I. Electronic Collections

A. New and Expanded Collections
With careful stewardship of public and private funds, the Libraries were able to add several important research tools in the last year. By focusing on priorities identified in a strategic planning process, subject librarians identified targeting purchases across a spectrum of subject areas. These included:

**ARTstor**

ARTstor is a digital library of more than one million images in the arts, architecture, humanities, and social sciences. Users can search for or browse images by creator, time period, genre, type of work (e.g., sculpture, jewelery, architectural drawing), or by region where created. ARTstor images are contributed by museums, libraries, and universities worldwide and are intended for educational use. Instructors can create and share classroom presentations or shared web sites on particular themes in ARTstor; all users manipulate the high-resolution images in ARTstor by panning and zooming to focus on details. Beyond supporting students and faculty in fine arts and architecture, ARTstor will be used by researchers in history, drama, music, and many other disciplines.

**Cambridge Histories Online** offers access to more than 250 volumes of the renowned scholarly series. Including titles such as the Cambridge Ancient History, Cambridge History of Africa, Cambridge History of Ancient China, Cambridge History of Arabic Literature, Cambridge History of Isla, and the New Cambridge Medieval History, this resource will be used by students in beginning surveys through graduate seminars.

**H.W. Wilson’s Children’s Core Collection + Middle and Junior High Core Collection** offer selective, annotated lists of fiction and nonfiction books and magazines for children from preschool through sixth grade (Children's Core Collection) and for fifth through ninth grades (Middle and Junior High Core Collection), along with review sources and other professional aids for students in primary education fields.

**Ebsco’s Communication and Mass Media Complete** has already proven extremely popular with the large number of students enrolled in the basic undergraduate Speech class, as well as faculty researchers in Communication, Journalism, Education, and Psychology. Not only does this database provide comprehensive indexing for articles on topics such as nonverbal communication, media and popular
culture, and debate, it also offers the full text online of almost 400 journals. By switching from print subscriptions to online access for these journals, the Libraries were able to save money and provide round the clock access.

The Foundation Directory Online will prove to be an important tool campus wide. This comprehensive database of foundations, corporate giving programs, grantmaking public charities, and awarded grants provides multiple ways to discover funding sources for campus and community initiatives. The site includes additional information such as non profit tax returns, grantmaker-related news, job opportunities, and Request For Proposals (RFPs); grantmaker-sponsored publications; and officer and trustee affiliations.

GreenFILE is a new research database focusing on the relationship between human beings and the environment. With Indexing and full text from more than 600 scholarly and general interest titles, as well as government documents and reports, GreenFILE will be used by researchers in a number of programs under the sustainabilty umbrella.

THE JOHNS HOPKINS GUIDE TO LITERARY THEORY & CRITICISM

Compiled by 275 specialists from around the world, the Johns Hopkins Guide to Literary Theory and Criticism presents a comprehensive historical survey of the field's most important figures, schools, and movements. It includes more than 240 alphabetically arranged entries on critics and theorists, critical schools and movements, and the critical and theoretical innovations of specific countries and historical periods.

The Libraries added 2 new JSTOR collections featuring more than 350 core journals in the social sciences and humanities. The Arts and Sciences IV Collection has a strong focus on the professions of business, education, and law, and also includes titles in psychology and public policy and administration. The Arts and Science V Collection builds on previously introduced disciplines, adding important literary reviews and state historical journals. It will also widen the scope of core disciplines in the arts and humanities, such as philosophy, history, classics, religion, art and art history, and language and literature.

The Kirk-Othmer Encyclopedia of Chemical Technology is an essential reference source for chemical engineering and related fields, covering the properties, manufacturing, and uses of chemicals and materials, processes, and engineering principles, coupled with insights into current research, emerging technologies and economic aspects. In contrast to the 20+ volumes in the print format, a significant portion of the online Kirk-Othmer is updated annually, and researchers can access the content directly from their office, lab, classroom, or dorm.
The Libraries collaborated with the Smart Media Center in the Fay Jones School of Architecture to provide better campus access to their collection of art and architecture images using the open-source platform "MDID" (Madison Digital Image Database.) This resource, consisting largely of scanned slides from the collections of architecture faculty members, was previously only available to students in the architecture program.

The Synthesis I and II collections from Morgan and Claypool offer handbooks on engineering and technology topics. These "lectures" consist of 50- to 100-page electronic books that synthesize important research or development topics, each authored by a prominent contributor to the field. For the researcher, it provides an ideal introduction to new fields. These handbooks provide useful summaries of "state of the art" technologies and trends for engineering students.

Today’s students expect libraries to provide information in all formats, not only print. The Libraries continued to expand our offerings of streaming audio and video for classroom and research use. New online Music sources added this year include American Song, a collection of recordings by and about African Americans, American Indians, miners, immigrants, slaves, children, pioneers, and cowboys. Included in the database are the songs of Civil Rights, political campaigns, Prohibition, the Revolutionary War, the Civil War, anti-war protests, and more.

Classical Scores Library, also a part of the Music Library Online Collection, provides musicians with instant access to almost 15,500 scores and manuscripts. Although scores are vital to any library music collection, they can be difficult and expensive to collect, and, with multiple parts for multiple instruments, cumbersome to maintain. This online tool allows students to access and compare thousands of scores by keyword, composer, instrument, or other criteria.

IPA Source, an important tool for voice majors, is the web's largest library of International Phonetic Alphabet (IPA) transcriptions and literal translations of opera arias and art song texts. Using IPA Source, students can view syllable-by-syllable transcriptions of songs, and hear sound recordings of certain standard texts read out loud.

Newspapers form an essential component of historical research and yet the storage technology of older newspapers—the microfilm reel and reader—can be intimidating even to veteran scholars. Newspaper digitization, which can allow keyword searching of article, has opened whole new vistas for researchers. The new Nineteenth Century U.S. Newspapers collection offers a fully-searchable, facsimile archive of hundreds of U.S. papers, including the Arkansas Gazette (1819-1898), Arkansas Democrat (1846-1899), the Arkansas State Gazette (1836-1865), and the Morning Republican (Little Rock, 1867-1875). For each
issue, the newspaper is captured from cover-to-cover, providing access to every article, advertisement and illustration.

The PsycARTICLES collection of journals from the American Psychological Association (APA) contains more than 140,000 articles from over 70 journals published by the APA and affiliate societies. This important addition to our collections brings the core psychology journals online for instant access from anywhere.

Both SciFinder and Beilstein, top research resources for chemists, moved to the Web in 2009-2010. Reaxys offers a web version of both Beilstein (organic chemistry) and Gmelin (inorganic chemistry) together with patent information to form a formidable archive of publications dating back to the 18th century. SciFinder Scholar, from the Chemical Abstracts Service, covers publications in all areas of chemistry as well as providing registry information on chemical compounds. The new web versions for both these tools does away with the need for local software installed on each researcher’s computer, and also allows current students and faculty to access the databases from off-campus.

Thanks to contributions from several faculty members, from the Vice Provost for Diversity, and from the the Omni Center for Peace, Justice, and Ecology, the Libraries added access to the Slavery and AntiSlavery Transnational Archive. This collection of books, pamphlets, court records, and manuscript materials consisting of debates on slavery and abolition includes records from the American Colonization Society, from Oberlin's Anti-Slavery collection, from the American Missionary Society (Tulane), and records from the Library of Congress, the National Archives, Yale, Oxford, the Institute of Commonwealth Studies, and other archives. This exciting resource has already been used for assignments in African American Studies classes and should provide a unique venue for undergraduate and graduate students to encounter primary source documents.

The SRDS Local Market Audience Analyst provides demographic and market data by geographic place (major metropolitan area or county) and by kind of market characteristics, lifestyle activities, or attitudes (for example, do gardening, like to try new foods, participate in sports, own a pet). Heavily consulted by students in Marketing and Advertising classes, the print version of this information was held together by rubber bands. The online database allows students to cross-reference places and trends, and to output data to spreadsheets, creating more of a real world experience for corporate research.

Beyond new resources purchased in the previous year, the Libraries benefitted from the addition of several resources licensed by the Arkansas State Library through the LSTA (Library Services and Technology Act) program. These included new Gale journal article databases on topic such as food and hospitality, horticulture, diversity, and small business. Through OCLC’s FirstSearch service, the State Library also added access to the CAMIO collection of art images and the OAIster index to digital archives.
B. Access to and Use of Collections

1. Remote Use

During 2009-2010, remote use of library resources remained steady, at more than 6.6 million remote database requests (a 19% increase over last year). A noteworthy addition this year was the incorporation of Law resources into the “proxy server” so that Law faculty and students have round-the-clock access to electronic resources.

Due to licensing restrictions, students who are no longer registered for classes lose remote access to library subscription resources. This can lead to some consternation for students trying to complete a thesis, for those participating in a lab research project after completion of their degree, or for those who are studying abroad and who have not yet registered for the next year. The Head of Access Service and the Directory of Public Services worked with the Registrar and other campus offices over the previous year to improve communication on patron record policies and on new procedures for incorporating temporary students and other affiliates in a new table in the ISIS system. In addition, the expiration date of records was changed to the first day of the following semester, giving students the interim to get registered, rather than dropping access on the last day of the semester. These efforts have resulted in far fewer remote access issues at the end of each semester.
2. Federated Search and Discovery Platforms

One of the Libraries’ strategic initiatives during 2009-2010 was to “Investigate federated searching and discovery tools in light of the needs of our users and create a framework to evaluate and make recommendations regarding the most suitable product.” This charge was assigned to the InfoLinks Review Committee together with several subject librarians. Head of Systems George Fowler led this effort, which examined both federated search products, which broadcast a search to multiple difference databases and then integrates the results into one list of “hits” and the more recent technology of discovery layers or platforms. Rather than the sometimes slow and clunky process of integrating results lists from multiple database, Discovery services “ingest” indexing information about multiple databases, and create a local database of those references. Thus, searching is faster and the results list can be consistent. Both types of services aim to simplify the research process by allowing users to search across multiple resources and formats.

After careful review of our users’ needs and of the products offered by ProQuest, Innovative Interfaces, Ex Libris, and Ebsco, the committee recommended that the Libraries move forward with the Ebsco Federated Searching product, which will be implemented in Fall 2010.
C. Electronic Collections Goals 2010-2011

1. Work with Subject Librarians to implement the federated search product.
2. Work with Cataloging and Serials to improve the display for electronic serials holdings in the catalog and on the Web site.
3. Work with Technical Services to streamline electronic resources workflows and to move to a paperless environment.
4. Continue to explore and promote mobile versions of electronic resources (see Web section, below).
5. Continue to develop an online statistics repository (“data farm”) for use statistics and cost per use data to aid in selection and retention decisions.
6. Create enhanced subject portals for electronic resources.
7. Investigate new methods for customizing and enhancing the user experience in open access tools such as WorldCat.org

II. Web Development

A. Social Media and LibGuides
Sarah Spiegel and Amy Brown joined the Web Development group in 2009-2010 as we grappled with the operation goal of “Expand social networking technologies and mobile applications.” The group began our work by inventorying “social’ activities and accounts already in existence, including Twitter, YouTube, Facebook, and MySpace, in addition to the staff WordPress blog, social bookmarking, and events Flickr account. Management of these initiatives was streamlined and accounts were linked to yield more efficiency in our outreach efforts. For example, Sarah Spiegel, who had been managing the main library Twitter account (http://twitter.com/UARKLibraries/), was added as a manager on our Facebook account (http://www.facebook.com/UARKLibraries) so that she could share news items across both accounts. Lora Lennertz Jetton, who manages the UARKLib YouTube account (http://www.youtube.com/user/UARKLIB), posted videos on Facebook manually and also linked the video feed to our MySpace account. Molly Boyd began inviting library “friends” to events via Facebook, resulting in increased interaction with the page. Twitter feeds for the main library, for Performing Arts and Media, and for Fine Arts Library were incorporated into library web pages.

Amy Brown, Anne Marie Candido, Todd Cantrell, Lora Lennertz Jetton, and Sarah Spiegel presented staff sessions on social media and its use in libraries. These sessions were designed to alert staff of our current activities and to solicit their ideas and input for future directions.

These efforts yielded increased traffic to all our social accounts. For example, the refreshed content on our Facebook page has resulted in a 417% increase in the number of “fans” over the previous year (from 34 to 176). Video views were up 225% over the previous year.

Social networking goals for the coming year include increased marketing of the Facebook account on the main library home page, embedded videos on the web site, and creation of additional library widgets for Facebook.
The **LibGuides** service, which offers a web-based platform for subject librarians to develop research guides, was launched in October 2009. Easy-and fun- to use, LibGuides are much more than mere handouts. They offer many interactive features – comments and suggestions, RSS feeds, widget boxes, and online polls—common to social sites. Instructional designers who work with distant and online students have embraced the service. Students are pleased and surprised to find “a web page just for my assignment.” Since launching the site, more than 50 class and subject guides have been posted and the site was viewed **almost 6500** times.

**B. Mobile Initiatives**

AirPAC (below)

[Mobile apps page](#)

Participation in campus Mobile App (Images tool)

**C. Special Collections**

Arthur Morgan and Tin Nutt worked throughout the year on the migration to EAD (Encoded Archival Description) for manuscript finding aids. The EAD project has been a challenging one, required hours of research, trial and error, and parsing XML. The Diane D. Blair Finding Aid (MC 16320 was an example of an extremely important, large, and complex collection that was encoded in EAD and then transformed to HTML for web browsers. A new tool was developed that allows manuscript processors to input finding aid information into a simple form and then convert the information to EAD.

The long-anticipated Special Collections site was launched in March, 2010. This project was very labor-intensive in that it involved recoded many pages into standards-compliant formats, as well as reorganizing sections for news, manuscripts, research guides, and exhibits. The effort was well worth it, as the look and feel can be changed quite easily as the pages have valid markup, and a number of tools were improved with more readable layout, consolidation of duplicative materials, and enhanced functionality. For example, the Civil War Guide, which is a popular page for history students, was consolidated into one page with an interactive index.
Beth Juhl assisted Andrea Cantrell in posting the digitized archive of the Commonwealth College Fortnightly, funded by a gift from Professor Stephen A. Smith. Juhl created an index to the issues and collated the pdf files. This project has been featured on blogs at ALA and Oxford University.

Towards the end of the year, Web Services began to work with Systems and the new University Archivist on web pages about the collection and on the new institutional repository software, dSpace.

D. Pryor Center for Arkansas Oral and Visual History
The Pryor Center’s new web site, now independent of the Libraries’s site, was launched in Spring 2010. Arthur Morgan extracated the pages from within the Special Collections site, and created a new stylesheet and underlying database structure for the new version. He worked closely with Pryor Center staff on the administrative functions that allow them to post information about new interviews. A current project is testing the MP4 video format on the site.

E. Branch Libraries Redesign
Arthur Morgan recoded the web pages for Fine Arts, Performing Arts, Chemistry and Biochemistry, and Physics, removed any layout tables and adding enhancements such as Twitter feeds, book rotators, news functions, and more.

F. ARKLink Redesign and Google Maps
Beth Juhl moved the web site for the ARKLink academic library consortium to a new domain, and redesigned the site. A new interactive Google map allows users to find ARKLink libraries statewide and to get driving directions to the library. This Google map technique was then applied on the Libraries’ site for branch library locations.

G. Proxifier
A proxifier tool was added to allow instructors and students to proxy links for off-campus access.

H. Open Access / Scholarly Communication
Judy Ganson and Luti Salisbury developed an information page on Open Access; Beth Juhl assisted them in posting this information online. The content will now be ported to LinGuides.
I. InfoLinks Enhancements

A number of tools intended to enhance the user experience were added to InfoLinks, the library catalog.

The Cite This! Tool from OCLC WorldCat, which allows users to generate a reference formatted in APA, MLA, Chicago, or other styles, was added in December 2009.

At the same time, an AddThis bookmark tool was added to allow users to bookmark and share InfoLinks records to popular social sites or to send the records via email.

The “Text to your Phone” feature that allows users to send records to their cell phone continues to increase in popularity. During 2009-2010, the service was used more than 6,000 times, a 100% increase over the previous year. Systems assisted us in configuring the Express InfoLinks stations to be able to use this tool.

Deborah Kulczak and Beth Juhl worked on a project to enhance retrieval of Arkansas newspapers by time period. Cataloging added a special “decade” field to records for Arkansas newspapers and Juhl developed an external search form to allow users to search the newspapers by county, city, time period, or a combination of those criteria.

New features from Innovative Interfaces that have been incorporated into the InfoLinks service include “My Lists,” a function to save records to personal accounts, and improved wildcarding for keyword searches.

In the new fiscal year, the Libraries look forward to implementing a mobile version of the catalog.

J. StaffWeb Enhancements

Working with Systems, Arthur Morgan has moved administrative functions for news, personnel, committees, supplies ordering, exhibits, featured books, and more to the secure server, Sphinx. This move not only improves security of the web site overall, the LDAP login will be easier for staff members to remember than one we assign to them.
K. Web Development Goals for 2010-2011

1. Incorporate the new federated search product into the main home page.
2. Work with the University Archivist and Systems on the institutional repository.
3. Assist in the Ozarks Folksong and other digitization projects, as needed.
4. Complete the development of RSS feeds for news items.
5. Complete the database functionality for manuscript collections.
6. Redesign Index Arkansas.
7. Redesign InfoLinks.
8. Complete Migration of all backend functions to the new secure site.
9. Collaborate with Learning Collaborative on instructional technologies.
10. Continue creating search widgets for use on LibGuides and Blackboard.
12. Create a leisure reading page. We mean it this time.
III. Personnel Notes and Accomplishments

Non-Refereed Publications

Reviews


Presentations


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