

LIBRARY

ANNUAL REPORT 2004

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LIBRARY

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A INTRODUCTION

2004 was a very interesting year, with some levelling off to more manageable levels of the student roll, a further strengthening of the NZ dollar to assist the collections budget, and a number of statistical trends confirming the changing nature of university libraries and the way we serve our users.

The impact of electronic information is clearly evident in the statistics for the Library web site. 681,251 visits to the Library home page were recorded in 2004, representing a 49% rise since 2003, and a 100% rise since 2002. The 792,022 visits to the Library site itself represent a 41% rise since 2003 and an 83% rise since 2002.

At the same time we are seeing only modest circulation increases at Wellington, or slight reductions in loans from the general collection of 3% for the Library system as a whole. Reserve collection loans are demonstrating more substantial decreases of 14%, as WebCT replaces some of that traditional reserve activity. In many cases, Web CT carries links to the URL of electronic library materials. Interloan statistics are also down as the Library is able to fulfil more needs from our resources with the large publisher packages in electronic form such as Elsevier's Sciencedirect Freedom Collection or the Taylor and Francis package which gives us access (at little additional cost) to the full range of their serials.

What is interesting is that visits to the actual library are not necessarily down. At Turitea visits to the Library (668,243) were 10% higher than in 2002, and at Wellington, visits at 470,879 were 2% higher than 2003. The concept of the academic library as "a public, social and learning space" for students (very apparent in overseas commentaries, especially from North America) may also be beginning to be evidenced here.

If so, then the current data about library space is of critical concern. Seating in the libraries does not meet the standard of one seat per 4.5 (EFT), and at Albany is 1:20 EFT. The TEFMA guideline of 1m²/EFT is also not met, except possibly at Turitea (and only if extramural services are excluded).

Current state of library buildings - December 2004

Location	EFTS 2004	Headcount Students 2004	Number of Volumes	Annual Growth (Vols)	Size	Size/EFT	Seats	Seats / x EFT
Albany	4,381	5,941	109,499	8,999	(UFA) 1,550m ²	0.35m ² / EFT	221	1:20
Hokowhitu	1,600	1,945 (approx)	98,623	5,832	1,157m ²	0.72m ² / EFT	162	1:10
Turitea	5,507	6,658 (approx)	756,102	17,602	9,772m ²	1.7m ² / EFT *	895	1:6
Wellington	4,226	5,613	106,517	9,317	1,774m ²	0.42m ² / EFT	219	1:19
Extramural	6,584	16,608	-	-	-	-	-	-
Total	22,298	36,765	1,070,741	41,741	14,253m ²	0.64m ² / EFT	1,497	1:10

* including extramural 0.64m²

Plans for a new library building at Wellington are then very welcome, and we hope that we will see progress at Albany before too long.

The strengthening New Zealand dollar has been a bonus to our collections budget this year, as was the grant from the Tertiary Education Commission to pay the upgrade cost (for two years) to the full Elsevier Freedom Collection. The move to the full collection has shown an increase in usage from 88,934 hits with the base (one third of titles) collection in 2003 to 159,009 hits with the full collection in 2004. This is a 78% increase in usage, and demonstrates the value of this comprehensive package.

Other key electronic purchases during the year included JSTOR (a digital archive of over 450 journals in the Arts and Sciences); the Journal Citation Reports (ISI), which will assist with PBRF counts; and back files (back to the first published volume) for the Elsevier Freedom Collection in six key subject collections (Business, Veterinary Science, Biochemistry Genetics and Molecular Biology, Psychology, Social Science, and Agricultural and Biological Sciences).

We also purchased a range of electronic books from Netlibrary, and the Elsevier Sciencedirect book series of 54 titles in business, management and economics. Reference titles in electronic form were also ordered including the Oxford English Dictionary, the new Dictionary of National Biography (Great Britain), and encyclopaedias in the areas of food science, dairy science, chemistry, neurological sciences and psychology.

It is interesting to note that Massey has been an early adopter in New Zealand of electronic formats (in part a necessity because of our multi-site operation). These developments have certainly been both timely and cost-effective for Massey. Our users are also good advocates of these developments. The statistics from the Institute for Scientific Information (ISI) for their citation product, the Web of Science (formerly Science citation index) demonstrates Massey as the heaviest NZ user, ahead of even the University of Auckland and the University of Otago.

However, if there was one defining moment for all these changes in the nature of university libraries it was probably the approval in March 2004 of a funding request for the establishment of an Information Commons at the Turitea Library. Space was reallocated on the middle floor of the Library to accommodate this new development, and by the end of the year work was completed. The Information Commons is a facility of 92 public PCs, supported by a shared help desk of library and ITS staff, and with access to both the library electronic collections and to common word processing, spreadsheet and statistical software. We eagerly await the reaction of students when semester begins, and hope that its success will lead to similar developments at our other campus libraries.

B NATIONAL SHARED SERVICES

(1) Archives

The University Archivist, Lucy Marsden, retired at the end of December. Lucy has done much to put the archives on a proper footing, and her hard work and professionalism will be greatly missed. Lucy's contributions to publications marking the 75th anniversary of Massey University should be especially noted.

During the year, the Library also funded digitization of ten early issues of "The Bleat", the magazine of the Massey Agricultural College Students' Association. "The Bleat" was in poor, deteriorating condition, but is a valuable source for the early history of the University. Digitization will preserve this information, as well as making it readily accessible.

A total of 97 enquiries were received from the public during the year, of which four could not be answered and five only partially answered.

A number of important accessions and donations were received during the year including:

- Professor Keith Thomson. Personal papers 1940-2000.
- Papers, notebooks, photographs and slides of Palmerston North College of Education, 1956-1996.
- Papers of Massey Rugby Club, 1933-1977.
- Sir Geoffrey Peren. Personal papers.
- Papers relating to the teaching of New Zealand literature, 1969-2001.

(2) Collection Services

A review of the Bibliographic Services and Receipts & Processing Sections, begun in 2003, was completed in July 2004, and implemented on August 9, 2004. The Sections were combined into one section named *Collection Services*, with monograph and serials groupings within the Section, and the respective Heads of Section becoming Collection Manager (for collection development and planning) and Collection Services Manager (for operational matters). The support of staff in the former sections for these changes is appreciated.

Staffing vacancies during the year have put some strain on the new Section, and added to workloads.

Considerable progress has been made in the updating and maintenance of catalogue records for electronic resources, which are a growing portion of our collection. Additional staffing contributed to this progress.

The high New Zealand dollar had a significant impact on monograph purchasing with a 12% increase in items acquired over 2002. The use of the new credit cards improved our ability to obtain audio-visual and out-of-print items.

The new Collection Manager position (a position common in other university libraries) soon proved its worth, with a smooth running of the Serials Review process, and good use of the new top-sliced book funds (and in particular the funding set aside for the purchase of texts and recommended reading). The new collection development funds (also part of this top-slicing) were used to improve business and management titles at Turitea and Albany, titles for the new design initiatives at Albany, and for sleep/wake, journalism, and performance design at Wellington. 2004 also saw the purchase of electronic books, and of electronic reference materials. The electronic format makes these ideal for the multi-site nature of the Massey system, and for our extramural students.

(3) Digital Services

This is the new name of the Library's Systems Section, and reflects the changes in emphasis from the traditional IT support role to one which also encompasses digitization initiatives and electronic storage.

The Section was involved in two major projects during the year. The first was the replacement of older PCs in the libraries (486s and Pentium 1s) by purchasing Pentium III computers decommissioned from the ITS laboratories. This has resulted in a marked improvement for both our public and staff machines.

The second project was the network upgrade at Turitea (last upgraded in 1992), and made necessary by plans for the Information Commons. This has greatly enhanced the speed of the network in the Library.

(4) Distance Library Service

We have finally been able to provide a PC for each staff member in the Section, and this has improved our ability to communicate electronically with students. In 2004, 23,557 requests to the Section came in the form of an email.

The trend in recent years of a decrease in journal article requests (reflecting in part the increasing availability online of our serials collection), and an increase in book requests, continued in 2004. The decrease in journal requests has slowed down, so in 2005 we may find that this trend has reached its bottom point. Book requests increased by 3% over 2003 to a total of 131,018. Despite the top-slicing of the book funds for the purchase of additional copies of recommended reading, the increase (8%) in holds and recalls reflects that it will take a little time to bring copy numbers up to a more desirable level.

(5) Māori Services

Significant progress has been made with the secondment of the Hokowhitu Librarian to be Kaihautu Māori (Māori Services Manager). The position has responsibility for the delivery of Māori services to the students and staff of Massey University, to advocate for Māori and Treaty of Waitangi issues within the Library, and to support bicultural initiatives.

In June, and after unsuccessful attempts in the past, we were able to fill the Māori Information Services Librarian position (Kaiwhakarato Pārengo Māori), which has a focus on providing information services to Māori library users.

These developments have improved the contact between the Library and the wider Māori community at Massey, and have resulted in invitations to participate on two significant working groups, one developing key performance indicators for the Māori @ Massey strategy, and one developing a Māori language policy and strategy for the University.

The Kaihautu Māori has written policy documents on a library response to the Māori @ Massey strategy, information literacy for Māori, and on the development of Māori resources and services which will have a major influence on library direction over the next few years. Ngā Kupu Ora, a collection of Māori material from the New Zealand Pacific collection, is to be established as a separate collection adjacent to the NZP collection, and this work was expected to be completed by Semester 1, 2005.

C REPORTS BY REGION

1 ALBANY

The Albany collection exceeded 100,000 volumes partway through the year, and continues to expand in size, range and quality.

A new Information and Learning Services Section was established with the appointment of Fiona Henderson as Head of Section. Staffing of the Information/College Liaison area continues to be a concern, with the immediate need for at least one more Liaison Librarian with the expansion of student numbers and College presence (and programmes) on the Albany Campus.

A review of Summer School services revealed that the Albany Library, because of internal courses, was receiving a very heavy impact, and additional fixed term staffing was approved to help with this demand.

Space remained a major preoccupation, with the growth of the collection unsustainable by mid 2005 unless a number of student study desks are removed. A draft client brief was prepared for the proposed new permanent library building. A post-occupancy review by external consultants on the temporary Albany building raised a number of serious concerns.

Albany's share of total library circulation is now 21.2%, and in 2004 there was an increase from 2003 in the number of items mailed to distance students.

A number of initiatives were undertaken, including sharing staff development programmes with the staff of North Shore Libraries and the Northland Polytechnic Library.

2 PALMERSTON NORTH

Palmerston North Librarian

A review of the report into the 1st Year Experience led to a number of changes in our services, including an increase in the number of renewals, an extension to Friday opening hours over the summer, moving videos to open access shelving, and planning for 8am opening in 2005.

Education material at Turitea was moved to Hokowhitu so that education books and serials were in one location, and an intrasite delivery service of books for staff was set up between Turitea and Hokowhitu.

A pilot mentoring programme for library assistants undertaking library and information management studies was established in late October and will be evaluated in 2005.

The Library, in a joint initiative with the Postgraduate School of Education, made a successful bid for a FIET grant to set up an online tutorial on information literacy skills for postgraduate education students. It is hoped that this will be a pilot for other disciplines.

During the second half of the year, planning for the Information Commons took place, with the Library and ITS working on this joint project.

Just as this was getting underway, the Library received a request, in association with the Student Centre development, to move its entrance to the ground floor so that the ramp could be demolished. This opportunity was received with alacrity!



The ramp turned to rubble

College Liaison Services

2004 marked the retirement of the foundation Head of Section, Graeme Siddle, who has contributed much to the development of the Section. His replacement was Jane Brooker.

College Liaison Services taught 133 classes in 2004, very slightly down on the 2003 figure of 137 classes. Much of their work focussed on postgraduate student groups, although they also assist with large 100-level class teaching. Demand for EndNote classes (a new initiative for 2004) grew rapidly, and at peak times during the year was being offered twice weekly. The Knowledge Management programme offered through TDU to academic staff continued to receive an excellent response.

Research consultations increased by 38% from 2003 (which had also seen a substantial increase over the previous year).

College Liaison staff also undertake the bulk of the selection of the collection for their subject area, and the strong New Zealand dollar meant that substantial improvements in our holdings could be made. A large number of library resource statements for new papers were written in 2004, and the Science College Liaison Librarians also reviewed library resources for accreditation visits by the American Veterinary Medical Association and the Institution of Professional Engineers New Zealand.

Document Supply Service

Interlibrary loan requests by Turitea users declined by 8% since 2003 and by 14% since 2001. Items supplied to other libraries have decreased by 9% since 2003. The significant decrease in both cases relates to journal articles, and reflects the impact of electronic journal collections at Massey and the other (mainly university) libraries.

Intercampus delivery of books increased by 40% in 2004 to a total of 27,412 items. By contrast, intercampus requests for journal articles decreased by 37%, reflecting the greater availability of electronic journal articles.

Ariel has been used increasingly for the supply of copies electronically to increase the speed of delivery both to our users, and to requesting libraries for material from Massey.

Since October 2004, Turitea staff have also begun processing interlibrary loan requests for the Wellington library.

Information Services

Total enquiries fell by 13% in 2003, continuing the downward trend that we have experienced in recent years. In contrast to last year, enquiries in each mode have fallen – face-to-face by 14%, email by 15%, and telephone by 7%. The closure of the New Zealand and Pacific Desk from the beginning of 2004 may have had an impact, especially on the face-to-face enquiries.

The installation of a new, colourful, Information Desk was a highlight of the year, with four consultation/help points, two of which are designed for longer consultations with seating.



The new Information Desk

Planning for the Interim Information Commons began in March and by the end of the year was nearing completion ready for Semester 1, 2005. There will be a total of 92 computers in the Commons, offering word processing and spreadsheet applications as well as Internet access to electronic collections.



Information Commons under development

A welcome development early in the year was the University's move to a single sign-on for all students, which means that each student now logs on to all University systems using their ID and Massey PIN. However, the number of enquiries relating to PINs has not lowered very much, indicating that a large number of students still do not know their PIN.

2004 has not been an easy year for web site development, with reduced systems support in the second half of the year. The University's Content Management System has added to the complexities. However, the first phase of the Subject Guides project was completed, new pages added on information literacy and managing reference, and several other pages were redesigned.

The number of information skills tutorials has risen slightly, although attendance has reduced, reflecting lower enrolments in business and science papers. Nonetheless, the Training Room has been very heavily booked for the first six weeks of each semester, with some classes turned away due to lack of availability.

There has been a significant increase in the number of electronic reference resources subscribed to, including the Oxford English Dictionary, the Dictionary of National Biography (Gt. Britain), and a number of Elsevier science encyclopaedias.

Lending Services

As a result of work being carried out on the concourse, the main entrance to the Library, and the Lending Section were on the move to the ground floor at the end of 2004. Lending Services undertook these changes in a very positive manner, and this was greatly appreciated.



New Lending Desk under construction

The Head of Distance Library Services took on the role as Acting Head of Lending, while the Head of Lending, on her return from overseas leave, was seconded as Acting Head of Document Supply.

The move of education books to Hokowhitu freed up some much needed space on Level 3 of the Library. Audiovisual material was moved to open shelving.

Issue statistics continue their downward trend with 10% fewer issues in 2004. This reflects in part the move to WebCT for student reserve material. Visits to the Library (668,243) still show a 10% increase on 2002, reflecting increasing use of the Library as a public learning space.

Palmerston North – Hokowhitu

Whilst issue statistics decreased by 7.8% on 2003, loans to distance students increased by 14.5%, reflecting the effect of the transfer of all education material to Hokowhitu. An intercampus delivery service for staff between Turitea and Hokowhitu was also commenced.

Orientation tours were conducted at the beginning of Semester 1, and all first year preservice students had a visit to the Library and an introduction to the catalogue.

A successful partnership has been built up between the English Language Centre and the Library.

Palmerston North – Ruawharo

There was a 35% drop in loans in 2004, reflecting the lower student numbers and staff at Ruawharo. However, 471 items were supplied to other Massey libraries by the inter-campus loans service, with peak demand at the beginning of each semester. Supply for distance requests increased by 23%.

The University completed a review of the Ruawharo site and this was reported to staff at Ruawharo in August 2004. Relocation options will obviously have implications for the library presence at Ruawharo.

3 WELLINGTON

The Wellington Library experienced another busy year in 2004, but with no major increase in the primary business indicators, unlike the previous year. Visits (door counts) increased by only 1.5%, and loans by 2.6%.

Space in the Library is very tight. The development of space in 5B and refurbishment of the staff area were welcome interim measures, but a date for the new library building is eagerly anticipated.

The New Zealand School of Music proposal gathered momentum during the year, and arrangements were put in place for reciprocal borrowing and cooperative collection building for the future.

The collection has continued to grow, reflecting the move from a polytechnic to a university collection. The volumes reached the 100,000 volume mark during the year. The Masterton collection of journalism material was purchased to enhance Australian holdings, especially in this subject area.

The insufficient number of public computers in the Library is a concern, especially with the growing use of WebCT dominating and reducing access for other students to the Library's electronic resources. We hope that additional computers will be devolved from Turitea early in 2005 to ease this problem.

D STAFF

Senior Appointments

- Anne Cameron as Acting Head of Hokowhitu Library (January).
- Spencer Lilley as Kaihautu Māori (January).
- Jane Brooker as Head of College Liaison (March)
- Fiona Henderson as Head of Information & Learning Services, Albany (September)
- Corin Pearce-Haines as Digital Services Manager (October).

Retirements

- Graeme Siddle, Head of College Liaison Services (end of January).
- Joan Gilchrist, Collection Services (end of May).
- Lucy Marsden, University Archivist (end of December).

Resignations of long serving staff

- Wendy Macaskill to become Palmerston North Regional Manager for the National Library of New Zealand.
- Diane Campbell, Collection Services, after 19 years' service.
- Patricia Kay, Albany, to become Librarian at St Cuthbert's College.
- Erica Marsden, Albany, to move to the South Island.
- Gaye Gardner, Collection Services, whose death in November is noted with great sadness.

Awards

- Bruce White and Rae Gendall (College Liaison) won second prize in the 3M Awards for Innovation in Libraries.

Training

A wide range of in-house, TDU and local training opportunities took place during the year. Staff attended the VALA Conference in Melbourne, the LIANZA Conference in Auckland, the Te Roopu Whakahau hui at Bluff, the Libraries and Indigenous Knowledge Colloquium in Sydney, the Off-Campus Library Conference in Phoenix, Arizona, the Life-Long Learning Conference in Rockhampton, Queensland, the AVCC Staff Development and Training Programme for Senior Librarians in Canberra, the NZ Law Librarians' Conference in Auckland, the CAVAL Leadership Workshop in Auckland and the Australia/NZ Music Librarians' Conference in Canberra.

Professional Activities

- Lucy Marsden served on the National Council of the Archives and Records Association.
- Corin Pearce-Haines and Fiona Henderson served as the Ikaroa and Hikowai representatives on the national council of the Library and Information Association of New Zealand Aotearoa.
- Corin Pearce-Haines, Wendy Macaskill, Jane Brooker and Rae Gendall served on the Ikaroa Regional Committee of LIANZA.
- Di Barnard served on the University Art Collections Committee.
- John Redmayne served on the Programme Advisory Committee for the Masters of Library and Information Science, Victoria University, and as the New Zealand representative on CEIRC, the Council of Australian University Librarians Electronic Information Resources Committee.

ACKNOWLEDGMENTS

This year has been a very busy one for staff, with major projects during the year. The successful conclusion of these is due to the hard work of the staff.

I would like to thank Associate Professor Peter Davie for his very able chairmanship of the University Library Committee until he stepped down in July, and Associate Professor Peter Lineham who took up the reins for the second half of the year.

Professor Luanna Meyer, Assistant Vice-Chancellor (Academic), has been a steadfast supporter and adviser, and whilst we wish her well with her change of direction from the end of the year, wish to note that she will be greatly missed.

John Redmayne
University Librarian
May 2005

E BUDGET

	2002	2003	2004
Staffing	4,040,000	4,241,499	4,608,233
Training and Development	70,000	71,500	75,000
Operational	959,500	946,376	961,804
Collections:			
Books	2,220,000	2,696,000	2,896,000
Print serials	3,000,000	2,627,000	2,627,000
E-serials	2,300,000	2,197,000	2,605,300
	\$12,589,500	\$12,679,375	\$13,773,337

F STATISTICS

WHOLE LIBRARY	2000	2001	2002	2003	2004
<i>Hours open per week (Turitea only)</i>					
*semester	89.5	89.5	89.5	89.5	89.5
*vacation	45.5	50.5	50.5	50.5	50.5
<i>Reader seating</i>	1083	1065	1027	1015	1003
<i>Inter-library loans</i>					
*original items supplied	5540	5284	4649	4047	4215
*photocopied articles supplied	6618	7232	9200	6873	5677
*original items received	2499	2467	2314	2317	2348
*photocopied articles received	7516	7217	6603	6329	5906
<i>Information Desk hours (semester - Turitea only)</i>	62.5	62.5	64.5	66.5	66.5
<i>Enquiries</i>					
*reference	10516	15427	21455	21252	21864
*directional	25115	24840	24289	26779	23779
*computer instruction	24450	19902	16372	11097	8827
*technical instruction	-----	-----	-----	7343	6852
<i>Orientation and Instruction</i>					
*number of tours	263	190	266	235	236
*number attending	1968	1543	2636	2182	1936
*number of classes	762	548	528	651	689
*number attending	7017	8537	10830	13254	12057
*consultations	654	612	416	596	676
<i>Loans</i>					
*general collections	585737	576575	599115	652876	642402
*reserve collection	98118	83168	81232	80971	72384
<i>Inter-campus loans</i>					
*books	30020	27933	40844	43947	45423
*photocopied articles	6908	5762	4066	4111	2940
<i>Distance services</i>					
*books supplied	133098	153533	185223	186031	191050
*photocopied articles	42243	40422	35345	32373	31509
*examination papers	9102	8882	9581	9861	11535
*subject searches	2165	1746	1406	1311	1220
<i>Technical Services & Collections (all sites)</i>					
*items acquired	47824	34936	40940	42956	45699
*items withdrawn	11165	7938	6239	19449	9980
*titles acquired	24334	22047	27253	23940	29671
*titles withdrawn	4331	3288	3736	7600	4828
*orders placed	23431	21305	30116	30261	32241
*current printed serial subscriptions	9541	9061	7628	7525	6637
*current electronic serial subscriptions	-----	-----	7232	10088	15127
<i>Library homepage visits</i>	-----	260271	432726	455687	681251