YEAR IN REVIEW

It is our pleasure to submit to you the HGTC Library 2016-17 Year in Review. This past academic year continued to be a year of new initiatives for the library.

We added a streaming service and increased our electronic and print collections. In addition to the installation of the video wall at the Grand Strand Library, all of the computers (all campuses) and laptops were replaced with assistance from the administration, the Chapin Foundation, and our HGTC OIT department.

Thank you for taking the time to read what we have been up to; we appreciate your support.

OUR VISION

Horry Georgetown Technical College Library will engage students, faculty, staff and campus leaders with a dynamic, user-centered process for planning, delivering and assessing all services. We will be the preeminent center of learning, information, and technology with an emphasis on providing a positive experience for all users.

OUR MISSION

The Horry Georgetown Technical College Library provides programs, services, and facilities which support the philosophy and mission of the College. The Library supports the learning needs of a diverse student population, the instructional needs of the faculty, and the informational needs of the community. We support lifelong learning by teaching information literacy skills and advancing intellectual discovery, contributing to student success in achieving personal as well as academic goals.
ACCESS, REFERENCE, AND INSTRUCTIONAL SERVICES HIGHLIGHTS:

133,651 PATRON VISITS
13,503 ITEMS LOANED
1,269 GENERAL QUESTIONS ANSWERED
1,156 TECHNOLOGY QUESTIONS ANSWERED
11,128 REFERENCE QUESTIONS ANSWERED IN-PERSON OR REMOTELY
221 LIBRARY INSTRUCTIONAL SESSIONS TAUGHT
211 CUSTOMIZED COURSE AND SUBJECT LIBRARY GUIDES CREATED, UPDATED OR MAINTAINED BY PROFESSIONAL LIBRARIANS - 7% INCREASE
119,214 NUMBER OF TIMES A CUSTOM LIBRARY GUIDE WAS USED - 8% INCREASE

Access and Reference staff are the front line employees patrons first encounter when utilizing library services. Our emphasis on providing a superior level of assistance for all members of the HGTC community is reflected in our:

- 95% staff satisfaction rate on the Student Satisfaction Survey
- 92% staff satisfaction rate on the Faculty Library Survey

Access Services:

Overall circulation has been consistent in relation to enrollment for the last few years. As we have added more eBooks, digital magazines, and streaming media sources, digital circulation and downloads have increased.

Reference Services:

HGTC Library's reference services remain as vital today as they did before the advent of digital resources. HGTC Librarians have a direct impact on student learning. The 2016 National Survey of Student Engagement states, “77% of first-year students...agreed that their research experiences at their institution contributed ‘very much’ or ‘quite a bit’ to their knowledge, skills, and personal development in using information effectively.” While traditional, face-to-face reference services remain the preferred method, we continue to see an increase in live chat and our remote reference services as well as interactions with online students in Embedded Librarian courses.

A recent Association of College & Research Libraries report summarized library contributions to student learning and success:

- Students benefit from library instruction in their initial coursework.
- Library use increases student success.
- Collaborative academic programs and services involving the library enhance student learning.
- Information literacy instruction strengthens general education outcomes.

Two of the four librarians who delivered instructional sessions last year were new to HGTC or in a new role within the department. We are looking forward to incorporating more activities and new ideas over the course of the next year.
DIGITAL AND ELECTRONIC RESOURCES PLUS SOCIAL MEDIA HIGHLIGHTS:

ADDED HOOPLA DIGITAL DATABASE

99 DATABASES AVAILABLE

89,216 PATRONS REACHED VIA SOCIAL MEDIA

OVER 45% INCREASE IN SOCIAL MEDIA REACH

NEARLY 400,000 EBOOKS AVAILABLE

60 DIGITAL MAGAZINE SUBSCRIPTIONS

496 ITEMS DOWNLOADED / STREAMED FROM HOOPLA DIGITAL

Digital and Electronic Resources:

Digital and electronic resources in higher education are a musthave in today’s age. The library is proud to be on the cutting edge of introducing new technologies to our patrons. For example, we were the first academic library in South Carolina to offer hoopla digital to our students and employees.

By providing access to eBooks, digital magazines, research databases with fulltext articles, and streaming media, our students have the opportunity to do research anytime at any place. Our electronic resources fill an important need for the right information (scholarly, academic, peer-reviewed, etc.) at the moment of need.

To ensure that the new video wall at the Grand Strand Campus Library becomes an interactive center of learning, new apps, electronic resources, and educational simulations will be incorporated over the course of the coming year.

Social Media:

We placed most of the marketing emphasis on social media this part of the year. We redesigned the blog, Facebook, and Twitter for increased visual appeal.

By January of this year, we had already done 206 Tweets, most of which incorporated a graphic. Twitter impressions increased 15% over the previous year.

Facebook page likes increased from 430 to 478, an increase of 11%. Most impressively, however, Facebook reach (how many people are seeing our messages) increased 159%.
COLLECTIONS, FACILITIES AND STAFF HIGHLIGHTS:

34,711 LIBRARY COMPUTER LOG-INS
679 MOBILE DEVICES LOANED
52,712 PHYSICAL ITEMS OWNED
2,415 PHYSICAL ITEMS ADDED
750+ TITLES PURCHASED FOR GRAND STRAND CHILDREN’S AND YOUNG ADULT COLLECTIONS CURTESY OF CHAPIN FOUNDATION GRANT FOR LITERACY
NEARLY 300 PHYSICAL AND DIGITAL ITEMS WERE PURCHASED IN RESPONSE TO A STUDENT OR EMPLOYEE REQUEST
4 REPLACEMENT STAFF IN NEW ROLES
NEW MATERIALS PURCHASED IN DIRECT SUPPORT RESPIRATORY CARE PROGRAM
INTERACTIVE VIDEO WALL ADDED AT GS

Collections:
We were able to maintain our flexibility in the library budget, redistributing existing funds for additions to build better physical and electronic collections. HGTC library still leads the SCILS consortia in physical item checkouts, surpassing schools with larger student bodies.

After a 6-month trial we selected (based on usage) additional eBooks for the Credo platform. After another successful annual library stipends program, the 2017-18 program was expanded to include to all full-time faculty not just the library liaisons.

Facilities:
Our library offers services and resources that further literacy and educational attainment. To meet the diverse needs of our community, the library must keep pace with a changing academic landscape that strives for a flexible, collaborative, and technology-rich learning environment.

Courtesy of a technology grant from the Chapin Foundation, HGTC was able to purchase an integrated visualization wall. The wall will be utilized to support collaborative student learning and instructional workshops at the Grand Strand Campus.

As a community resource, the wall will allow local employers and workforce developers to provide enhanced training programs. When not in use for trainings and meetings, the wall will display campus and community information, as well as broadcast video segments from workshops and lectures.

Staff:
Members of the department attended online certification courses, webinars, and conferences. These trainings were offered by various associations and organizations, including but not limited to:

- Association Supporting Computer Users in Education (ASCUE)
- Library Resource Information Sharing (LIBRIS)
- PASCAL
- SCILS