

# IRA A. AND MARY LOU FULTON LIBRARY

ANNUAL REPORT & STRATEGIC PLAN

2021-2022



# LETTER FROM THE DIRECTOR

I often look at the end of an academic year with pride at what the Fulton Library team accomplished. When I look back at the 2021–2022 year, I am amazed at our progress and the long list of accomplishments. It was a banner year for Team Fulton!

Throughout the last academic year, we made major progress improving our space to meet current student needs, addressing requests for more quiet/private study spaces, more flexible study areas, and an improved family study area. Much has changed since the building opened in 2008, and we want to make our library warm and welcoming to all who enter our building. We spent time over the last few years surveying and observing students to see what they needed. At the end of this academic year, I think we will be much closer to meeting those needs.

Team Fulton is made up of hard-working staff, and we often ask people to carry additional responsibilities beyond their core job duties. Since this isn't sustainable with a growing university, we looked for ways to rethink our organization and provide necessary support. Although we were only able to add part-time positions and revise existing positions, the redistribution of workload has helped us provide better service and increased our visibility on campus and off.

As a library, we can never forget that the heart of our mission is to provide the information our campus needs to support curriculum. We focused on improving our diversity, equity, and inclusion resources to ensure we have information to support all student research. I'm proud of the work we are doing in this area, and we will continue to prioritize representing marginalized voices.

The last academic year prepared the Fulton Library for the future, and I can't wait for you to learn more about our accomplishments.



Lesli Baker  
Fulton Library Director

# MISSION & VALUES

## MISSION STATEMENT

The Fulton Library provides user-centered services, various learning spaces, and essential resources that support the university's mission of educating students for success in work and life.

## VALUES STATEMENT

The Fulton Library aligns our values with UVU's Core Themes:

### EXCEPTIONAL CARE

- Supporting all students at any level, background, or experience to achieve academic success
- Recognizing needs and adapting services
- Respecting diversity, inclusion, and equity for each student
- Recognizing the contributions of all library staff in the success of the mission
- Providing learning spaces for students to achieve academic success
- Supporting academic success through individual help and high levels of customer service
- Providing resources to support diverse thought and various learning styles

### EXCEPTIONAL ACCOUNTABILITY

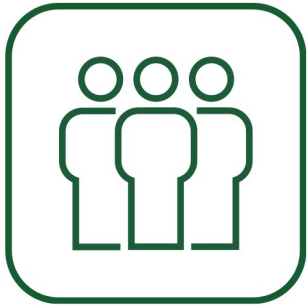
- Being fiscally responsible stewards to meet demands of a growing campus
- Reallocating funding and positions to meet changing needs

### EXCEPTIONAL RESULTS

- Preparing students for lifelong learning
- Utilizing assessment data to determine success
- Collaborating with faculty to build quality collections and to support curriculum



# BY THE NUMBERS



508,762 LIBRARY VISITORS



18.99  
visits per full-time  
enrolled student



130%  
increase over  
2020-2021\*

## LIBRARY INSTRUCTION

### VIDEO INSTRUCTION



6,332  
views



343%  
increase\*

### RESEARCH WORKSHOPS



80  
sessions



167%  
increase\*

### FACE-TO-FACE INSTRUCTION



448  
sessions



153%  
increase\*

### WRITTEN TUTORIALS



3,866  
views



10%  
increase\*

## LIBRARY REFERENCE



6,824  
reference consultations



67%  
increase\*



2,922  
virtual chat questions



130%  
increase\*

\*The COVID-19 pandemic impacted service statistics.

# 32,998 ITEMS CIRCULATED



13,202  
books (non-textbook)



4,028  
textbooks



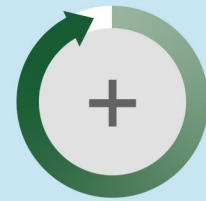
11,400  
equipment items



2,791  
media items



1,037  
laptops



93%  
increase

## WEBSITE STATISTICS

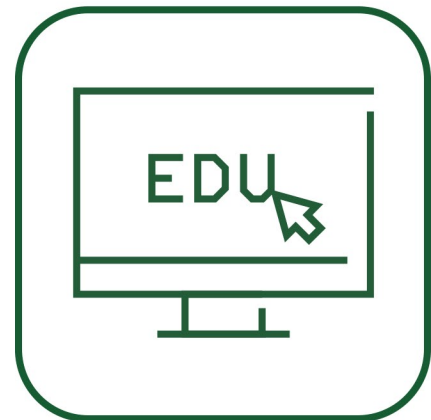
# 373,444 WEBPAGE VISITS

database searches: 912,528

digital collection clicks: 166,974

subject guide views: 90,736

scholars' open archive downloads: 10,979



## LIBRARY USE & STUDENT PERSISTENCE

### LAPTOP & HOTSPOT CHECKOUT\*



8.1%  
increase in  
persistence\*\*

### TEXTBOOK RESERVE CHECKOUTS



2.4%  
increase in  
persistence

### LIBRARY DATABASE USAGE



3.5%  
increase in  
persistence

\*Hotspot checkout was discontinued Summer 2022. \*\*Among first-generation students.

# REBOUND & RENOVATIONS

THE IRA A. AND MARY LOU FULTON Library's 2021–2022 academic year is notable for a return to pre-pandemic procedures and significant building renovations. In our endeavor to support the university's mission of educating students for success in work and life, we provide user-centered services, various learning spaces, and essential resources. This year, we rebounded from pandemic closures and remodeled key service points in the library. Following multiple semesters of emergency adjustments, students have returned to the Fulton Library to learn, to engage, and to thrive.

Throughout the academic year, student use of library services, spaces, and resources returned to pre-pandemic levels. Library staff reinstated previously suspended services, such as textbook reserve, equipment check-out, and on-campus book delivery, while continuing to embrace services introduced

during the pandemic, such as laptop check-out. Significantly, the library saw more than 500,000 visitors this year, an increase of almost 130% from the year prior. Following multiple semesters with empty parking lots and remote learning, our services returned, demand increased, and procedures returned to normal.

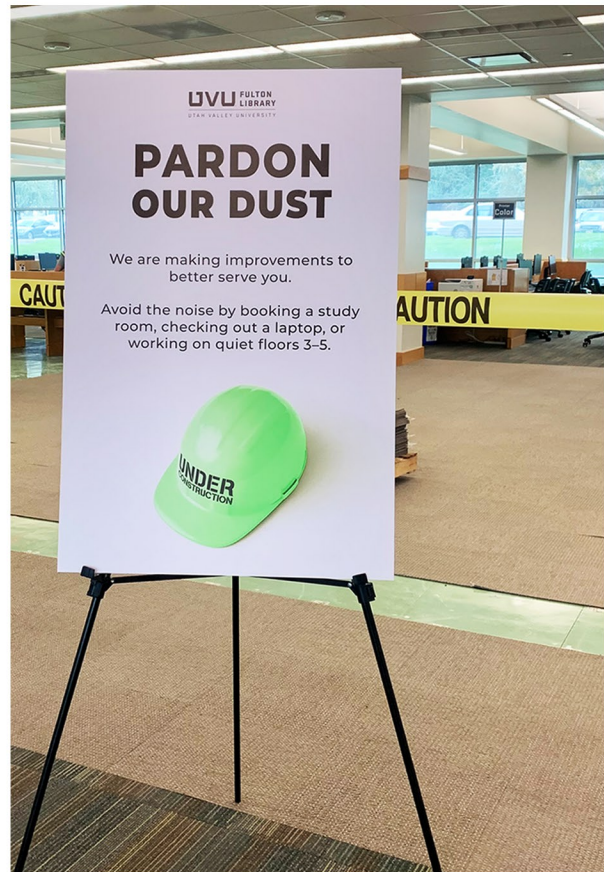
As students returned to campus, the Fulton Library underwent multiple remodels to help them thrive in their personal and professional lives. Assessments from the past four years showed students wanted additional study space, private study areas, and increased proximity to outlets. Parent-students, on the other hand, needed improvements to the family study room, requesting closer access to a restroom, comfortable furniture, and increased childproofing. To address these needs, the library self-funded remodels of the first-floor Information Commons and



Research Help Desk, then sourced HEERF funding to finance 37 individual study pods, study room tech improvements, and a family study room remodel. With additional funding from generous donors, the library began construction on the first floor and new Gibson Family Foundation Study Suite in Summer 2022, with the renovation expected to complete Fall 2022.

Following this year of renovations, the library looks significantly different—the first-floor shelving and café booths have been replaced, with new carpet, open seating, and more comfortable furniture taking its place. The Gibson Family Foundation Study Suite is now on the east side of the first floor, and has new study rooms, play areas, and bathroom facilities—complete with a lactation room and two changing stations. This remodel significantly expands parent-student study areas, increasing their access to library services while they save on childcare costs.

The Fulton Library’s mission—to provide user-centered services, various learning spaces, and essential resources—has been stalwart through the challenges of recent years. With a renewed student population on campus, our facility remodels have



removed barriers for students as we support UVU’s values of exceptional care, exceptional results, and exceptional accountability. Using assessments and thoughtful consideration of varying student needs, the Fulton Library has provided consistently exemplary facilities and resources to the UVU community.

## RENOVATIONS IN THE LIBRARY

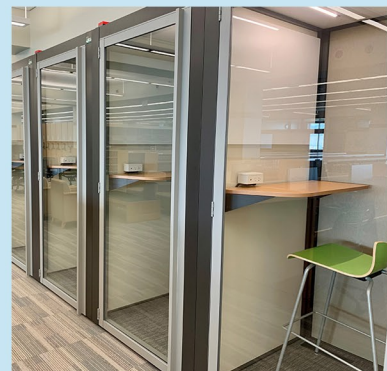
RESEARCH HELP DESK



GIBSON FAMILY FOUNDATION STUDY SUITE



37 NEW STUDY PODS



# ANNUAL HIGHLIGHTS

## SERVICES

- Hosted 24 editions of the *Roots of Knowledge* Speaker Series in partnership with the Women's Success Center.
- Redesigned the library website, remediated more than 90 documents for accessibility, and brought the Fulton Library and *Roots of Knowledge* websites up to top accessibility standards.
- Instituted a new fines and fees policy to eliminate most charges for overdue material.
- Created a new Fulton Library Marketing and Communications department to promote library services to the UVU community.
- Implemented an auto-renewal policy for circulating material.
- Celebrated the *Roots of Knowledge* 5<sup>th</sup> Anniversary and hosted five *Roots of Knowledge* events with hundreds in attendance.



## SPACES

- Renovated the first-floor Information Commons for increased student study space and comfortable seating.
- Installed 37 study pods on the first and third floors to accommodate individual study and online course attendance.
- Remodeled the Gibson Family Foundation Study Suite with four study rooms, child-play areas, restrooms, and lactation rooms.
- Constructed a new Research Help Desk near the library's entrance, which resulted in a boost in traffic.
- Installed an improved public announcement system for emergencies and closing announcements.
- Added improved audio-visual equipment in library study rooms.

## RESOURCES

- Restarted the library's equipment checkout, reserves, and on-campus book delivery, all of which were suspended during the peak of the COVID-19 pandemic.
- Purchased more than 2,600 items and added more than 650 donations to our collection.
- Relocated the children's, browsing, oversized, and reference collections from the first floor to floors two through five.
- Created seven new digital collections on topics including UVU and local history.
- Published 44 online subject guides detailing research resources.
- Improved overall collection diversity, with 37% of total book purchases on topics of diversity and inclusion.





## NEW MARKETING & COMMUNICATIONS DEPARTMENT

This year, the Fulton Library introduced a new Marketing and Communications department with the mission to support and engage a diverse UVU community. From overseeing library events and social media to creating compelling design and copy, the new department adopted the responsibility to inform students of essential services, spaces, and resources. The library reclassified multiple roles to build the new department, reducing expenditures, streamlining processes, and removing specialized, non-librarian tasks from professional librarians. Comprising a communications specialist, graphic designer, copywriter and editor, and research assistant, the Marketing and Communications department increases awareness that all are welcome in the Fulton Library.

### SOCIAL MEDIA GROWTH

#### INSTAGRAM



75,316 accounts reached  
603% increase

#### TIKTOK (NEW!)



110,616 views  
813 followers

#### FACEBOOK



13,132 accounts reached  
83% increase

## ROOTS OF KNOWLEDGE 5<sup>TH</sup> ANNIVERSARY & SPEAKER SERIES

Created by Holdman Studios and located in the library's Bingham Gallery, *Roots of Knowledge* is a sweeping stained-glass exhibit of human history and evolution. This year, the Fulton Library celebrated the fifth anniversary of the windows, marking the occasion with special events, commemorative catalogs, and notable speakers. In particular, the Fall 2021 Speaker Series featured milestone lectures from Tom and Gayle Holdman, the owners of Holdman Studios, and UVU President Astrid S. Tuminez. Half a decade after its installation, *Roots of Knowledge* continues to be a public service and artistic landmark.

In addition, the 2021–2022 Speaker Series featured two dozen presentations by faculty and scholars. With the theme of “Women in Education,” the Fulton Library partnered with the Women's Success Center to highlight the academic pursuits of women across UVU. Hundreds of attendees visited the Bingham Gallery for these lectures, which included topics at the intersections of art, history, gender, and STEM.

### ROOTS OF KNOWLEDGE EVENTS



24 speaker series presentations

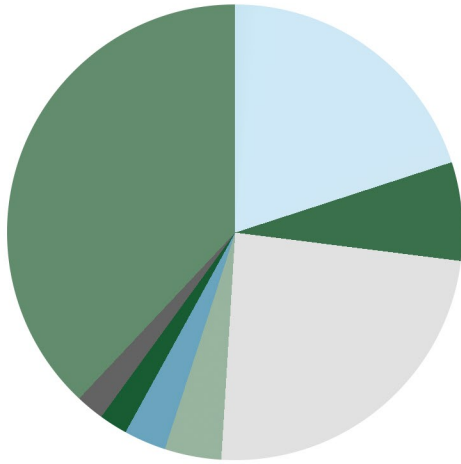


656 speaker series attendees



87,868 total visitors

# LIBRARY BUDGET



## 2021-2022 FISCAL BUDGET

■ Full-Time Payroll	\$1,861,782.53
■ Full-Time Benefits	\$989,157.58
■ Part-Time Payroll	\$339,456.90
■ Subscriptions	\$1,208,174.98
■ Acquisitions	\$174,682.02
■ Department Expenses	\$132,043.26
■ Remodel Furniture	\$127,138.73
■ Other (Repairs, Supplies, etc.)	\$98,876.52
Total: \$4,931,312.52	

## 2021-2022 NEW EMPLOYEES

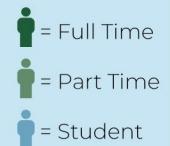
### NEW EMPLOYEES HIRED



### EMPLOYEES REHIRED



### POSITIONS RECLASSIFIED



## PBA REQUESTS

During UVU's 2021-2022 Planning, Budget, and Assessment (PBA) process, the university advised all divisions to only submit critical PBA requests due to funding limitations in the COVID-19 pandemic. As a result, the university allocated \$30,000 to the Fulton Library to fund database inflation costs. With this funding, the Fulton Library maintained essential services for the UVU community, ensuring access to critical databases as prices increase and the university grows.

The Fulton Library requested the following resource allocations in the 2022-2023 PBA cycle, which are crucial in our mission to provide user-centered services, various learning spaces, and essential resources. Final university allocations will be announced Spring 2023. If awarded, these key resources will enable the Fulton Library to keep pace with a growing student body, improve vital student services, and support student success:

### ONGOING FUNDING

- Database Inflation: \$30,000
- Full-Time Librarian, Reference/Instruction: \$92,887 (Benefits Included)
- 8 Part-Time, Student-Hourly Positions: \$91,800 (Benefits Included)
- Full-Time Librarian, Health Services: \$107,711 (Benefits Included)

### ONE-TIME FUNDING

- George Sutherland Archives Remodel: \$550,000

# STRATEGIC PLAN

## VISION STATEMENT

The Fulton Library will be an exceptional library focused on UVU student success through a welcoming environment, proactive services, and diverse resources to create information-literate students and informed global citizens. We will develop, provide access, organize, and preserve materials to meet current and future student and scholar needs. We will strive to deliver information and resources while minimizing barriers and maintaining responsible stewardship of the library budget. We will provide well-equipped and functional physical spaces for academic pursuits and learning outside of the classroom. We will be campus leaders in developing and utilizing the talents of library employees to achieve excellence in service to students and to the UVU community.

## STRATEGIC PLAN OBJECTIVES

### SERVICES

The Fulton Library will provide user-centered services that support academic success by engaging with students during the research process and providing appropriate staffing levels that facilitate information access and improve information literacy.

### SPACES

The Fulton Library will provide various learning spaces for group and individual study with technology to enhance education.

### RESOURCES

The Fulton Library will provide essential resources to support all university curriculum while minimizing access barriers.



## CONNECTION TO UVU VISION 2030

The Fulton Library's strategic plan objectives closely align with Utah Valley University's Vision 2030 plan. The service objective primarily supports the university's initiative of completion through comprehensively designed curriculum and services. Through our space objective, the library will assess and remove barriers at every stage of the student life cycle by providing a welcoming environment and technology to enhance student learning. The resource objective to support curriculum and promote student success is vital and aligns with multiple Vision 2030 initiatives. On all levels of Fulton Library planning, we seek to uplift, enhance, and promote Utah Valley University's vision of development and student success.

The  
library,  
wherever  
you are.

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Mail Stop #145  
Orem, Utah 84058

801-863-8265

**UVU** FULTON  
LIBRARY