I. Electronic Collections

A. New and Evolving Collections

During much of this past fiscal year, subject and technical services librarians were hard at work on trimming the serials budget, rather than attempting to add new subscriptions. For example, as a part of the cancellation process, the Libraries lost access to more than 800 underused journals on the Springer platform when it was determined that Interlibrary Loan would be a more cost-effective delivery mechanism than the purchase of the entire Springer package. Nonetheless, a few new databases were acquired, several with help from academic departments. These include:

The Oxford African American Studies Center: combines several important reference works, including the newly-published *African American National Biography*, to create a searchable gateway to the lives and events which have shaped African American and African history and culture. The database offers the ability to search or browse entries for persons, topics, time periods, primary source documents, maps, and charts and tables. Includes links to recommended web sources as well as teaching materials and features.

Social Work Abstracts, the comprehensive index to more than 450 social work and human services journals dating back to 1977. Produced by the National Association of Social Workers (NASW), the database provides citations and abstracts dealing with all aspects of the social work field, including theory and practice, areas of service and social issues and problems. This database was acquired with funding from the UA School of Social Work.

Mintel is an industry leader in providing detailed market intelligence reports on consumer products and attitudes, technology, and services. Now, University of Arkansas students can access the same comprehensive analysis used by marketing staff in top corporations worldwide.

The Chicago Manual of Style online provides the same guidance on writing and citation as one might find in the three-inch thick print edition. In addition to being available 24/7, the online version features a Q & A section, tables of proofreading marks, sample letters, diagrams of the publication process, and a quick guide to Chicago style. Since the Libraries acquired the Manual in January 2008, UA students and faculty have accessed it more than 6,000 times.

In addition, several specialized reference databases were acquired or expanded in the past year. These include:

- **Congressional Quarterly Electronic Library**: several resources covering politics and elections were added in time for the 2008 election cycle. These included CQ's Politics in America as well as Vital Statistics on American Politics. The Libraries also acquired a subscription to the electronic CQ Researcher, a weekly compilation on timely topics which is a rich resource for students embarking on speech assignments.
- **Europa World of Learning**: this international directory of more than 30,000 institutions worldwide allows users to search by place, by faculty member, and other criteria.
- **Gale Virtual Reference Library**: 35 new titles covering the sciences and basic reference topics, such as acronyms, biographical works, medical research, and the environment, were added to this collection of electronic books.
- **Oxford Reference Online**: new reference sources on dance, classical art and archaeology, theatre, and food and drink were purchased to augment this important collection of language and subject reference works from Oxford University Press.
- **Wiley Interscience Electronic Books**: more than 100 new technical and engineering handbooks and manuals were added to this collection, which enjoyed more than 2100 article downloads this past year.

It is a volatile time in the information services industry and 2007-2008 saw many mergers and acquisitions that affected the Libraries' array of electronic resources. In several cases, databases changed platforms as smaller publishers were obtained by larger vendors. This was the case with the Research Libraries Group (RLG) resources, Avery Index to Architectural Periodicals, Anthropological Literature, and Bibliography of the History of Art, which moved to OCLC's FirstSearch service. The same situation applied when the history databases, America: History and Life and Historical Abstracts, migrated from ABC-Clio to Ebscohost late this year. The Libraries continually review the functions and features of various database vendors to determine the most user-friendly and cost-effective means of delivering each service. To that end, some services, such as Food Science Technology Abstracts (FSTA), were moved to the Ebsco platform this year in order to aid students used to that familiar interface.

Database vendors seem to be engaged in a "features race" with one another, which means that the subject librarians often must quickly adapt to major interface upgrades at least once a year. During 2007-2008, Lexis Nexis implemented a radically new interface that represents a complete departure from previous versions. In addition, Access Science, several Gale databases, and, at the end of June, Ebsco, all saw new interface designs this year.
B. The Rise of Open Access Tools

A noteworthy trend in electronic collections is the growing popularity of large, multidisciplinary search engines that are freely available to all users. There was considerable excitement, for example, when the *New York Times* offered its archive of articles from 1851-1922 for free searching and reading. While initiatives such as this or the *Google Books* digitization project grab the headlines, the OCLC experiment in open access, [Worldcat.org](http://www.worldcat.org), has seen the most breathtaking expansion in content, use, and features in the last year.

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Begun as a free subset of the WorldCat union catalog that could be accessed through Google or Yahoo, WorldCat.org now includes the full contents of the WorldCat database with innovative clustering algorithms to group search results in user-friendly displays, faceted searching by format, subject, or other criteria, article citations and links to JSTOR, "cite this" buttons for automatic formatting in Chicago, APA, or MLA citation style, and many user customization options including the ability to save and post personal lists and reviews. Because WorldCat.org is freely available, the Libraries do not have precise data on how often our own students and faculty are using this new tool; however, remote access statistics show WorldCat.org in the top ten most visited sites, with almost 150,000 hits this year. Other freely available tools, such as Google Scholar and PubMed, also rank high in remote use, with more than 50,000 and 35,000 hits respectively. Just as these open access databases have quickly established themselves as efficient gateways to information, open access journal archives, such as Highwire or PubMedCentral, represent an increasing percentage of the Libraries' online journal holdings.

C. Access to and Use of Collections

1. Use Patterns

Use of online collections has held steady in the last year with 1.5 million searches reported by database vendors. In the last decade, database searches have grown by more than 400%.

More than 1.1 million documents (articles or chapters) were retrieved from library databases in 2007-2008, a slight increase over the previous year. More remarkable is the change over time, with a 371% increase since 2000/2001. While article download and session statistics were down in comparison to last year, much of the decrease can be attributed to missing data that had not yet been supplied by several database publishers.

2. Find It! and Find More! Linking Tools

Introduced in January 2008, the Libraries' linking service, Find it!, has quickly become an essential tool for the busy scholar. Find it! provides links from abstracting and indexing databases to full-text journal articles held by the libraries, and, by eliminating the need to check the catalog for each article citation,
saves the time of experienced and novice researchers alike. As one faculty member in the Walton College of Business exclaimed, "Find It has saved me more time than I can believe – never drop this!"

Find it! users clicked through to full-text resources more than 60,000 times in 2007-2008, with the top destinations including not only popular undergraduate resources such as ProQuest and Ebsco but also large scholarly journal collections from publishers such as Elsevier, Wiley, Blackwell, Springer, the American Chemical Society, and the American Institute of Physics. It appears that Find it! is achieving its goal of directing users to the appropriate content, irregardless of where they began their search.

A new linking service, Find More!, was introduced with the redesign of the library catalog, InfoLinks, in summer 2007 (more about the catalog redesign can be found below). Find More! allows users to pass their catalog search to article and reference databases, as well as to other local and national library catalogs. While the use if this resource is still in its early stages, Find More! has the potential to lead students to needed resources when their catalog search fails to yield enough information.
3. Remote Access

During 2007-2008, remote use of library resources remained steady, at approximately \textbf{6.8 million remote database requests, almost a 250\% increase in the last five years}. Undergraduate (44\%) and graduate (43\%) students continue to dominate the remote user population, demonstrating the importance of meeting our users "where they live" with new services such as 24/7 chat and online interactive tutorials. Students, with busy lives outside of campus, seem especially appreciative of the ability to work from anywhere with a network connection. As one distance student recently wrote, remote access is “an answer to my prayers.....I cannot thank you enough!”

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In late June 2007, the Libraries implemented a new authentication method that makes use of the campus UARK ID and password. For most students, the switch went smoothly and has meant one less login and password combination to keep track of. Use of these campus credentials is also more secure than the previous name / ID number combination. However, for some users, especially distant students who may not routinely make use of their UARK email account, the change has meant some emails and calls to library staff to troubleshoot library accounts.

D. Electronic Collections Goals 2008-2009

1. Continue to populate Integrate Find More! into the online catalog to expand research options for InfoLinks searchers.

2. Continue to develop an online statistics repository (“data farm”) for use statistics and cost per use data to aid in selection and retention decisions.

3. Investigate new methods for customizing and enhancing the user experience in open access tools such as WorldCat.org

II. Web Development

A. Overview

Overall visits to the web site were steady this past year, with more than 8 million successful requests for pages. The number of individuals visiting our site continues to increase as well, with more than 360,000 distinct visitors counted. These figures represent some undercounting of overall web traffic, as the Interlibrary Loan system, ILLiad, and digital collections site are not included in these statistics. In addition, better data filtering this year means that our figures are probably more accurate than in previous years.

A new statistical service, Google Analytics, was installed on all library web sites on July 1 in an effort to retrieve better demographic data about our visitors and their behaviors.
B. New Additions and Enhancements

Several new modules were developed for the site during 2007-2008. Some of the most noteworthy were:

**ILLiad Interlibrary Loan System**
http://illiad.uark.edu
In August 2007 Beth Juhl worked with Tess Gibson, Todd Cantrell, and Systems and ILL staff to implement an upgrade to the ILLiad ILL system. Juhl developed a new stylesheet and migrated more than 125 pages to the new format. This new version was launched in time for the fall semester and included features such as a password change / reminder and an undelete option for received articles.

**Pryor Center Media**
http://libinfo.uark.edu/SpecialCollections/pryorcenter/profiles/mcwilliams/mcwilliamsfrank2.asp
This ongoing project will determine the appropriate formats and workflows for posting video and audio content from Pryor Center interviews online. During 2007-2008 great progress was made on a prototype profile page that integrated an interview transcript, photographs, video, and audio files into one page. Arthur Morgan customized media player scripts and developed an animated slide show for still images. Work continues on media formats, captioning and workflow issues, and overall site design.
Civil Rights Digital Collection
http://scipio.uark.edu/
Arthur Morgan customized the CONTENTdm interface and designed the stylesheet for this online digital collection of 500 images and documents launched by Special Collections in January 2008.

Research Wizard
http://libinfo.uark.edu/reference/wizard/
Much of the year was spent on this project to create a research assignment calculator similar to those available at other academic libraries. Anne Marie Candido, Jan Dixon, and Lora Lennertz Jetton investigated and analyzed these calculators with the help of graduate assistant Rickey Carney, then proposed an outline structure, after conferring with the campus Quality Writing Center.

The Web Development Group determined that, rather than reinventing the same tool already available at other library sites, we would try to customize our research tool by integrating it with our database and subject specialist information, as well as with the video tutorials created by the Learning Collaborative and materials available from the Quality Writing Center. Arthur Morgan worked out the rather complicated programming for the time calculator (with the help of Todd Cantrell) while Molly Boyd, Anne Marie Candido, Jan Dixon, Beth Juhl, and Lora Lennertz Jetton each wrote outline sections. Megan Perez developed a handout on the types of information sources while Nathan Lord made the catchy graphic. The entire Web Development Group contributed suggestions and testing; the Wizard should be live for students to use in fall semester 2008.

CUfARL
Council of UofA Research Libraries
http://libinfo.uark.edu/cuarl/

Beth Juhl began working with Elizabeth McKee and her CUfARL committee in summer 2007 on a portal to K-12 resources produced by UA schools or by other institutions in the state. During 2007-2008 the site design and collection philosophy were gradually developed as the database of resources was populated. In Spring 2008, Megan Perez began work on a parent CUfARL site, along with a directory page of digital projects at various CUfARL member sites. Both the CUfARL parent site and the K-12 Portal went live in early July 2008.
Depository Library Centennial Exhibit
http://libinfo.uark.edu/govdocs/centennial/gallery.asp
Megan Perez worked with Arthur Morgan to create an online exhibit to celebrate the Libraries' 100th anniversary as a federal depository library. Perez, assisted by members of the reference and government documents staff, selected and scanned interesting items from a wide variety of time periods and agencies.

Diversity Pages
http://libinfo.uark.edu/diversity/
Megan Perez, working together with members of the Library Diversity Committee, created a new series of public pages to feature library diversity efforts. The pages not only include links to library and campus reports, but also feature new books on diversity topics, campus news, reading lists, and research guides.

Arkansas Academy of Science
http://libinfo.uark.edu/aas/
The University of Arkansas Libraries have partnered with the Academy to make previous volumes of their Journal and Proceedings available online. Volumes were sent to OCLC for digitization; Todd Cantrell assisted Beth Juhl in developing a procedure to create article and issue files from the separate scans. Juhl is working with Jessie Shoemaker to create metadata for the article files and to build the issue indexes. Though the project is still underway, volumes 1-23, 1941-1969, are now available.

Redesign Projects

Through the year, the group worked on several redesign projects for departmental libraries or units. The new Performing Arts and Media page was launched in summer 2007. This page featured several innovative elements that Lora Lennertz Jetton and Arthur Morgan collaborated on, including an
"anniversaries" widget that links to library holdings and reference information on each day's birth / death dates. The Maps and Geographic Information Systems page continued to evolve and was launched in mid-July 2008. Graduate assistant Ricky Carney reviewed the 2000+ entries in the geospatial and attribute links database as well as updating the ArcGIS tutorial. The new Fine Arts Library, also launched in July 2008, offers images of the library as well as a featured books function. This featured book module has already been incorporated into the Diversity page and is expected to be useful on other departmental pages. RSS feeds were added to the Chemistry and Biochemistry page.

C. StaffWeb Enhancements

StaffWeb Redesign
While the Web Development Group continued to explore tools such as SharePoint, blogs, and wikis for staff documentation and communication, work proceeded as time allowed on converting StaffWeb pages to a new template. By the end of 2007-2008, most administrative pages had been converted. A template that would allow department heads to manage their own StaffWeb materials is still forthcoming. A new stylesheet has been implemented that automatically provides format icons for non-html files.

Library Staff Blog, Tuesday Times
http://ualibrary.wordpress.com/
At a Cabinet meeting, Anne Marie Candido and Molly Boyd suggested a weekly newsletter or blog for staff events and issues. They worked with Elaine Dong to create the Tuesday Time blog, which has been published weekly since December 2007.

Personnel Database / Committees / Staff Profiles
http://libinfo.uark.edu/info/profiles.asp?email=tstankus
Arthur Morgan and Megan Perez worked to convert all committee information from static pages to dynamically-generated pages built from the personnel database. These new pages are still being tested. In addition, Morgan worked with Tony Stankus to design a faculty profile page that is being adapted for all staff. Megan Perez, Patricia Kirkwood, and Necia Parker-Gibson participated in testing these profile pages.

D. Security and Operating Environment
During much of the past year, the Web site was subjected to hacking attempts that led to defacement of news and exhibits pages. In order to create a more secure environment for the site content, it is a high priority to move to a SQL backend as soon as possible. Current site development is somewhat limited as we do not want to create more vulnerable databases.
III. InfoLinks

A. InfoLinks Redesign
   The new InfoLinks design went live on July 15, 2007, though it continued to be tweaked throughout the fall semester. At the same time, the New Books module was migrated to the "Featured List" function in Innovative and the "WebPAC Pro" functions of Spellcheck, 50 results per page, RightResult™ relevancy ranking, and a "Limit to Available" option were also enabled. Catalogers Cheryl Conway, Fred Chan, Elaine Dong, Mikey King, Deborah Kulczak, and Mary Walker spent considerable time and effort in create the Webpub.def file, which controls the display of MARC fields in the public catalog.

B. Text to Cell Phone
   In October 2007, Arthur Morgan customized a script from the TriCollege Library Consortium to allow users to send location and call number information to their cell phones. Since this tool was released, it has been used more than 1,200 times.

C. Toolbars and Plugins
   Several new add-on tools for InfoLinks were released in the past year. Beth Juhl created InfoLinks plugins for the FireFox and Internet Explorer browsers, as well as one for the Google Toolbar. A Facebook application that allows users to conduct InfoLinks and JSTOR searches from within their Facebook accounts was launched in spring 2008.
G. Web Development Goals for 2008-2009

The committee has identified several long- and short-term goals for the coming year:

1. Migrate all Access databases to SQL.
2. Complete the Special Collections redesign.
3. Complete workflow and standards decisions for Pryor Center media.
4. Implement and test the Research Wizard for fall 2008.
5. Create more secure forms and email tools to prevent spam.
6. Update electronic resources to better integrate free and fee resources. Add records for individual electronic books.
7. With the Learning Collaborative, revise the Library Tour and migrate it to the current web site.
8. Complete the StaffWeb redesign.
9. Use Google Analytics to de-busy the main page.
10. Work with the Libraries Marketing Task Force on outreach projects.
11. Create a leisure reading page. We mean it this time.
III. Personnel Notes and Accomplishments

Non-Refereed Publications

Reviews

Campus Committees / Activities / Positions Held
Beth Juhl serves as Secretary for Phi Beta Kappa, Alpha of Arkansas chapter (2008-).

Outside Professional Committees / Positions Held

Beth Juhl serves as webmaster for the ARKLink and the ArkIUG sites. ARKLink is a consortium of 47 college and university libraries in Arkansas. ArkIUG, the Arkansas Innovative User's Group, is association of public, academic, and special libraries in Arkansas using the Innovative Interfaces library system.

V. Attachments

A. Database Use Statistics

1. 2007-2008 Summaries
   Sessions
   Searches
   Documents
   Cost-Per-Use

2. Detailed Vendor Reports: A-Z

B. Proxy Use Statistics

C. Find it! / WebBridge Statistics

C. Web Page Statistics

BJ 9/8/2009