MEMORIAL UNIVERSITY has identified three institutional pillars from which to develop innovation and excellence: research, teaching and learning, and public engagement. The frameworks are essential to advancing Memorial as a top public university in Canada and beyond, and to ensure that we build on and pursue global excellence in our areas of strength. Memorial University Libraries are important contributors and strategic allies in this endeavour as outlined in this report.

FRAMEWORK TAGS:
- Public Engagement (PE)
- Teaching and Learning (TL)
- Research (R)
Welcome to our first edition of Foreword, Memorial University Libraries’ Annual Report for 2013-14. Memorial University Libraries are a dynamic and evolving multi-campus library system committed to engaging students, faculty and the broader community with the highest level of services and access to scholarly information. Our libraries currently include the Queen Elizabeth II Library, the Health Sciences Library, the Ferriss Hodgett Library, the C.R. Barrett Library, the Music Resource Centre, the Education Library, the Harlow Campus Library and the Labrador Institute Library.

An annual report is not just an opportunity for reflection on the year just experienced. It also provides a forum to share our goals for the future. We are positioned to respond to the changing academic context of new and emerging teaching, learning and research demands from the various constituents we serve. These are transformative times in the evolution of universities and their libraries. Our history of embracing the digital environment in all of its manifestations has served us well; we continue to bridge the virtual world of digital resources with inspiring physical spaces that encourage collaboration, exploration and learning.

The strategic plan guiding Memorial’s libraries aligns with the university’s broader goals of teaching and learning, research and public engagement. Memorial University Libraries has committed to three signature projects paralleling the University’s frameworks. These initiatives are fundamental to the future of our libraries and their capacity to respond to existing and emerging library services.

I would like to express my sincere thanks to the librarians and staff of Memorial University Libraries, who bring unwavering dedication to the diverse roles and responsibilities they hold. Our responsibilities vary, but together we contribute to the successes of our students as they progress along their individual learning paths and to our researchers as they create new knowledge by pushing the boundaries of their chosen research interests.

I trust you will enjoy reading the first edition of Foreword. Your interest and continued support are appreciated, and your ideas and comments are welcomed.

Lorraine Busby, University Librarian.

“"The Memorial Libraries strategic plan aligns with Memorial’s broader goals of teaching and learning, research and public engagement.”"
Lisa Goddard is on a mission to make Memorial’s research more accessible so it gets the recognition it deserves and has lasting global impact. “A university is a publicly funded institution and we produce an enormous amount of research that is not just relevant to other academics but to the whole community,” said Ms. Goddard, the scholarly communications librarian for the Queen Elizabeth II Library who is leading Open Access (OA) initiatives at Memorial.

The term Open Access refers to free and immediate online access to scholarly research and the right to use and re-use that information as needed. The OA movement has the potential to dramatically transform the landscape of academic scholarship through increased exposure with audiences such as governments, private businesses and members of the wider community.

According to Ms. Goddard, it is a natural fit that libraries should play a key role in fostering OA initiatives. “Librarians have been involved in this movement from the very beginning because it is such a good philosophical match for us. Freedom of information and trying to make information available to as many people at the lowest cost possible is part of what libraries do.”

In traditional academic publishing, copyrights are signed over to commercial publishers who then charge readers to access the content. This means that a great deal of research material on the web is locked behind paywalls.

“For me, it is a way of making sure the research is used as widely as it might be, and that we really are fulfilling our mission to the community…it sparks innovation. Plus you have a lot of developing countries in the world who couldn’t possibly have access to literature about agriculture, literature about medicine, scientific literature, and other stuff that is extremely valuable in those countries,” said Ms. Goddard.

Memorial University Libraries is an OA leader and was the first Atlantic Canadian university to implement an OA author’s fund. “We invested $100,000 last year which still makes our fund one of the biggest in Canada,” said Ms. Goddard. “We have the open journals server, we have a research repository and we have an open access authors fund for publishing and those three pieces together really support a variety of different approaches to Open Access.”

“I think that there are an enormous number of benefits to opening up the academic and scholarly work for the world to use.”
CHECK IT OUT!

THE QUEEN ELIZABETH II LIBRARY’S Check It Out! Celebrating Culture series brings together an interdisciplinary mash-up of spoken word, dance, musical performance, poetry, storytelling and scholarly conversation, all in the pursuit of inventive teaching and learning strategies and public engagement.

“Check It Out! was conceived as a way to highlight our unique materials and expertise,” said Jeannie Bail, information services librarian, QEII Library, and a member of the Check It Out! organizing team. “We want to expose our users to the notion that libraries aren’t just repositories for books, they also function as cultural and community hubs in society.”

With a little help from Memorial’s Quick Start Fund for Public Engagement, a recent installment of the Check It Out! series — Poetry and Performance: The ABCs of Learning — featured the Idealicious dancers, a group of attentive preschoolers from Memorial’s Childcare Centre, poet and special collections librarian Patrick Warner, education librarian Beth Maddigan, and professor of education Fred Hawksley.

Picture a library — filled with contemplative minds. Now imagine the captivating sounds of live music and a dozen giggling children and dazzling dancers. For an hour these distinct realities coexisted together in the popular collaborative study space on the third floor of the QEII Library.

“For most people, the library is a place for study, dialogue and contemplation. It is also where unexpected intersections happen and we wanted to highlight that particular magic,” said Colleen Quigley, librarian responsible for the Performing Arts Collection, Archives and Special Collections, and member of the Check It Out! organizing team.

Louise McGillis, associate university librarian, Grenfell Campus, and lead on library public engagement initiatives within Memorial’s libraries, says working with academic and community partners is a primary goal of the program.

“Usually libraries are where researchers begin their work,” she said. “We wanted to host a celebration in the library, which is an ideal location to showcase the products of those research efforts. By including different partners, we were able to highlight in a very tangible and exciting way, the different perspectives and expertise.”

Ms. Quigley says Check It Out! is about exploring interdisciplinary expertise, and connecting the libraries’ collections, archival materials and resources with the communities they exist to serve. “We hope the result will be new and inspired ways of thinking about culture, history, art, research and learning.”

“For most people, the library is a place for study, dialogue and contemplation. It is also where unexpected intersections happen...”
The Memorial Research Data Centre (RDC) opened in the Queen Elizabeth II Library in 2013. The centre is part of an initiative by Statistics Canada, the Social Sciences and Humanities Research Council, Canadian Institutes of Health Research, Canadian Foundation for Innovation and a consortium of universities aimed at helping to improve and support Canada’s social research capacity and policy research.

The centre is the culmination of many years of planning and preparation and is the first of its kind in the province. A key component to the success of getting the RDC up-and-running was the support received from the Office of the Vice-President (Research), particularly Dr. Christopher Loomis who championed the project in its early days.

The RDC gives researchers access to statistical data that would have once required an out-of-province trip. They are now able to access, on campus, a vast array of data that can be customized and reshaped to individual research needs.

“Through the RDC, we can access Statistics Canada’s so-called big microdata – survey data of a large number of individuals in Canada, which allow us to study the social behaviour and attitudes of the Canadian population,” said Dr. Lisa Kaida, director of the RDC and assistant professor of sociology at Memorial University. “As a sociologist and social demographer, I have taken full advantage of the RDC data to study social issues like immigration, diversity, and inequality over the past 10 years.”

According to Dr. Kaida, Memorial’s RDC will also help train the next generation of social, education and health researchers. Students can benefit from a variety of RDC microdata to produce their master’s thesis, PhD dissertation or collaborative research with their supervisors.

“Memorial University’s Branch Research Data Centre provides its faculty members and students greater access to national statistical data resources,” said Dr. Richard Marceau, vice-president (research). “This contributes to intensifying Memorial University’s research activities in many key areas, for the benefit of the people of our province and beyond.”
There are causes that have the power to shake us from the comfort of our own lives and allow us to see how we can contribute to a better, safer world for others.
While different library employees shoulder responsibility for leading the fundraising initiatives each year, everyone in the building comes together to make a difference and at some time or another has been part of the committee. In recognition of those contributions, the Iris Kirby House plans on naming a room in the new wing of its St. John’s shelter in honour of the QEII Library.

“The dynamics of family violence has changed in society,” explained Ms. Tobin. “The women presenting at our door have more complex mental health issues and we are seeing a big increase in the sex trade. We are seeing a big increase in women involved with drugs, and we are seeing a big increase in the number of senior citizens and professional women who have now retired and decide that they are now going to reach out for our services.”

To date, Memorial University Libraries has raised $118,600 through raffles, bake/craft sales, monthly 50/50 draws and fall flea markets. The shelter, for its part, continues to provide vital housing and support services to more than 2,500 women and children each year.

But not all fundraising efforts are measured in numbers. Some are measured by impact. “For women who come to the shelter, by the time they reach out to us, usually their self-esteem is at an all-time low and they just feel they are down on their luck and they have nowhere else to turn,” said Gail Tobin, executive director of Iris Kirby House. “And to walk into a facility and to know that beyond the walls of that facility there are also people in the community that really do care about them…It gives them encouragement to move forward.”

While Iris Kirby House is now funded by government for operations, the valuable supplementary programming comes purely from fundraising efforts. “The work we need to do with those women comes from organizations that fundraise,” said Ms. Tobin, “and the QEII Library has always been consistent.”
A CAMPUS IS A COMMUNITY

Memorial University librarians, Jeannie Bail, Lorna Adcock and Janet Goosney are playing an integral role in the pan-university pilot program First Year Success.
DEVELOPED UNDER THE AUSPICES of the Teaching and Learning Framework, the First Year Success (FYS) program was created in 2012 with the goal of supporting students with entrance averages between 70-75 or for students who requested additional assistance that could be provided through the program.

The all-encompassing, full-time program introduces students to the university environment. It creates a foundation that will help them achieve academic success, in part by customizing courses that build critical thinking and communications skills, as well as one-on-one guidance.

The FYS program brings librarians into the classroom to introduce concepts and then to build on them in subsequent courses.

“Most of our information literacy instruction is what is considered one-shot classes,” said Ms. Adcock. “With FYS, we are integrated into the program and it is spread out over the term so we get to know the students better, we have a frequent presence in class.”

For student Cassandra Clark, the FYS program gave her a sense of community and much-needed confidence. “You are with people who are in the same situation as you, people who don’t start with the great grades, or people who don’t know what they want to do,” she said. The program was also vital to her understanding how Memorial University Libraries work.

“I would have had to ask somebody [at the information desk]. It would have been harder to find things,” said Ms. Clark. “Because when someone explains it to you once, you write it down then it’s great but most times you don’t write it down. When we did it with the program, we actually took notes...”

“First-year experience data collected by the Centre for Institutional Planning shows that students generally feel unprepared to use the library when they come to Memorial. For students who are already at risk academically, this can be a major barrier to their success,” said Ms. Goosney.

According to Ms. Bail, the program is a learning experience for everyone involved. “We actually learn from our students,” said Ms. Bail. “We see first-hand some of the challenges these students are up against and some of the things that might be affecting their GPA. Many of these students work until 10 or 11 at night and then have to study for their classes. It can be really hard. There are a lot of obstacles that get in the way of succeeding at university.”

Thanks to the FYS program, some of those obstacles are being removed. “The impact of the FYS program, comparatively speaking, is that FYS students measure higher in the categories of student retention and pass rates. They also report higher satisfaction with their first year at Memorial,” said Dr. Valerie Burton, academic director of the FYS program.

“By embedding information literacy, students become familiarized with the libraries and develop skills that can serve them throughout their course of studies for degrees and well beyond their years at Memorial,” Dr. Burton said.
CRYSTAL ROSE, public services librarian with Memorial’s Grenfell Campus and Harlow Libraries, has long recognized the power of YouTube as an instructional tool. She has used it to figure out everything from how to make hollandaise sauce to how to install satellite radio in her car. That got her thinking: “I love to have everything explained to me in a two to three-minute YouTube video,” said Ms. Rose. “I would say, particularly towards the end of semester, 50 per cent of the questions I was asked on the library reference desk were about citing sources in academic papers. I kept thinking, wouldn’t it be great for students to have videos answering these questions.”

After a quick search of existing YouTube videos on the topic of academic citation, Ms. Rose discovered that what was out there wasn’t really appealing, especially to students who like quick, accessible information. “Many of the existing tutorials were too long, some as long as 30 minutes, and were mainly narration over screen shots. I wanted a “real live” librarian to be in the videos, recreating the one-on-one service experience students get at the reference desk. I also wanted the videos to be short.”

Ms. Rose knew she would need video expertise so she enlisted the help of the professionals from Distance Education, Learning and Teaching Support (DELETS). “Being filmed is an interesting experience. Making sure you’re not speaking too quickly or too slowly, maintaining eye contact with the camera, reading off a teleprompter, were all things I had to learn how to do very quickly. I also learned a lot about editing information down into its most essential components in order to keep the content of the videos as short and succinct as possible,” she said.

The partnership with DELETS was a fruitful one. Since the APA Style videos were uploaded in September 2013, they’ve received a total of 32,950 views. Ms. Rose also recently filmed a series of videos on MLA Style and worked with humanities research liaison librarian, Kathryn Rose, on videos for Chicago Style.

“We are fortunate to have been part of Memorial University Libraries’ citation guide videos, which have been a great success with students,” said Susan Cleyle, director of DELETS at Memorial University. “The video production and multimedia expertise of our team helped to bring the citation guides to life in a clear, concise manner.”

“We can communicate more effectively to students through social media than through traditional means, and could be using it to provide reference and instructional services to promote our collections and programs,” said Ms. Rose.

Grenfell Campus Library was the first library in the province to have a Twitter account, and was the first library at Memorial to adopt Facebook, Pinterest and Instagram. “We’ve been using social media since 2009, so it only seemed natural to explore YouTube as a tool to connect with our users,” said Ms. Rose.

Memorial University Libraries’ web services librarian Krista Godfrey says social media supports the libraries’ broader goals of research and teaching and learning. “Through a best-practices approach of targeted social media platforms, we are really trying to engage, communicate and create lasting relationships with our user community.”
CELEBRATING SUCCESS

CU EXPO 2013: ENGAGING SHARED WORLDS, was held in Corner Brook, N.L., from June 12-15, 2013, and was co-hosted by Grenfell Campus, Memorial University, and the City of Corner Brook, with support from the Provincial Office of Public Engagement. The staff and librarians of the Ferriss Hodgett Library were crucial to its resounding success. Louise McGillis, associate university librarian, served as the chair of the conference steering committee, and Crystal Rose, public services librarian, was responsible for registration, logistics, hospitality, and promotion and communications. The library staff ran the conference registration desk and provided technical support for concurrent sessions.

SLAVKO MANOJLOVICH, Memorial University’s associate university librarian of information technology, was appointed to an international expert panel on Memory Institutions and the Digital Revolution created by the Council of Canadian Academies. The panel has been tasked with exploring how memory institutions such as libraries, archives and museums are managing and preserving the massive amounts of records generated as a result of the digital age.

PATRICIA BRYANT, Health Sciences Centre Library, received the 2013 President’s Award for Exceptional Community Service in recognition of her many years of community service.

LIBRARY AUTHORS

- Patrick Warner, Medieval Manuscripts & Early Print Works at Memorial University
- Beth Maddigan, co-author, Community Library Programs That Work, Building Youth and Family Literacy
- Sheilah Roberts, Rain, Drizzle and Fog

Ordinary people with commitments can make an extraordinary impact in their world.

- John Maxwell Hamilton
Here when you need us. 42,479 reference questions answered.

The oldest complete printed book in our collection is an edition of the Roman poet Martial’s poems, printed in Venice in 1480.

Did you know...

There are 233,873 pages of Newfoundland and Labrador newspapers available online through Memorial University Libraries’ Digital Archive Initiative. The papers date as far back as 1879.

The Archives and Special Collections Division holds North America’s largest online collection of performing arts posters, with more than 3,000 posters.

TRAVEL THE WORLD

in QERI Library’s map room which holds more than 15,000 maps, from Narnia to Middle Earth to the red planet Mars and all the miles in between - we are the originators of affordable travel.

Contrary to popular belief, the QERI Library was not built backwards. Southern light creates too many shadows and bright sunlight intrusions (not a good situation if you’re sitting by a window trying to get some serious reading done). The building is tiered to get the most from the northern light.

Put your feet up, dream, and read

2,454 comfy seats

2013-14

From our libraries to your imagination

115,130 items loaned

2,454

2,994 Streaming Video Titles

811,622 ebooks

52,566 Streaming Audio Titles

92,859 E-Journals

1,435,716 Book Titles

The Commons in the QERI Library had a monthly average of more than 15,000 logins in 2013-2014.

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