

**Library Self-study
Reports from Departments**

Periodicals

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Name of reporting department

Name of coordinator

Names of other staff involved in unit

1) Description of department or service

The periodicals collection contains over 1,000 current print subscriptions and provides access to over 15,000 electronic journals (for more information see <http://library.uwsp.edu/depts/per/per.htm>).

Print Periodicals

Print periodicals are located in 5 areas on second floor, all arranged alphabetically by title.

- Current Periodicals
- Bound Periodicals
- Compact Periodicals
- Microfilm
- Newspapers

Customer service to patrons is provided via the periodicals service desk located on 2nd floor (staffed all hours the library building is open). A unique feature of the UWSP periodicals collection is that our periodicals circulate (with the exception of microfilm). Faculty and staff have a 3 day check out period, while students have a 24 hour check out period.

The periodicals department offers a Photocopy Service to campus faculty. Copies are delivered via campus mail and charged back to the department's account.

Electronic Periodicals

Access to electronic periodicals is provided via SFX (an openURL link resolver) and the library catalog (Voyager). The primary access point to electronic periodicals is the Journal Title List A-Z link from the library's homepage.

It is difficult to obtain an exact number of electronic periodicals the library has access to because of duplication between online packages/databases, and the changing nature of content available online. The chart below attempts to summarize the sources of electronic periodicals and the number of titles available in each source.

	Number of Titles
Funded by UWSP	
Online comes with print	325
Online Only -- direct from publisher	46
Communication & Mass Media (EBSCO)	309
JSTOR	477
Sage Premier	453
SportDiscus (EBSCO)	355
Wilson	2039

Funded by UW System	
ABI Inform (Proquest)	1837
American Chemical Society	60
BioOne	91
CINAHL (EBSCO)	281
CQ Researcher	1
Criminal Justice (Proquest)	79
Emerald	206
GenderWatch (Proquest)	144
Institute of Physics	71
Lexis-Nexis	4344
Nature	36
New England Journal of Medicine	1
Project Muse	309
Psycharticles (EBSCO)	51

The UWSP library also has access to numerous online periodicals through Badgerlink. BadgerLink is a project of the Wisconsin Department of Public Instruction (DPI), Division for Libraries, Technology, and Community Learning. Its goal is to provide access to quality online information resources to all Wisconsin residents. Badgerlink currently contracts with five vendors (EBSCO, ProQuest, Thomson Gale, NewspaperARCHIVE, and TeachingBooks) to provide access to over 11,000 periodical titles and over 700 newspapers (including Wisconsin newspapers).

2) Who is served (may be staff, university, community)

- a. Students (undergraduate, graduate)
- b. Faculty
- c. Staff
- d. Community users
- e. Library departments (ILL, Archives, Main Circulation, Reference)

3) Staffing –

- a. Levels (faculty, LSA-Senior, etc)
 - i. The department consists of one faculty librarian and two classified staff (LSA—Advanced Lead). In addition, there are approximately 15 work study students during each semester (2 work study students during winterim and summer).
 - ii. Additional support is provided to the department by one faculty cataloger, and one administrative support person who assists with ordering and invoicing.
- b. Sufficient to meet service needs?

At this time staffing is sufficient to meet service needs. Staffing of student workers varies depending on time of year and funding available. There is concern that students will become more difficult to hire due to increase in minimum wage and static budgets.
- c. Well-qualified and trained?

Yes, however, as periodicals continue to move into the electronic environment, additional training will be required as technologies change.

4) Facilities – adequate for services?

- a. The main concern is for compact shelving which is over 20 years old and needs to be replaced. A portion is currently not working, and volumes had to be moved out of that area.
- b. Additional power outlets are needed for laptop use. Ideally, outlets located in the center of floor near tables.
- c. Other areas of concern for second floor:
 - i. Lighting needs improvement.
 - ii. Poor air quality resulting in staff respiratory problems
 - iii. Accessibility issues include area between shelving units not wide enough to allow wheelchair access, shelves too high for wheelchair access. These issues are resolved by asking for assistance at service desk. The men's bathroom is also not accessible on 2nd floor (or the entire building for that matter). One of the public computer terminals should be handicap accessible.
 - iv. Blinds need to be replaced on windows (patrons complain about sun glare).
 - v. Weather stripping of windows deteriorating. Has resulted in flood on second floor when piping that runs outside of building cracked, and water leaked in through cracked window stripping.
 - vi. Heating pipes routinely leak in 3 different areas on 2nd floor.
 - vii. Bats common on second floor.
 - viii. Green roof not being maintained (needs to be weeded – non library issue).
 - ix. Some periodical volumes housed in remote storage on 6th floor.

5) Technology – adequate for users and staff?

- a. Microfilm reader/printer and photocopiers are aging and need to be replaced. No current plan in place to do this. A scanner should also be purchased to update the library photocopy service (to be able to provide digital copies via email).
- b. Circulation workstation at service desk needs to be updated. We would like to implement a better set-up (especially with monitor) to more easily show patrons how to access online content. Keyboard has issues, especially reading new point cards.
- c. Personal workstations are adequate.
- d. The two public terminals on second floor need to be updated.
- e. Second floor also houses 1 pod which is an extension of the reference room computers. These are maintained by the campus IT department; however, the periodicals service desk replaces paper and toner as necessary.
- f. Current library catalog (Voyager) and OpenURL linking solution (SFX) work adequately, with a few minor bugs. However, there is duplication in work as both the SFX and Catalog records need to be updated when changes in holdings occur.
- g. With the increase in laptop use, it would be beneficial to provide additional power sources for patrons to “plug in.” Ideally, floor outlets located near tables.

6) Supporting statistics (last 5 years if available)

Current holdings as of 3/3/2008:

	Number of Titles	Number of Items
Bound	705	28,494
Compact	1836	39,725
Current	1016	14,243
Microfilm	968	27,006
Newspapers	12	n/a

Print Periodicals Expenditures

Year	Expenditure	Percent Change
2003	\$69,913.64	Faxon Bankruptcy
2004	\$339,639.20	n/a
2005	\$369,972.72	9%
2006**	\$332,642.42	-10%
2007	\$357,574.88	7.5%

**Periodicals cancellation project (180 print titles cancelled)

Current Periodical Usage Statistics

02/03	03/04	04/05	05/06	06/07
11,114	10,480	9,936	8,921	8,209

SFX Usage ("Find It" menu) Statistics

	2006	2007
Requests	109,397	111,770
Click throughs	88,437	88,424

"Requests" -- SFX links that were presented to a user via the SFX menu (FIND IT)

"Click throughs" -- SFX links (to full-text, OPAC, ILL, help) that a user actually clicked on (from FIND IT menu)

7) Results of current assessment activities

The periodicals department participated in three surveys during the spring 2008 semester. The results are summarized below.

According to the student survey, 50% indicated they have never used print periodicals in the past year, 22% had used them one time, 23% had used 2-5 times, and 5% had used more than 5 times.

According to the library representative and department chair survey, 45% of respondents agree that access to journal literature is adequate for his/her department, 5% strongly agreed, 23% were neutral, 14% disagreed, 14% strongly disagreed. When asked to identify specific gaps in access to journal literature the following subject areas were identified: ecology and wildlife, environmental education, chemistry, political science and philosophy, American literature, critical theory. A comment was made about periodical titles with embargos not being useful if the current content is not accessible.

Also, individual titles were mentioned (Science and Nature) as not being available online, when in fact, they are available online. It would seem some marketing/education needs to be provided regarding periodicals to which the library does have access.

The faculty as a whole was asked several questions pertaining to periodical usage, and the results are summarized in the tables below.

Question	Very Satisfied	Satisfied	Neutral	Dis-satisfied	Very Dissatisfied	N/A
How satisfied are you with the library's print and online journals in your subject area?	19%	36%	21%	12%	2%	9%
How satisfied are you with the ease of accessing electronic articles once you have found the citation/abstract?	26%	46%	10%	6%	1%	12%
How satisfied are you with the ease of accessing print or microfilm articles once you have found the citation/abstract?	12%	37%	14%	3%	0%	33%

During the past year, 35% of faculty respondents indicated they had never used the print journals, 11% had used one time, 26% had used 2-5 times, and 27% had used more than 5 times. It was found that the print periodicals are used for the following purposes:

Purpose	Percent Response
Browsing/reading current issues of journal in your subject area	64%
Photocopying articles	61%
Checking references	34%
Checking out entire volumes/issues	29%
Browsing/reading current issues of magazines/newspapers for leisure reading	18%
Looking up instructions to authors	14%
Other, please specify	13%

Over the course of a semester, 29% of faculty respondents indicated that they never suggest/require students to use print periodicals, 9% required one time, 42% required 2-5 times and 20% required more than 5 times.

When asked about the periodicals photocopy service, 58% of faculty respondents indicated that they were not aware at all about this service. Increased marketing to departments eligible for this service is in order.

Also, 57% of faculty respondents indicated that they are not aware of services such as table of contents email alerts or RSS feeds. This is another avenue to explore for future promotion/education to campus faculty.

8) Special projects underway or major changes being implemented

Currently there are two special projects underway. The first is a major review of periodicals that are available in duplicate formats (online and print). A “pay-per-article” service is also being considered as an alternative for high cost / low use titles.

9) Goals or desired directions of the unit

To provide users access to periodical literature in support of scholarly activity and research, student learning, teaching excellence, and curricular development.

10) Other information

11) SWOT analysis of the department – see attachment

12) SWOT analysis of Library – see SWOT appendix



Department: **Periodicals**

Participants: **Richard Kleifgen, Sara Weisensel, Mindy King**

S.W.O.T. Analysis

<p>STRENGTHS (Internal)</p> <ul style="list-style-type: none"> • Staff • Collection • Service Desk 	<p>WEAKNESSES (Internal)</p> <ul style="list-style-type: none"> • Unsafe compact shelving • Aging Equipment • Instability of Online Resources • Duplication of holdings information in SFX and Voyager catalog
<p>OPPORTUNITIES (External)</p> <ul style="list-style-type: none"> • Expansion of Photocopy Service • Increase Online Availability • Reevaluation of workflow 	<p>THREATS (External)</p> <ul style="list-style-type: none"> • Static Budgets / Journal Increases • Archiving E-Content • Google

Strengths:

- Knowledgeable and detail oriented classified staff committed to providing high quality service and access to periodicals. The two staff have longevity at the UWSP library, and provide an in depth knowledge of the collection (in terms of use, organization and history) to the relatively new serials librarian.
- The periodicals collection has been developed in cooperation with campus faculty to support curricular development, student learning, teaching excellence, and scholarly activity and research. Many of the titles are now available in an electronic format providing additional access points that are available 24/7.
- A service desk is staffed the entire time the building is open to assist patrons. In addition to regular classified staff, the service desk is staffed by well trained student workers who are knowledgeable and friendly. UWSP library patrons have the unique opportunity to check out periodicals in current, bound and compact sections.

Weaknesses:

- Compact shelving is a serious safety concern. Units rock when moved and a portion has tipped over in the past. A section had to be emptied and closed as a safety precaution. Problems have been routinely reported over the past 10 years, but little maintenance has been received.
- Microfilm and photocopy machines are all outdated and will soon need to be replaced. There is currently no plan to update or replace the current microfilm readers or photocopy machines. A microfilm scanner/printer has been looked at as a possibility. The periodicals area houses the only Point Card reader in the building. The reader is often “out of order” and patrons are frustrated when there is not another point card option.

- The library has access to over 15,000 periodical titles online. Often online links to these titles change, content is not updated online, or vendors no longer include content in their aggregated databases. This results in online content not being available when holdings indicate it should be. Currently, there is no system in place to routinely review online content to make sure it is accessible.
- Currently when title holding information changes the record needs to be updated in both Voyager and SFX. This results in duplicate work for periodicals staff. It can also lead to differences in information between the two modules and can be confusing to patrons to remember to check two difference places.

Opportunities:

- The library photocopy service could be enhanced by purchasing a scanner and providing desktop delivery of articles (instead of sending through campus mail). Another possibility is to implement a fee-based document delivery service to community businesses.
- Providing access to online periodicals will be emphasized while taking into consideration collection development guidelines regarding electronic resources and recognizing that it does not make sense to offer everything electronically.
- As the focus shifts from print to online content, staff responsibilities can be reevaluated to assist with such tasks as link maintenance and holdings updating.

Threats:

- Periodical subscriptions are exponentially increasing while library budgets are remaining static. The library can no longer afford to keep all titles it is currently subscribing to, and difficult cancellation decisions will need to be made.
- There is no consistent way of archiving online periodical content. What is there today may not be there tomorrow (or may have changed).
- Patrons often use other information resources as a first stop other than the library. They are finding articles using search engines such as Google. While sometimes the full-text of the article is freely available, often the user is required to pay for it.