



UW-GREEN BAY LIBRARIES Annual Report

2022 - 2023



UNIVERSITY of WISCONSIN
GREEN BAY



Message from the Director

OUR STORY, OUR FUTURE



Paula Ganyard
Library Director

Everyone has a concept in their head about what a library is and is not. Most likely, those that don't work in libraries, or don't avail themselves of library services and resources on a regular basis, have an outdated concept of a library. Libraries are constantly evolving and changing to meet needs, responding to budget and societal pressures, and adapting to changes in technology. Over the course of the past year, the UWGB Library staff spent time thinking about these issues, and specifically discussed how we shape the narrative around our library by telling OUR STORY, and setting the path for OUR FUTURE.

The 2022-2023 highlights shared in this annual report are one way to tell OUR STORY. This is a small portion of the work that has been, and is being done, throughout the UWGB Libraries. This year we are pleased that our team has expanded with the addition of The Learning Center, the team that helps support student learning in a different way. OUR STORY, and OUR FUTURE, is all about supporting the success of our students, who are trying to build their own stories and their futures.

Table of Contents

Message From the Director	1
Guiding Principles	1
Our Team	2
By the Numbers	3
Research Services	4
Public Services	5
Collections	6
Archives	7
URSCA	8
Assessment	9
Programs & Projects	10
Supporting the Libraries	11



GUIDING PRINCIPLES

- Provide library and archive services, programs, and collections that are informed by the needs of students, faculty, and staff.
- Offer easy and equitable access to collections that represent a variety of perspectives on subjects that support the academic curriculum.
- Create intentional collaborations across the University to support and improve student success.
- Promote diversity, equity, and inclusion through services, programs, and resources.
- Engage in continuous improvement, including comprehensive assessment.

Meet Our Team



STEPHANIE ALVEY
Manager of Collection Development



ANTHONY LALUZERNE
Cataloging Librarian



DEB ANDERSON
Coordinator of Archives



SAM LEE
Academic Success Coach



SARAH BAKKEN
Research & Instruction Librarian



ANNA MERRY
Research & Instruction Librarian



ALIZA BUYARSKI
Academic Success Coach



KAREN MURPHY
Library Assistant, Marinette Campus



CHERYL CHARON
Library Services Assistant, Manitowoc Campus



CINDY OLSON
Resource Sharing Coordinator



JEFF ELLAIR
Campus Librarian at Sheboygan & Manitowoc



LINNEA OTY
Library Assistant, Sheboygan Campus



RENEE ETTINGER
Assistant Director, Research and Outreach Services



JODI PIERRE
Research & Instruction Librarian



KATE FARLEY
Digital Collections & Metadata Librarian



MELISSA PLATKOWSKI
Systems Librarian



KATHLEEN GAJESKI
Office Operations Associate



OLIVIA RAASCH
Library Assistant, Sheboygan Campus



PAULA GANYARD
Library Director



CARLI REINECKE
Campus Librarian at Marinette



ERICA GRUNSETH
Coordinator of Public Services



JENNIFER SHAW
Library Assistant, Manitowoc Campus



HANNAH HACKER
Archives Assistant



SARAH TAYLOR
Acquisitions & Serials Assistant



BRIANNA HYSLOP
Learning Center Manager



PATTY JO WAGNER
Library Assistant, Manitowoc Campus


BY THE NUMBERS


2,220+
RESEARCH QUESTIONS
answered by our
Archives Department


 **RESOURCE SHARING**
One of the most popular services is Resource Sharing. If we don't have immediate access to an item, we can request it from another library for you.


2,675 ITEMS BORROWED to support research
2,752 ITEMS LENT to other libraries


LEARNING CENTER

 supported **822** unique students


 **111** students received academic coaching

 **27** subject areas tutored

 **2,177** tutoring sessions

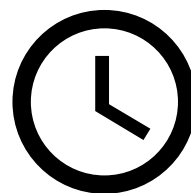
 **20** workshops offered

10,000
items viewed from the UWGB Institutional Repository





6,400 archival items were used for research



2,780 hours study room usage



33,572 journal article downloads

INCREASE IN SOCIAL MEDIA REACH

 **320%**  **124%**

RESEARCH SERVICES

The Year of Evaluation

The librarians on the Research Services team know that evaluating sources is challenging for students. Determining what sources to trust and which to skip is a learned skill that takes practice (Breakstone et al., 2021; Wineburg et al., 2022). This past year we focused on updating our evaluation support tools and teaching to reflect the best methods of web evaluation.

One of our most popular guides is the newly updated Evaluating Sources of Information, (<https://libguides.uwgb.edu/evalinfo>), which has been used over 5,590 times in the past year! This guide is centered around the concept of lateral reading.

STRATEGIES
Learn how to laterally read by applying the strategies below to your evaluation.

RESEARCH THE AUTHOR AND PUBLISHER
Open a new tab & perform a web search to see what *OTHER* sources say about the reputation of your author and the publisher of the information.

The Evaluating Sources of Information guide includes in-depth strategies for lateral reading, debunks outdated web myths, and provides access to the (also newly updated to reflect lateral reading techniques) Rate My Source tool.

Peer Evaluation of Teaching

A core element of our work in the Research Services department is supporting coursework through information literacy sessions. During the 2022–2023 academic year, UWGB Research and Instruction Librarians completed 146 instruction sessions, including information literacy instruction for 74 sections of FYS courses. Librarians were invited to provide at least one session of information literacy instruction in 37 unique departments. Continuing our theme of evaluation, this year, the research librarians participated in a peer review of teaching program. Prior to starting the program, we conducted a literature review and selected three articles to help us discover best practices to structure our program around. All participating librarians had the opportunity to observe and provide feedback to colleagues & to be observed by teaching peers and receive feedback. All involved found this to be a valuable experience for honing our information literacy instruction skills.

Breakstone, J., Smith, M., Connors, P., Ortega, T., Kerr, D., & Wineburg, S. (2021). Lateral reading: College students learn to critically evaluate internet sources in an online course. *Harvard Kennedy School Misinformation Review*, 2(1). <https://doi.org/10.37016/mr-2020-56>

Wineburg, S., Breakstone, J., McGrew, S., Smith, M. D., & Ortega, T. (2022). Lateral reading on the open Internet: A district-wide field study in high school government classes. *Journal of Educational Psychology*, 114(5), 893–909. <https://doi.org/10.1037/edu0000740>

PUBLIC SERVICES

In collaboration with faculty, and the Center for Games and Interactive Media, we created a curriculum-supporting game collection. This collection contains board games, role playing games, and video games and consoles. The Cofrin Library also hosted the spring semester Game Nights in the Breakthrough Studio on the 3rd floor.



The Office of Sustainability, the UWGB Teaching Press, and the Library collaborated to host "Fight for the Fox River Cleanup." UWGB's "Eco-U" roots inspired a book discussion about the fight to clean up the PCBs from the Lower Fox River. Advocate-authors: P. David Allen II., Susan Campbell, and Gregory Neuschafer discussed their works.

We collaborated with Student Accessibility Services to develop workflows for inaccessible library materials. Users can now easily request remediation for library resources that are not accessible, like PDFs that are not screen-reader friendly and videos without closed captioning.



The Cofrin Library held a Drag Storytime event in collaboration with the Pride Center.

SPACE ASSESSMENT

A space assessment of all four locations was completed this year. The assessment gathered quantitative data (foot traffic, room reservations, and computer usage) and qualitative data (behavior preferences, likes and dislikes, etc.) from survey questions. The data collected was used to support purchases of fan/air-purifier combo units for the study rooms, a proposal for the elimination of the 2nd floor service desk, and furniture rearrangement decisions. In addition, Marinette library will be receiving a movable whiteboard, and Sheboygan is investigating a reduction in the number of computer stations.

COLLECTIONS

NEW

As the Library continues to decrease our physical footprint in an effort to provide better access to content and prepare for the new building, our online resources grew substantially. Support from the Provost further allowed us to expand our online collections. This past year, we purchased 16 electronic collections, 31 ejournal backfiles, and started subscriptions to two databases: *ProQuest Theses and Dissertations* and the *Human Resources Area File* anthropology and archaeology collections.



Of particular note, we added an exciting new digital collection in OverDrive – a collection of over 4,000 comic book titles. Comics offer a unique learning experience by blending literature and art to make reading more approachable. This collection includes some familiar faces, such as Spider-man and the X-men, but also offers new takes on historical events, such as the 1963 March on Washington, and works by authors not traditionally associated with comics, like Margaret Atwood. With over 1,400 checkouts last year, see what OverDrive and the Comics collection has to offer!

OUR DIGITAL COLLECTIONS GROW!

Our institutional repository continues to grow, exhibiting UWGB student and faculty work. This past year, we added 130 items to our collections, including the Master's Projects, Theses, and Open Educational Resources. Items in the repository were viewed almost 10,000 times during the 2022–2023 academic year.



ADDITIONS

10	THESES
65	MASTER'S PROJECTS
13	PHOENIX RESEARCH PROJECTS
12	OER
30	LOWER FOX RIVER PCB CLEANUP DOCUMENTS

Audio Recording Studio and One Button Studios

In Spring of 2023, members of the Library's Technology & Digital Transformation Team, Archives, and Public Services, created an audio recording studio at the Green Bay Library. In addition, we have added the ability to reserve the One-Button studios at the Manitowoc, Marinette and Sheboygan locations as well. 68 students have already used these spaces for a variety of projects: completing course work, oral history interviews, and recording podcasts.

Lab @ the Library

Our staff, in collaboration with instructional academic staff, Learning Center staff, and the Center for the Advancement of Teaching and Learning, hosted seven **Lab @ the Library** sessions, where collectively 223 attendees participated both in person and online.

- Building Visual Essays Using Juncture
- Audio Assignments Workshop
- Global Game Jam Recap
- Teaching and Learning in the Time of Artificial Intelligence
- Writing Assignments and Artificial Intelligence
- Designing Authentic Assessments in the Era of Artificial Intelligence
- Fight for the Fox River Cleanup

ARCHIVES

The Archives team provided assistance to a wide array of researchers across diverse subjects. One highlight this year was working with the production team for the documentary, *The Movement*, which tells the little-known story of two of the largest anti-Vietnam War protests in the fall of 1969. The Archives was able to provide an image (on the right) of the Vietnam War Moratorium March by over 850 UWGB students and faculty. The march was part of the National Day of Protest of the War in Vietnam.

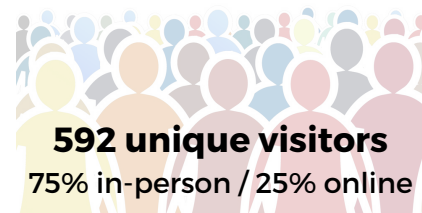


INSTRUCTION & LAB

The Archives provided **9 instruction sessions** this year. Usage of the Archives as a "classroom lab", where students work hands-on with primary source materials, was **up nearly 40%** over last year, hitting a high of **45 sessions**. We worked with **over 425 UWGB students** through instruction and lab sessions.

NEW ARCHIVAL ACQUISITIONS

A significant new addition to the archival collections are the papers of UWGB Alum and local artist, Sandra Shackelford. Shackelford's papers primarily consist of oral history interviews and photographs of Hmong immigrants from the 1990s. Another outstanding donation was a series of World War II letters exchanged by Austin E. Cofrin and his son, John P. Cofrin.



Community Engagement

The Archives Department interacts with members of the Northeastern Wisconsin community in a variety of ways: exhibits, programs, and consultations. Highlights this year include:

- *Our Voices: LGBTQ+ Stories of Northeastern Wisconsin* interactive exhibit was displayed in conjunction with the following events: Wisconsin PBS documentary *Wisconsin Pride*; Green Bay Public School Systems GSA summit; Halloween; and GSAFE Conference for educators. Over 300 individuals stopped by the exhibit at the N.E.W. Pride Festival.
- *Journey Through Drag* (panel of local drag queens) and two hands-on workshops were presented by members of the Archives team during Brown County History Days which was sponsored by a consortium of local history organizations.
- *Stories From the Archives: Brave Women on Trial* continued the popular speaker series highlighting the use of archival collections by authors.
- *From Our Mothers to Our Daughters* program which highlighted the diaries and letters of women in the Archives collections and was presented at the Brown County Historical Society's spring tea.
- Providing consultation and support for UWGB student interns in their work regarding Heritage Hill State Park's restoration, preservation and exhibition of an original Oconto County migrant labor home.

UNDERGRADATE RESEARCH, SCHOLARLY & CREATIVE ACTIVITY

The Office of Undergraduate Research, Scholarly, & Creative Activity (URSCA) was officially established this year. Supporting student research has always been a mainstay of our library services so housing the URSCA office in the Library was a natural fit. After many listening sessions throughout the summer and fall of 2022, we focused on a few key support areas for spring 2023: removing barriers to research by providing student poster printing, reviving the Academic Excellence Symposium, and establishing an undergraduate research interest group.

THIS YEAR THE LIBRARY
PRINTED 56 POSTERS,
SAVING OVER \$2,600 IN
PRINTING FEES FOR OUR
STUDENT RESEARCHERS!

The Undergraduate Research Interest Group (URIG) meets 2-3 times each semester to discuss current happenings in student research, scholarship, and creative activity. Its membership is composed of instructors and staff who are interested in improving access to and the overall experience of undergraduate research. Contact the Office of Undergraduate Research, Scholarly & Creative Activity if you are interested in learning more about this group.
email: ursca@uwgb.edu

ACADEMIC EXCELLENCE SYMPOSIUM

The Academic Excellence Symposium took place in the Cofrin Library on April 26th. We welcomed 104 student researchers for a total of 42 posters and 17 research presentations. Watch parties were held in the Marinette, Manitowoc, and Sheboygan libraries. We enjoyed strong attendance and look forward to hosting the 2024 researchers next year.



ASSESSMENT

With a new focus on a data-driven and evidence-based decision-making culture within the Library, we challenged every Library department to complete at least one assessment project this past year, and the results were impressive.

Our goal is not to do assessment just to check a box, but to use the results for continuous improvement of our services and resources. Here are just a few of the changes and improvements that have already been made to services as a result of these assessment projects.



- Revamped the Library email newsletter to faculty and students, based on results of the triannual user satisfaction survey. We have received a number of messages of appreciation for the new design and content.
- Clarified language and tweaked functionality to be more intuitive to users of our *Search@UW* platform, based on results of our usability testing. These modifications come after major improvements prompted by pre-2022 rounds of usability testing.
- Purchased air purifier fans to improve air quality in Cofrin Library study rooms, based on results of the space study. Provided Cofrin Library space use statistics to the building design team. Added tables with power outlets and improved a group study room in the Marinette campus library. Moved furniture in Manitowoc and Sheboygan campus libraries to make better use of existing resources.
- Fully revamped statistics collection methodology implemented in the Archives & Area Research Center. Launched completely revised Rate My Source evaluation tool.

More details on methodology, results, proposed and implemented changes of all our assessment projects can be found in the full UWGB Libraries Annual Assessment Report.



We also assessed the circulating equipment collection. An inventory was done of equipment at all four library locations. Items were removed if they were in poor condition and had low usage statistics. We developed and sent out a survey to students about what they use and how. This data will help to ensure that all of the library locations have what they need and limited funds are utilized effectively.

PROGRAMS AND PROJECTS

Open Educational Resources

To date, 26 instructors have completed the OER Program across three colleges: CAHSS (12), CSET (12), and CHESW (2). The Library and the OER team worked collaboratively with these instructors to swap out traditional textbooks and publisher platforms with OER and library resources, saving 1,152 students

\$140,629
in textbook costs

Skeptical of starting an OER project, one instructor found this work challenged her assumptions and pushed her thinking.



The OER experience has pushed me to think more about the students' learning, engagement, and experience with the course material."



The UWGB Libraries IDEA Team created a professional development series, *The IDEA Advocacy Institute*, which is centered on themes around inclusivity, diversity, equity, and access. The institute was first intended for a professional development opportunity for our staff, and to help generate ideas to make the library services and spaces more inclusive. One idea already implemented was providing pronoun signs for staff office spaces. Moving forward, *The IDEA Advocacy Institute* will be further expanded, so that all University departments could facilitate similar professional development of their own.



NEW DIGITAL COLLECTION

The Archives department collaborated on a project to make original materials pertaining to the Green Bay Estuary available in a unique digital collection. This project was part of UW-Green Bay's efforts to designate a Green Bay National Estuarine Research Reserve (NERR). The foundation of the digitization was UWGB archival materials related to the region's water history, science, and cultural impact; as well as donations of postcards, photographs, and home videos from Green Bay community members. The collection will be publicly available through the UWGB Libraries Digital Collections. The collection will include over 1,500 photographs, 1,000 pages of documents, over 70 maps, 12 oral history interviews (totaling nearly 20 hours), nine home movies, and over 200 postcards.

SUPPORTING THE UW-GREEN BAY LIBRARIES



GIVING TO THE LIBRARY

The Library welcomes gifts and donations to support the library and archival collections and services. Both monetary and material donations are appreciated.

Who Benefits from Your Gift?

- Current students, faculty, staff and researchers
- Future generations of students, faculty and researchers
- Northeastern Wisconsin's educational and cultural community

How to Make a Monetary Gift

Online giving is available through the [UW-Green Bay Foundation](#). Library-specific designations include the Robert L. Ganyard Library Endowment. This fund allows the Library flexibility to use the annual spendable earnings for a variety of (non-capital) expenses, such as collection development, purchasing specialized equipment, or supporting staff members with funds for professional development stipends.

How to Donate Material Items

We accept material donations unconditionally with the understanding that we are not obligated to include them in our collection. Each donation is evaluated by the Manager of Collection Development for inclusion in the Library collection. Items not added to the collection are put into the Library's book sale or offered to other libraries where they are better suited.



Give Today