2022 Annual Report

Maureen & Mike Mansfield Library

Fiscal Year in Review

Mission, Vision, & Values
Our mission

The Mansfield Libraries design and implement specialized services, instruction, and programs to nurture scholarship and creative activity.

We provide our campus and community members the opportunities to understand the past, analyze the present, and prepare for the future as globally-engaged citizens.

Our vision

The Mansfield Libraries continuously adapt to the world’s ever changing, interconnected, complex reality, improving technologies and changing tools, to best meet the educational and research needs of our diverse University of Montana campus.
and community members, and serve as places where lives are enriched and transformed.

Our values

Adaptability and Collaboration

We experiment with new initiatives and innovative technologies and services to meet the evolving educational and research needs of the UM community. We design inclusive physical spaces and robust online educational resources to meet students’ studying and social needs.

Campus and Community Users

We collaborate with library users, campus partners, and the broader community to share expertise and extend the reach of our work. We engage with stakeholders to understand their needs, inform decision-making, evaluate programs, and increase Library advocacy. We connect people to physical and online resources to enhance their personal and professional lives and act as a catalyst for the creation of knowledge.
Diversity, Equity, and Inclusion

We support the University of Montana’s commitment to creating a vibrant and welcoming culture that expects and respects diversity. We actively challenge racism and support diversity through our collections, services, instruction, exhibits, and physical and virtual environments. We recognize the Mansfield Libraries’ unique responsibility to and long history of upholding equal, inclusive access to information, intellectual freedom, freedom of inquiry, and right to privacy.

Engaged Learning and Student Success

We provide research assistance to support student success, lifelong learning, and to further scholarship and creative activity. We equip people with information technologies and software to facilitate new teaching and learning models, assist with creating new works, and to address the digital divide and college affordability. We offer internships to provide students with applied learning experiences in preparation for their careers and work after graduation.

Expertise

We recruit and retain employees with specialized knowledge and skills. We encourage the adoption and expansion of specialized knowledge within the library by providing professional development and research opportunities. We acquire, make findable, manage, and preserve resources that hold cultural and historical significance to the communities we serve and to western Montana as a place. We design instruction and programs to lead and educate our community in core areas, including the information and data ecosystem and lifecycle, and ethical access to and use of information. We further users’ critical thinking skills, information literacy, and ability to make interdisciplinary connections.

Stewardship

We preserve knowledge and protect the unique and rare cultural heritage
contained in our collections by ensuring long-term access to them. We manage our resources responsibly.

Transparency and Communication

We foster transparency in communication, promote ethical behavior, provide a healthy and supportive work environment, and encourage reflective practices and innovation.

2022 in Review

The Mansfield Library 2022 Annual Report is organized by the University of Montana Priorities for Action, which serve as UM’s strategic organizing principle. These Priorities are also the foundation for the Library’s strategic goals and are expressed through the services, instruction, and programs described in this report. The report aims to explore all of the significant work that library employees achieved during the 2021-2022 fiscal year. Some highlights include:

- Library instruction totaled 114 instruction sessions, reaching 1,780 students in a wide range of subject areas.
- Laptops were loaned 385 times on a shorter checkout period than the previous year.
- Welcomed new building partners into the library including the Writing and Public Speaking Center, and Testing Services.
- Held a wide variety of community events on campus and in the library, engaging hundreds of students, staff, and faculty alike.

184,291 entrances into the building
80,000 more than last year
open until 12am
95 hours/week
19,054 items added to the catalog
OVER 1.2 MILLION modifications made to bibliographic records
515 course material documents digitized and accessibility checked
Priority 1: Place Student Success at the Center of All We Do

Supporting Students with Robust Technology

The library's Technology and System Services, one of three main service areas in the library, supports student success by providing access to materials, supporting software and hardware systems, hosting content, developing tools and interfaces for local digital content access, supporting patron computing, and more. Remote access continues to be heavily used by library patrons. During FY22 nearly 7,600 unique users accessed library materials remotely, down slightly from FY21 but with the increased focus on in-person classes, this is not unusual.

Despite variability in staff, studio usage continued to be steady with 261 One Button/podcast uses and 68 for the Lightboard Studio. Lightboard Studio usage fell, likely due to increased capabilities of software tools such as Camtasia and Panopto allowing users to record lecture content from their own spaces.

The library effectively changed its printing systems and workflows to match the University's managed print project. Library employees at the Mansfield Library and Payne Family Library created step-by-step “how-to” printing guides for students with easy-to-use instructions on printing from laptop and desktop computers. Alongside this transition, Paw Print financials continued to climb back up from FY21 lows and realign with historical usage. With the implementation of the managed print project, Paw Print staff were surprised to see departmental charges increasing while student walk-up printing decreased. Gross revenue was approximately $112,000. The
Paw Print's net revenue was less than FY21 due to increased employment and supply costs.

**Library Collections**

The Mansfield Library functions to support students at the University of Montana, and that includes maintaining our expansive physical and digital collections, and making sure that students can access those collections equitably in a welcoming environment for the exploration and discovery of information.

*Users continued to utilize the library's in-house, general collection of books, media, and journals.*

**Library users checked out a total of 23,383 books and 41,984 total items from the Mansfield Library.**

![Checkouts and Downloads](image)

Above are the library’s FY22 checkouts and downloads. E-book checkouts rose 59% during FY22.

**Partnerships to Increase Student Success**

The library continued its partnership with the Writing and Public Speaking Center (WPSC) on campus. The WPSC offered tutoring hours in the library, on the main floor, for an average of 35 hours per week during the academic year. Librarians worked to understand the benefits of this partnership during the academic year and developed a set of workshops that integrated both WPSC staff and librarian expertise throughout multiple sessions. This was also assisted by an
assessment and report created by an adjunct faculty member to understand the state of collaboration between the Mansfield Library and the WPSC. Additionally, library faculty along with WPSC staff, co-presented a session in their Graduate Student Workshop Series on “Preparing to Publish”. In support of student agency and success in scholarly publishing, this presentation focused on manuscript preparation strategies and introduced students to Open Access publishing pathways and benefits.

Prof. Natalie Bond maintained the library’s integral partnership and status as a Federal Depository Library and the Regional Depository Library for Montana, ensuring UM community and state residents' access to government information. As part of this partnership Bond led the review and processing of federal documents discarded by the Montana State Library, a project completed in Spring of 2022. Government documents also had 453 checkouts.

Library departments collaborated to create accessible learning opportunities for students and the campus community. Collaborations between Bibliographic Processing Department staff, Circulation staff, Systems staff, Assistive Technology Services, the Office for Disability Equity, and UMOOnline provided captioning and/or transcriptions for media used by instructors ensuring accessible course materials for use in both face-to-face and online classes. This ensures accessibility compliance, and also the ability to create future online learning objects.

Student Centered Innovative Projects (SCIPs)
Reference and Instruction employees led successful Student-Centered Innovative Projects proposals. SCIPs must be student-centered and innovative in nature with direct, measurable impacts on student success. Projects completed by Reference and Instruction employees included “Zine and Stickers: Supporting Student Expression and Communicating the Library in New Ways” (Bond, Hohn, Weiler & Zoellner); “Chat-User Instruction Needs” (Zoellner).

Ensuring equitable access to course materials

Thanks to Digital Initiatives, the University of Montana was accepted into the American Association of Colleges and Universities’ 2022-2023 OER Institute. Alongside the other four members of UM’s OER Institute team, Professor Wendy Walker will work towards widespread adoption by and creation of free, high-quality textbooks and course materials for UM
instructors, **reducing costs for students and working towards equitable, day-one access to course materials for all students.**

**Connecting students to information**

In order to better serve graduate students, Digital Initiatives conducted a survey **assessing graduate student research data management needs and interests** and worked with the Writing and Public Speaking Center to offer the "**Preparing to Publish**" **workshop** for Graduate Students.

Learning objects from the Information Literacy - Core resource were integrated into Moodle and promoted by Information and User Services to **expand the reach of library instruction to more students.**

Professor Kate Zoellner updated **two instruction assessment instruments** to gather feedback from students on their learning
from and experiences with library instruction, to inform and improve teaching practices and curriculum design.

Scholarships for student employees

The Mansfield Library awarded three students with two scholarships, the Fitzgerald Scholarship and the Gabriel Scholarship.

Priority 2: Drive Excellence and Innovation in Teaching, Learning, and Research

The Mansfield Library's core functions include preserving and making available UM scholarship and supporting students' research needs, roles that the library is committed to fulfilling.
Every year, the library helps bring more UM research into the global conversation by uploading works of original scholarship to UM’s online archive, ScholarWorks. ScholarWorks contains 326 total collections and has been accessed in 239 different countries and dependent territories since 2013. With this year’s integration of the Law School’s content, ScholarWorks is now a comprehensive institutional repository!

On top of growing ScholarWorks, Archives and Special Collections filled 413 image scan orders. These high-resolution scan orders likely reflect use in publications, exhibitions, and public spaces. While Archives and Special Collections continued to grow ScholarWorks, so did Digital Initiatives. Digital Initiatives added new digitized and born-digital content by integrating all of the content from the Law School’s former repository.

Micaela Connoly (ASC) has been adding artifacts from the Frank Bird Linderman collection, and from the Mike Mansfield Collection, like this agate incense burner, to ScholarWorks. In FY22, 348 of 704 artifacts in the Mike Mansfield collection were made available online via ScholarWorks.

1,911,569 Total Number of FY 22 Downloads (including law school)

92,889 Total number of items added since ScholarWorks’ launch in 2013 (including law school)

3,539 Number of New Items Added (including law school)
Total of 326 collections (including conferences and journals, including law school). Total number of items added since ScholarWorks’ launch in 2013 (including law school): 92,889. Total number of downloads since ScholarWorks’ launch in 2013 (including law school): 8,707,254.

Online Learning and Instruction

The library took on and finalized the **Research Data Management (RDM) video series**, which provides foundational information about research data management for faculty and students. Each topic-based video includes links to additional resources as well as options for downloading associated slides and the video transcript in multiple accessible formats. To continue this work, **the library distributed a survey to graduate students to understand their interests related to RDM** so library staff can plan and develop RDM training and support services.

The library also strives to make its physical and digital collections of all kinds searchable to facilitate a better online learning and research experience. In FY22, the library’s entire physical collection was evaluated in order to **align our holdings data with the data shared with other libraries in OCLC**, increasing ILL request response accuracy and better highlighting our collections through Google searches on the web.
Reference & Instruction

As part of driving excellence and innovation in teaching, learning, and research, the library provides instruction and works with faculty to incorporate information literacy and ASC original material and resources into course content. This year, librarians and archivists provided instruction for 1,571 students in course-integrated, one-shot sessions.

Outside of the classroom, reference librarians were available to answer research questions by email, phone, chat, and in-person at the reference desk. Overall, they answered over 12,000 reference questions!

Additionally, librarians at the Mansfield Library worked on new ways to teach students the research skills they need to be successful. In a further effort to integrate information literacy into the curriculum and provide online learning resources to students, Professor Kate Zoellner worked with members of the Writing Committee to develop an “Online Writing Course Resources” Moodle shell. This Moodle shell includes curated Advanced and Intermediate information literacy learning materials, online learning resources, and Writing and Public Speaking Center information. Additionally, Professor Natalie Bond participated in the University of Montana Pedagogy Project, “a faculty-led and initiated effort originating out of the College of Humanities and Sciences to encourage conversation and reflections about teaching at UM”.

The library worked to align library collections with OCLC holdings.
Reference and Instruction (R&I) also developed and implemented weeding parameters and workflow for Mansfield Library LibGuides in an effort to curate a more impactful, streamlined LibGuide collection. Overall, research LibGuides were viewed 78,422 times.

**Resource Sharing**

The library participated in statewide resource sharing through TRAILS, a statewide consortium of academic libraries that allows offering a much wider variety of resources and ultimately serves a greater number of faculty, students, and researchers. Among TRAILS libraries in FY22 the library lent other libraries 465 items and borrowed 963.

In addition, the Mansfield Library worked with UM affiliate libraries to maintain access to shared resources and looked for new opportunities for affiliate libraries in resource licenses for shared access at reduced costs. Mansfield Library personnel served on the TRAILS Electronic Resource Management Committee which completes small projects to benefit all TRAILS members and provides support to member libraries. **Below is a map of the Montana libraries that shared resources with the Mansfield Library.** The Mansfield Library's amount of lending and borrowing with each library is represented by the size of the circle.
Map of MT libraries the Mansfield Library shared resources with in FY22. This year, the library lent other libraries 465 items and borrowed 963 items.

**Archives and Special Collections Supporting Teaching, Learning, and Research**

Archives and Special Collections continued to improve their services and resources by acquiring new tools, continuing to offer instruction, and allowing researchers to use the physical research space.

The Reading Room was open to UM and the public 23 hours each week and by appointment. 1,081 people conducted research, attended a class, or received a tour in FY22. 288 collections were used.

Archives subscribed to and implemented an archives management tool, **ArchivesSpace**. ArchivesSpace allowed ASC
to undergo an enormous migration of accession records that was essential since ASC started as multiple museums. The association of the ‘Treasure Room’, and the 1950s university records collections with the Archives required extensive acquisitions research, collection location research, and data cleanup. This work will allow Archives employees to **seamlessly access the information regarding processed and unprocessed archival collections**, and publicly share additional archival collections information.

**In all, 3,691 accession records and 900 collection records were added to ArchivesSpace.**

This year document photocopy or scan orders went up from 4,234 in FY21 to 5,630, likely due to increased time for personal research interests and decreased research travel.

**Fostering Knowledge Creation and Research**

The library continued to support research in multiple ways by **ordering monographs, media, serials, and electronic resources** and maintaining information in these formats. Overall, the library **ordered over 1,000 monographs, 130 media items, and over 2,000 physical serials**, while maintaining access to the collection.

As the library worked to ensure access to the collection it also worked through the consequences of canceling over 4,000 journal titles. Cancellations required staff work on closing journal records, reconciling publishers’ entitlements to their journals, and claiming the library's perpetual access rights to certain titles. Importantly, **library staff also prepared an analysis showing the effects of journal cancellations for UM departments to more strategically evaluate titles in the future.**
The library met patron needs and interests by ordering books based on inter-library loan requests from UM students, staff, and faculty. The library added 350 books to its collection by using this collection development method.

On top of these efforts to create a sustainable and serviceable collection, the library used Journal Citation Report data to prepare library responses to UM New Program Proposals and Department Accreditation Reports. With this data, the library can help investigate the potential effects of 2021 cancellations of journals and therefore evaluate the collection's overall quality.

The library **updated its policies and processes** to best help campus drive excellence in research, learning, and teaching.

- The Collection Development guidelines were updated to increase budget efficiencies.
- The Marketing Team updated and worked toward a communication plan for the library.
- Acquisitions employees coordinated with UM Campus Legal to review new and renewal contracts in a timely manner and to ensure compliance with UM standards and policies.
Library exhibits

Library staff collaborated to create and install 18 exhibits, including some that contained accompanying digital components.
In addition to lending resources via TRAILS (the Montana Academic Library Consortium), the library evaluated collection proposals and continued participating in agreements like the EBSCO Database package. This included having discussions with Elsevier concerning a new 2023 multi-year agreement and supplying data to evaluate subscription options.
Catalog additions, modifications, and updates

- 74,392 government documents added or updated by the Bibliographic Processing Department
- 19,054 items added to the catalog, 364 of those items purchased specifically for UM users
- 1,247,767 modifications made to bibliographic records
- 28 new collections of digitized institutional/UM content added to ScholarWorks.

Priority 3: Embody the Principle of "Mission First, People Always"

As part of the library's work, library employees believe that UM can make people successful. The library strives to focus on people's growth and learning, and on fostering a diverse and inclusive campus.
The Mansfield Library DEI Committee worked to promote equity, inclusiveness, and diversity in the library and on campus. The DEI Committee worked to fulfill its role to actively challenge racism and support diversity through library collections, services, instruction, exhibits, and physical and virtual environments in recognition of the Mansfield Library’s unique responsibility to and long history of upholding equal and accessible access to information, intellectual freedom, and freedom of inquiry and right to privacy.

In pursuit of this role, the DEI Committee held and sponsored several events for UM students and library employees. These include:

- Soup Wednesday in the Payne Native American Center
- Missing and Murdered Indigenous Women on the Oval, May 5th
- Level 5 DEI Art Opening
- Humphrey Fellows presentations in Theta Rho
- DEI Training Session from Office of Inclusive Excellence
Units across the library continued to value and prioritize DEI efforts in their work. Reference and Instruction created a structure to **update and improve the existing Resources Against Racism LibGuide**. The Bibliographic Processing Department **completed a project to add over 1,200 diacritics to foreign language titles to better serve users** who speak and read different languages. The diversity of UM’s student body necessitates that the library prioritizes this kind of work so
students find success in their academic work, especially when searching for and encountering materials from their native language accurately.

Further diversity and accessibility work includes the incorporation of accessibility icons into the library’s Database A-Z webpage to effectively direct users to journal and database resources on accessibility, including navigation tips and showing how the database or resource meets ADA compliance. Also in pursuit of accessibility, Professor Kate Zoellner reviewed LinkedIn Learning for accessibility training, after consulting with UM Accessibility Technology Services, and shared the materials with faculty colleagues to support self-education and their ability to connect others with useful resources.

Professional Development and Knowledge Sharing

The library supported all students, staff, and faculty in pursuing professional development this past fiscal year. Along with professional development efforts, the library supported two faculty by granting them sabbaticals.

Professor Donna McCrea researched records management programs at colleges and universities across the United States during her sabbatical, and made related procedure and practice recommendations for consideration by UM campus administration.
Professor Megan Stark researched the many ways different kinds of libraries build relationships within and across organizations. She spent much of her time working with and alongside the Missoula Public Library’s staff to understand how libraries create, sustain, and participate in community.

As part of the library’s efforts to share knowledge between co-workers and inform others on the library’s efforts to serve campus and library users, R&I librarians presented on critical library instruction at an all-library meeting, which continues to inform R&I’s instruction program and pedagogical approaches moving forward.

Adjunct librarian Jill Howard created a faculty/staff guide to Payne Family and Mansfield Library services for Missoula College that was included in Tight Lines, a weekly update email from Missoula College Dean Tom Gallagher.

**New Organizational Structure**

The library reworked its organizational structure per the recommendation of an Organizational Planning Task Force, creating **three new Service Areas** within the library: **Cataloging and Metadata Services (CMS)**, **Information and User Services (IUS)**, and **Technology and System Services (Systems)**. These service areas were created, alongside renamed units, to increase efficiency, communication, and cross-department collaborations. The library’s representative groups were also recreated as the **Library Council** and the **Library Executive Team**. Each group aims to hear and integrate the voices of library employees more effectively. Each Division Head of the library’s former divisions
coordinated the work of library faculty and staff through this period of both library change and pandemic-related change.

**Evers Award Ceremony**

The library held its annual Evers Award Ceremony where [Danette Seiler was awarded the Irene Evers Staff Award](#). Faculty awards, the Gabriel Student Employee Scholarship, Service Area accomplishments and highlights, and new employees or employees in new roles were also recognized.

Priority 4: Partner with Place

The library connected and worked with libraries all over Montana, as well as libraries across the country and the world. The inter-library loan department sent and received a large number of digital and physical materials to and from libraries. In all, the ILL department processed 11,215 requests.
When counting all items loaned and borrowed between libraries, including resource-sharing items and returnable and non-returnable items (article scans, etc.) the library loaned 4,623 items and borrowed 5,112 items.

In addition, ILL lent more non-returnable and returnable items to ILL partners this year than last year with 3,397 non-returnables and 761 returnables loaned. In resource sharing, the library borrowed 963 items and lent 465 items.

In 2021, Mansfield Library was named part of OCLC’s Express digital delivery program which connects to other high-performing libraries that are also committed to quickly delivering digital articles.
Montana Memory Project (MMP)

The Archives continued to **partner with place** by focusing on Archival photographs popular with both general and scholarly audiences that are used on and off campus. ASC’s placement of these images online with appropriate descriptive metadata is the result of a **collaboration between ASC and the Bibliographic Processing Department**. By the end of FY22, over 13,000 images from Mansfield Library collections were available online in the Montana Memory Project. These images are part of the Archival Photographs from the University of Montana (7,508 images and growing), the Bud Moore Photographs and Sound Recordings (4,589 images), and the Jack L. Demmons Photographs of Bonner, Montana (1,549 images). **These images are primarily of UM, Missoula, and places in Western Montana** and are used in personal and professional research, creative works, and publications around the world.
The **Archival Photographs collection** alone received **47,622 unique pageviews in FY22**, up from just over 40k in FY21 (despite MMP moving from the ContentDM platform to the Recollect platform in Spring 2021.) The 188 images from the Max S. Baucus Photographs that are available online via ScholarWorks were downloaded 905 times in FY22.

Digital Initiatives partnered with the **Montana Memory Project** (Montana Historical Society, Institute of Museum and Library Services, Montana State Library), migrating over 20,000 of UM's digitized items to a **new online platform** that students can search easier.

### Montana Memory Project Statistics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of UM Collections in MMP:</td>
<td>11</td>
</tr>
<tr>
<td>Total Number of Items:</td>
<td>20,113</td>
</tr>
<tr>
<td>Total Pageviews:</td>
<td>73,178</td>
</tr>
<tr>
<td>Total Unique Pageviews:</td>
<td>65,869</td>
</tr>
</tbody>
</table>

Digital Initiatives and Archives staff worked hard to maintain current collections in MMP and continually add new content throughout the year. See the **most viewed UM Digital Collections in MMP** below (based on pageviews):

1. Archival Photographs from UM
2. Jack L. Demmons' Photographs of Bonner, Montana
3. Bud Moore Photographs and Sound Recordings
4. Natives of Montana Archival Project (NOMAP)
5. Mountain Plains Native Americans
Documenting COVID-19 in Missoula County

Professor Erin Baucom continued to provide a leadership role in the Documenting COVID-19 in Missoula County project. Project partners include representatives from Missoula County government, the University of Montana, the Downtown Missoula Partnership’s "Heritage Missoula Program," the Historical Museum at Fort Missoula, and private Missoula businesses. Under Baucom’s supervision, Emily Ahern established a Preservica instance to preserve and manage the project. The COVID-19 Documentation Project instance provides public access to the documentation collected thus far.

Archives West

ASC faculty, staff, and student employees organized seventeen new archival collections for research, encoded the guides, and made the guides available online via Archives West. In addition,
more than a dozen guides were updated to reflect new content or enhanced content description. In addition, ASC continued its partnership with Archives West, which provides access to descriptions of primary sources in the western United States, including correspondence, diaries, or photographs. Digital reproductions of the materials were made available in some cases.

ASC now has 908 guides in Archives West, which connects to OCLC’s ArchiveGrid. Records for these collections were also added to OCLC and made available via WorldCat. Guides to ASC collections were accessed via Archives West 34,846 times in FY22, more than any previous year.

Employee Work to Partner with Place

Library employees worked hard to partner with place by reaching out to teach and meet with area nonprofits and community leaders. Stark spent her sabbatical at Missoula Public Library where she investigated possible partnerships and collaboration opportunities with the MPL. Ravas taught a workshop on misinformation for the GenCyber summer camp for 11-15 year-olds at Missoula College. Ravas also taught a workshop on Mansfield Library resources that would be helpful for Montana state child protection specialists. This was requested by the Center for Children, Families, and Workforce Development through the School of Social Work. Bond received $1,000 in funding from the UM Experiential Learning and Career Success Office’s Experiential Learning Faculty Support Fund, to support a project investigating area nonprofits’ use of government information.

Behind the scenes, the library works hard to situate itself within UM as an institution and within our state as a library. In choosing the subjects and names for which we create authority records,
we prioritize Montana places and people, increasing access and visibility for our state in shared catalogs worldwide.

Partner with Place

The Food Pantry and the library partnered to start a four-part series titled “Growing in Place” to teach people easy, low-cost ways to grow and forage their own food while also teaching attendees information literacy.

Two of the workshops were taught by a library staff member, Chloe Runs Behind.
Partnering for Sustainability

In the last year, the library joined Baker & Taylor's Sustainable Shelves program, and successfully submitted over 2,000 books to Baker & Taylor. The program reuses and recycles these books and earned the library over $300 worth of vouchers toward future book purchases.

Priority 5: Proudly Tell the UM Story

Proudly Telling the UM Story with Online Collections

Both Archives and Digital Initiatives worked to improve, grow, and promote the library’s digital collections which hold information related to UM and showcase the library’s work to make UM's story known. ASC continued to manage the
University of Montana Web Archive to capture, preserve, and provide access to websites produced by UM entities. Digital Initiatives continued to grow ScholarWorks by adding new digitized and born-digital content and by integrating all of the content from the Law School’s former repository. ScholarWorks now includes over 92,800 items that have been collectively downloaded over 8.7 million times since 2013. ScholarWorks includes collections that feature faculty and student scholarship as well as Archives and Special Collections content for a total of 326 collections.

Library Marketing Efforts

The Marketing Team and other library units began planning or hosted a variety of events across campus for students, staff, faculty and general visitors alike. These events helped the library reach over 2,000 people on campus. The library participated in:

- BEAR Fair
- Family Weekend outreach
- Take a Break Tuesday
- WelcomeFeast
- Irene Evers Award event
- Earth Day on the Oval
- Library Association Tri-Conference Opening Reception
The Marketing Team's participation in major campus events helped the library Proudly Tell the UM Story.

**Telling the Library's Story**

The library created another annual newsletter, Connections. Connections highlighted work that library employees completed during 2021, along with plans for work in 2022. Connections was published on the library's website, uploaded to ScholarWorks, and mailed to over 200 library donors and friends.

**Marketing with the UM Brand**

The Marketing Team worked to convey the new UM Brand Guidelines to the library, communicating information about new, branded email signatures, fonts, and colors. These brand guidelines create a new look and feel for UM, and to an extent, the library. The Marketing Team purchased new event material, like branded tablecloths, alongside redesigning marketing.
material, like the library's brochure, in the image of the new brand.

The Marketing Team formed a group of library employees to review library signage inside the building. The **Library Sign Audit group reviewed all the signage in the building**, creating a library style-guide to regulate the creation and installation of signage in the library for multiple purposes. Over 50 signs were replaced using the library style guide, with resigning still occurring.

The library's social media team effectively began using UM's new brand guidelines when designing social media posts and online graphics. This included developing processes for effectively using the designated brand fonts and the new brand colors.
ScholarWorks Around the World

The total number of downloads since ScholarWorks’ launch in 2013 was 8,707,254.

In FY22, ScholarWorks had 1,911,569 downloads and 3,539 new items added (including Law School).

Top 10 ScholarWorks Collections (based on the number of downloads, including law school):
Social Media

The Mansfield Library Social Media Team created, posted, and supported 180 social media posts across Twitter, Instagram, and Facebook during the fiscal year.
Generous donors helped the library, fulfill its mission and vision, and continue telling the UM story. **Over 185 donors and endowments helped donate $271,236** to the Maureen and Mike Mansfield Library during the 2021 - 2022 fiscal year. These gifts helped buy collection materials, support student and employee events, expand library services, and improve library marketing efforts.

**Student Employees**

The **library employed 81 students during FY22, among the various units within the library.** Of the 81 students employed at the library, **12 graduated**, and in their honor, the library purchased a book in their name for the general collection. The Library Supervisors Committee supported student employees by **updating the Student Employee Handbook**, offering students additional training and workshops, and offering **four student**
employee appreciation and team-building events. The library also rewarded 57 student employees who chose to continue working at the library with a $50 UMoney incentive bonus.

Library Committees

- Library Council
- Library Executive Team
- Marketing Team
- Web Committee
- Faculty Group
- Building Planning Advisory Committee
- Student and Staff Supervisors Group
- Anti-Racism Task Force
- Building Space Planning Task Force
- Collection Development Group
- Operational Planning Task Force