Also assisted the new department of Scholarly Communications with some scripting to aid in ingesting theses and dissertations into the new Institutional Repository, ScholarWorks. The department collaborated with Special Collections to build a portal to all the manuscript and digital collections related to Senator J. William Fulbright; Mr. Hurd took the time to update many older HTML pages to the latest
Special Collections template and to bring them better in line with current practice. He worked with Kalli Vimr, Library Public Relations Officer and Joshua Youngblood, Research and Outreach Librarian in Special Collections, to improve the functionality of the exhibits database and associated galleries of images. In the coming year, he will be collaborating with Server Administrator Trent Garner to build SQL queries to deliver library catalog content to various webpages and to extract catalog records for the new discovery layer. A new LibGuides interface is in the testing stage and should be ready for fall.

Both members of the Web Services Department serve on the Discovery Implementation Task Force, whose activities are described below in section II.

F. Campus Web Activities
During 2015-2016, Library Web Services has become more involved in campus-wide web and technology initiatives. Dylan Hurd serves as our library representative to the campus Web Development Committee and was drafted to serve on an ad hoc “Tiger Team” charged with investigating the overall campus web structure. Towards the end of the fiscal year, both Hurd and Juhl began serving on campuswide committees working on form solutions and on how various web applications are vetted, selected, implemented, and maintained across the campus. The Libraries also expect to serve on groups related to campus-wide search, improved metadata for web pages, user testing, and web analytics.

II. Electronic Collections
A. New Electronic Resources
New Ebsco Resources
Due to a change in the Arkansas State Library statewide database program, the University Libraries were in a position to upgrade a significant number of databases on the popular Ebsco platform from indexing only to full text coverage:

- **CINAHL**, the essential index for nursing, was upgraded to **CINAHL Complete**, with full text for more than 1400 journals.
- **MEDLINE Complete** offers entirely new full text overage for the fields of medicine, nursing, dentistry, veterinary the history of medicine.
- The **Film and Television Literature** Index was also upgraded to full text coverage for more than 150 journals in film and television theory, preservation & restoration, writing, production, cinematography, technical production, and reviews.
- **Hospitality and Tourism Index** converted from index only to full text for more than 525 publications addressing hotel management, food service and beverage management, travel and tourism, event management, gaming, international cuisine, and travel law.
- **Library and Information Science Source** adds full text for more than 460 publications.
In addition, **Ebook Collections** were greatly expanded with five new subscription sets:

- **eBook Business Collection** offers more than 14,000 titles covering topics such as marketing, finance, supply chain management and entrepreneurship, with additional focus on career growth, personal development, communication and networking.
- **eBook Clinical Collection** includes 2,000 recent titles covering general practice, various specialties, topics in nursing and allied health, and supporting sciences.
- **eBook Education Collection** features nearly 3,000 titles ranging from introductory texts for undergraduate coursework to more complex and detailed works for advanced students and scholars as well as support materials for student teachers and professionals working in K-12 and higher ed classrooms.
- **eBook Religion Collections** offers more than 5,800 titles on philosophy, ethics, history of religions, Christianity, Judaism, Islam, Buddhism, religious texts, and more.

The Libraries were also able to purchase several archival collections based on periodicals held by the **American Antiquarian Society**. These collections provide important primary source materials for students in fields beyond history to include those looking for source materials in journalism and advertising, religion, transportation and commerce, and women’s studies or African American studies.

- American Civil War Periodicals, 1855-1868
- American Political and Social Movements, 1815-1884
- Commercial Periodicals from the Southern U.S., 1811-1877
- Religious Periodicals from the Southern U.S., 1801-1904
- Slavery and Abolition, 1879-1887

**PolicyMap** provides access to over 15,000 indicators related to demographics, housing, crime, mortgages, health, jobs, quality of life, and more. Users can view the data geographically at scales as small as street addresses or census tracts, through larger areas such as zip code, county, city,
metropolitan statistical area (MSA), or state. Some data also have unique geographies like school districts and political boundaries. This resource supports not only the GIS (geographic information system) research on campus but public policy, economics, education, political science, social work and sociology, and beyond.

Thanks to one-time funding from the Department of English, the Libraries started a one-year subscription to the complete Cambridge Companions Online database. Presenting the full text of more than 600 introductions and handbooks in the fields of literature, music, philosophy, history, religion, and classical studies, these volumes provide lively, accessible introductions to major writers, artists, philosophers, topics and periods. Each essay is written by a specialist scholar in the field, but designed to appeal to students and general readers. These are the perfect starting point for many a research paper.

At the end of the 2015-2016 year, the Libraries added several one-time purchases from our wish list. JSTOR Struggles for Freedom: Southern Africa (Aluka) has been on that list for some time. Supporting new faculty research areas and classes, Aluka offers a primary source collection on the complex and varied liberation struggles in Southern Africa, with an emphasis on Botswana, Mozambique, Namibia, South Africa, and Zimbabwe. Included are periodicals, nationalist publications, records of colonial government commissions, local newspaper reports, personal papers, correspondence, UN documents, out-of-print and other relevant books, oral histories, and speeches.
New **Mergent Archive** collections were also on the end-of-year acquisitions list. Mergent, formerly known as Moody’s, provides important business and economic data drawn from authoritative Dun and Bradstreet publications and reports. **D&B Country Reports** and the **CRB Yearbook** were added to existing archives covering company annual reports and Industry Norms and Key Business Ratios (KBR). Country Reports provide annual assessments of risks and opportunities by country; The CRM Commodity Yearbook has been the definitive source since 1939 for information on prices, markets, and narrative summaries on more than 300 traded commodities.

With funding from the Department of Journalism, the Libraries added new modules to our collection of Standard Rate & Data Service (SRDS) reports on media spending and markets. **SRDS Newspaper media, Print Media Circulation, and TV/Cable Media** join existing subscriptions to Website, Direct Marketing, and Technology reports. Together with SRDS tools Nielsen Segmentation and Market Solution and Ad$Spender, these resources provide journalism, marketing, and advertising students with real-world tools for designing ad campaigns, analyzing media use, and targeting market segments.

**B. Discovery**

With more than 300 databases to choose from, where should a beginning researcher start? In order to help even experienced researchers navigate an increasingly complex information landscape, many academic libraries have chosen to implement a “discovery layer” or a single search tool that can retrieve relevant resources across tens of thousands of ejournals, ebooks, and other digital collections. Acting on the recommendation of a library Discovery Analysis Task Force, the Libraries have invested in the Summon Discovery tool from ProQuest / Ex Libris. A small Discovery Implementation Steering Committee began work this spring to make the new service a reality for Fall semester 2016.

Tasks completed to date include profiling all our electronic journals, books, and databases to inform the search tool of our holdings. This project, which could have taken some months to accomplish, was largely in place already due to the excellent advance work of our electronic Serials team. The implementation team conducted an initial usability study (first impressions), working with 12 volunteer students, to enthusiastic response. Almost 2 million records from the Library Catalog were sent to be indexed; faculty catalogers worked on an intricate mapping file designed to allow our records to be fully functional in the Summon interface – complete with real-time location and availability. Records from the new campus Institutional Repository, ScholarWorks, Digital Collections, and Index Arkansas have also been harvested. At this time, the implementation team is working with subject librarians and library staff to customize the search interface and to get the service ready for a successful launch.

Dylan Hurd created a script to integrate Summon search results into the LibGuides and LibAnswers interfaces. This is a great aid to students who may use any search box as a way to find research
resources on their paper topics. Mr. Hurd made this solution available to other Summon libraries; in just the first week of release, the code was adopted by SUNY Buffalo, Pittsburg State (KS), Molloy College (NY), SUNY Geneseo, Arkansas State Beebe, the University of Calgary, Vancouver Island University (CA), and City University London.

C. Use of Resources

Online library collections continue to grow in number and reach. While use data is still being compiled for 2015-2016, the preliminary data indicate that the Libraries are on track to see close to 2 million items requested from library databases. During 2015-2016, there were more than 13 million remote connections to library databases, ejournals, and ebooks, with undergraduate students by far the most active remote users.

While large article databases popular with undergraduates, such as Ebsco, JSTOR, and ProQuest, dominated overall remote usage, it is noteworthy that more specialized research tools, such as Web of Science or ScienceDirect journals from Elsevier, are also frequently consulted from off-campus. New streaming media sources such as Kanopy and Naxos Video, are also responsible for significant off-campus traffic (255,615 and 155,512 hits, respectively).
D. Electronic Resources Management (ERM)

The ERM (Electronic Resources Management) module on the Sierra system is designed to streamline the licensing, acquisition, and cataloging of electronic journals. ERM allows us to make our most expensive resources available more quickly and reliably, and to better assess the use of those resources in order to make the most of our materials budget. During 2015-2016, the Electronic Serials staff (Lisa Lindsey, Cody Hackett, and Judy Robinson with the assistance of Judy Casada) created more than 36,000 new holdings records. We now manage all but a handful of paid journal titles with ERM, with more than 111,000 total holdings records for more than 75,000 journal titles. ERM allows library staff to update holdings on dynamic electronic resources more quickly, and to push out technical alerts efficiently.

Also in 2015-2016, information about administrative logins and passwords was added to more than 300 resource records in ERM. These credentials aid staff in gathering usage statistics or in contacting technical support staff at various vendors. The next steps for 2016-2017 are to code and scan license information and to begin to add usage data to order records to allow selectors to analyze and reallocate materials funds as curriculum and research needs shift.
III. Integrated Library System

A. Sierra Updates and System Administration
The Libraries received several software upgrades to the Sierra operating system from Innovative Interfaces. This “integrated library system” drives the acquisitions, cataloging, circulation, inventory, and many other aspects of library operations. Each release brings a number of bug fixes—but also new bugs—resulting in hours of work with Innovative staff to troubleshoot and resolve issues.

During 2015-2016, Elaine Roser and Beth Juhl made significant strides in adopting new label printers for Serials printing. Currently, Serials staff rely on outdated tractor-fed dot matrix printers, which are sadly prone to jams and malfunctions. With a prototype installation in the Law Library, we are ready to deploy new “Zebra” printers throughout Serials this summer.

Beth Juhl created a Sierra staff guide at http://uark.libguides.com/sierra to record standard procedures and troubleshooting tips.

B. Circulation Updates
Longtime Circulation Supervisor Sherryl Faulkner-Robinson has moved into a new role as a Sierra coordinator for the Circulation Module. Together with the User Experience Librarian, Kathleen Lehman, she has taken on many new projects to document and improve our use of this workhorse module within Sierra. Ms. Faulkner-Robinson created a loan rules database to allow for easier examination of loan rules and their relationships to locations and patron types. She and Ms. Lehman reviewed all the notice texts and edited them to be more consistent and friendlier throughout.

The Circulation Desks switched to all email notices, saving the Libraries and the environment to cost of printing, mailing, and filing approximately 3000 paper notices each year. This change was an important contribution to campus sustainability efforts. Work is in progress towards defining a new pick-up location for distant students that will allow the Libraries to automatically route those requests to be shipped to the remote student. Ms. Faulkner-Robinson and Ms. Roser are also beginning work on print templates for more engaging and attractive library notices.

C. Public Library Catalog
Please see the section I above for information on the stunning redesign of the library catalog.
IV. Personnel Notes and Accomplishments

Abstracts and Book Reviews


Other

Juhl, Beth (Head, Web Services) served as lead Functional Expert for Statistics and Reporting for the Innovative User's Group (IUG). This international organization for users of the Innovative Interfaces Integrated Library System (Sierra) puts forth a ballot of needed product enhancements each year. As the lead functional expert for the statistics, Juhl reviewed more than 200 submissions for the IUG enhancement ballot, contacting both librarians and III staff for extra information, rewriting submissions for clarity, and selecting the final ballot items. During 2016, IUG will be migrating to a new enhancements system and Juhl will be a member of the team cleaning out old requests and testing the new system. Juhl is also serving on the advisory panel for the next generation of the ERM product.