

# SOUTH TEXAS COLLEGE LIBRARY ANNUAL REPORT

# 2015

**“Libraries  
store the energy  
that fuels the  
imagination.”**

**- Sidney Sheldon**

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South Texas College has deep roots in and commitment to serving the students, faculty, staff, and public in its community and constantly strives to provide exceptional services and resources. Fundamental to the Library Services' mission is the idea of community – that we are here to serve, to promote and support learning in comfortable, engaging environments, and to provide the information resources necessary for our students to succeed. 2014-2015 was a productive and invigorating time for Library Services at South Texas College. During this time, Library Services continued its focus on remaining responsive to student and faculty needs by participating in and administering qualitative and quantitative studies,

and as a result, made improvements to its facilities, equipment, and information resources. In addition, Library Services continued its focus on supporting the arts and humanities through exhibits at the Library Art Gallery and through programs covering a wide range of topics from women's history to Hispanic and African American heritage. Like the previous years, academic year 2014-2015 continued the energy and change STC Library Services has experienced since 2008. We take pride in our role in helping students to succeed and in our commitment to serving our community – students, faculty, staff, and public – and we look forward to the challenges a new year will bring.

# History of South Texas College



South Texas College was created on September 1, 1993, by Texas Senate Bill 251 to serve Hidalgo and Starr Counties. It is the only community college in Texas to be established by the Texas Legislature. A confirmation election, held on August 12, 1995, established a taxing district for the College. Seven districts, based on population, were also approved for single-member representation on the Board of Trustees. A community leader from each of the seven

districts was originally appointed by Governor Ann Richards to serve on the founding Board of Trustees. Since May 2000, elections have been held for all of the seats, and all members have been elected.

From its inception, STC was mandated by the State Legislature to provide service to residents of Starr and Hidalgo counties. Meeting the population's need for postsecondary education, complicated by the rapid institutional growth experienced by STC in the process, has been an enormous but vital endeavor. It is the one for which the College was founded and charged by the State Legislature, and it is one to which the College is committed.

South Texas College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the Baccalaureate and Associate degrees. South Texas College is also approved for veterans' educational training in Certificate and Associate of Applied Sciences Degree programs by the Texas Education Agency.

# Mission Statements

Information Services and Planning is committed to providing continued open access to an even greater availability of higher education to STC students by enhancing technology and information services.

South Texas College Library Services is committed to providing a welcoming, learning centered environment, rich in quality information resources and outstanding services to meet the research, instructional and learning needs of the South Texas College students, faculty, staff and community.

Library Services will accomplish this task by providing meaningful learning experiences through:

- Friendly, professional and prompt service.
- A comfortable learning environment with a focus on accommodating various learning styles and preferences, including collaborative and group learning spaces.
- Information and research resources that support college programs and goals.
- Quality instruction and consultation in information resources and instructional and educational technology.



# Library Services Administrative Team



**Cody Gregg**

**Dean of Library Services  
& Instructional Technologies**

Cody Gregg began at STC in 1995. He has served the college in a wide variety of positions, including faculty, department chair, and Director of Instructional Technologies. He holds a Bachelor's degree in English and History, a Master's degree in English from the University of Texas–Pan American, and a Master's degree in Library and Information Science from the University of North Texas. He currently leads the college's efforts in libraries and classroom technologies and serves as the Dean of Library and Learning Support Services.



**Jesús Campos**

**Director of Library  
Technical Services**

Jesús Campos joined STC in 2009 as Director of Library Technical Services. He completed his undergraduate work in Liberal Studies (Great Books Program) at the University of Notre Dame. He then earned a J.D. at Harvard Law School and a Master's degree in Library and Information Science at the University of Texas at Austin. He oversees the acquisition of library materials (including books, journals, videos, and electronic databases) for all STC campuses.



**Noemi Garza**

**Director of Library  
Public Services**

Noemi Garza began her career with STC in 2009 as a Reference Librarian. In 2010 she was promoted to Director of Library Public Services. She managed the Library Public Services area of all five campus libraries. Her responsibilities included supervising all Library Public Service staff members working with students and faculty. She also was responsible for collection development, budget and various functional areas of the library. Noemi received her MLS from Texas Woman's University in 1979. She brought with her over 30 years of experience. Noemi retired from STC in January of 2016.



**Lelia Salinas**

**Director of Learning  
Commons & Open Labs**

Lelia Salinas became a member of STC in 1994 and has served at the college in different capacities. She is presently the Director of Learning Commons and Open Labs. She earned an associate degree in liberal arts from South Texas College and an undergraduate degree in Business Administration with a Computer Information Systems major from the University of Texas-Pan American. Additionally, she completed a Master of Education in Adult Education and a Doctorate Degree in Educational Leadership from Texas A&M University Kingsville. She leads the Learning Commons and Open Labs district wide.

# Library Art Gallery Highlights

In support of the academic curriculum, the STC Library Art Gallery is committed to bringing enlightening and thought-compelling art exhibits with corresponding lectures. In 2014 - 2015, the Library Art Gallery hosted a variety of unique and stirring art exhibits

**8** Artist Lectures

**15** Exhibits Across Four Campuses

**448** Attendees at LAG Events

**6** Donations to STC's Permanent Art Collection

**\$2310** Value of Donated Artwork

## “Gesticulaciones De La Vida”

*Gesticulaciones de la Vida*, an exhibit of brightly painted images of Rio Grande Valley cemeteries by Beatriz Guzmán-Velásquez, seeks to cherish and understand the changing landscape of memorials along the Mexico-Texas border by acknowledging indigenous rituals, Spanish Catholicism and American funeral practices. Guzmán-Velásquez earned a Bachelor of Fine Arts degree in painting from the University of Texas Pan-American and has studied at the New York Studio School and in San Miguel de Allende.





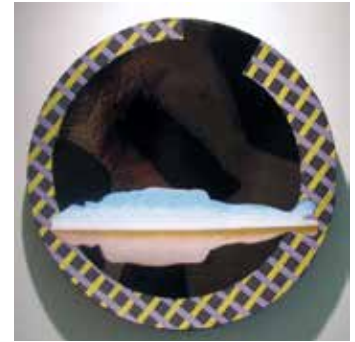
# Library Art Gallery Highlights

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The 9th Annual South Texas Ceramic Showdown:

## “Challenging Conventions”

The 9th Annual South Texas Ceramic Showdown: Challenging Conventions was a successful collaboration between STC's Library Art Gallery, STC's Visual Art Department and the University of Texas-Rio Grande Valley that featured two artists from Pennsylvania and Arizona, Gary Greenburg and Tom Belden, as well as ceramic constructions from 12 colleges and universities from across the country. The 3-day conference included ceramic demonstrations, artist lectures and an opening reception where students and the community could meet and talk with artists.



# Library Art Gallery Highlights



## “Evolution of the Soul”

*Evolution of the Soul*, an exhibit featuring dynamic surrealistic landscapes by Pablo Pena, professional artist and Weslaco native, at the Mid-Valley Campus.



## “Birds and Flowers”

*Birds and Flowers*, a painting exhibit at the Starr Co. campus by local artist Minerva Hinojosa Ritchie, who has over 50 years of painting experience and specializes in florals and nature painting.



## “Rostros de Mi Niños”

*Rostros de Mi Niños*, a photography exhibit at the Technology Campus by Veronica Cardenas-Vento that highlights faces of children in Mexico.

# Programming Highlights



To start the fall of 2014, the STC Library participated in a lecture series celebrating Hispanic Heritage. On Oct. 16 at the Pecan Campus Library Rainbow Room, author Alfonso Gonzales gave a presentation and received the Américo Paredes Book Award for his work titled *Reform Without Justice: Latino Migrant Politics and the Homeland Security State*. Alfonso Gonzales is a professor of political science at UT Austin in the Department of Mexican American and Latino Studies. The Américo Paredes Book Award was established through the college's Center for Mexican American Studies (CMAS) to highlight the best non-fiction work in the fields of Chicana/o or Latino/a studies.

On October 18, 2014, the STC Library continued with the internationally renowned journalist and author Sonia Nazario, who gave a presentation at the Pecan Campus Library Rainbow Room. Nazario's book, *Enrique's Journey: The True Story of a Boy Determined to Reunite with His Mother*, has won over a dozen awards including the Pulitzer Prize and was named a National Bestseller. Sonia Nazario has been named among the most influential Latinos by *Hispanic Business Magazine* and a "trendsetter" by *Hispanic Magazine*. In 2012, *Columbia Journalism Review* named Nazario among "40 women who changed the media business in the past 40 years."



# Programming Highlights



In the spring of 2015, the STC Library celebrated Women's History Month, an annual commemoration held in of March. We were proud to join the nation in celebrating the contributions and achievements made by women as well as paying tribute to the generations who struggled with adversity throughout the history of the United States. We had the honor of having Ms.

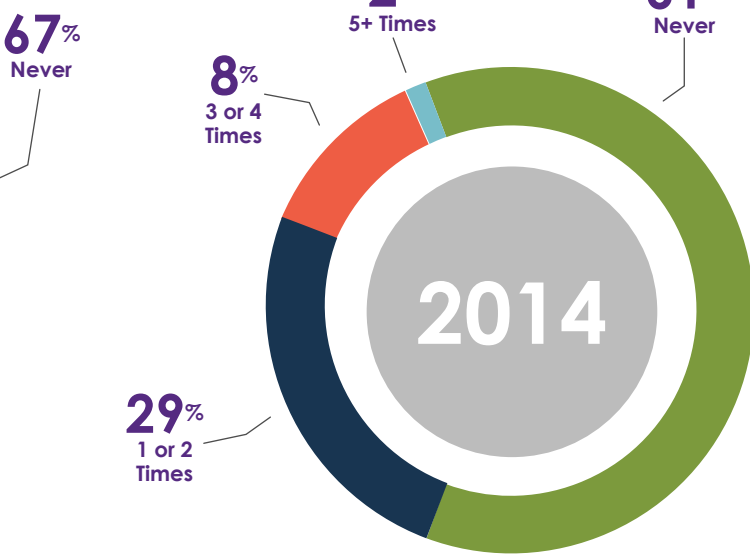
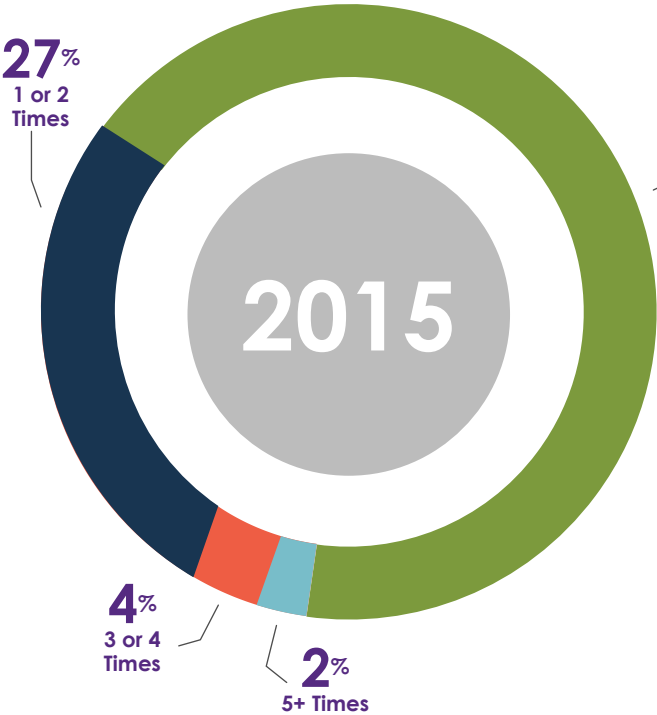
Karen Abbott, a New York Times bestselling author of *Sin in the Second City* and *American Rose*. Ms. Abbott is a featured contributor to *Smithsonian Magazine* and also writes for the *New York Times* series about the Civil War. A native of Philadelphia where she worked as a journalist, she now lives in New York City where she is at work on her next book. Her book

*Liar, Temptress, Soldier, Spy: Four Women Undercover in the Civil War* was the topic of the event in the spring of 2015. The book is spellbinding, true stories of four very different women - who took on the responsibility of being soldiers and spies in the Civil War. Abbott's book has received many accolades for her pulse-quickening narrative as well as for her wealth of primary source materials. The book has been named a "best book of 2014" by *Library Journal*, *the Christian Science Monitor*, *Amazon*, and *Flavorwire*, and has been optioned by SONY for a miniseries.



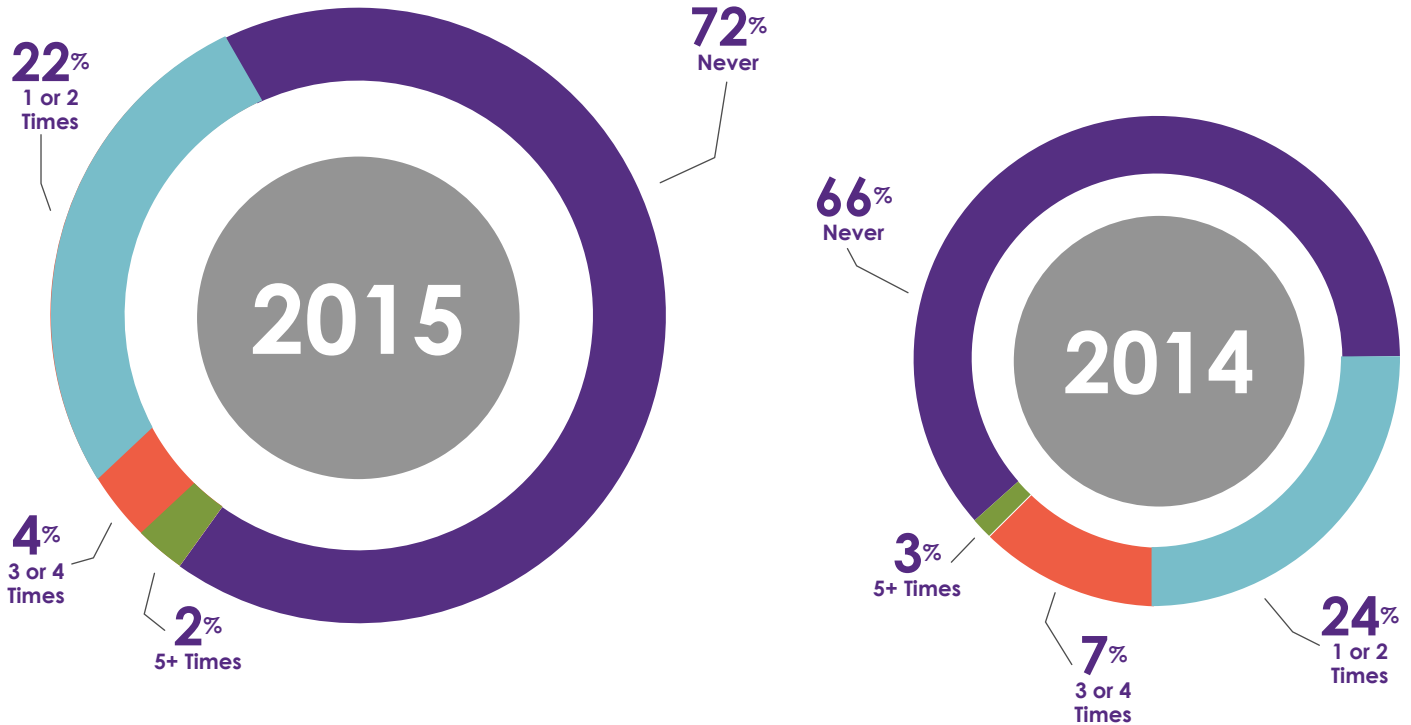
# Student Satisfaction Surveys

Each year, Library Services surveys students to determine their satisfaction with the staff and computer labs in key areas, including helpfulness, the number of hours per week the Learning Commons and Open Labs (LCOL) was used, and whether they would recommend the Learning Commons and Open Labs to other students. Select results from this survey are presented below.



How frequently have you had to wait because the lab was full?

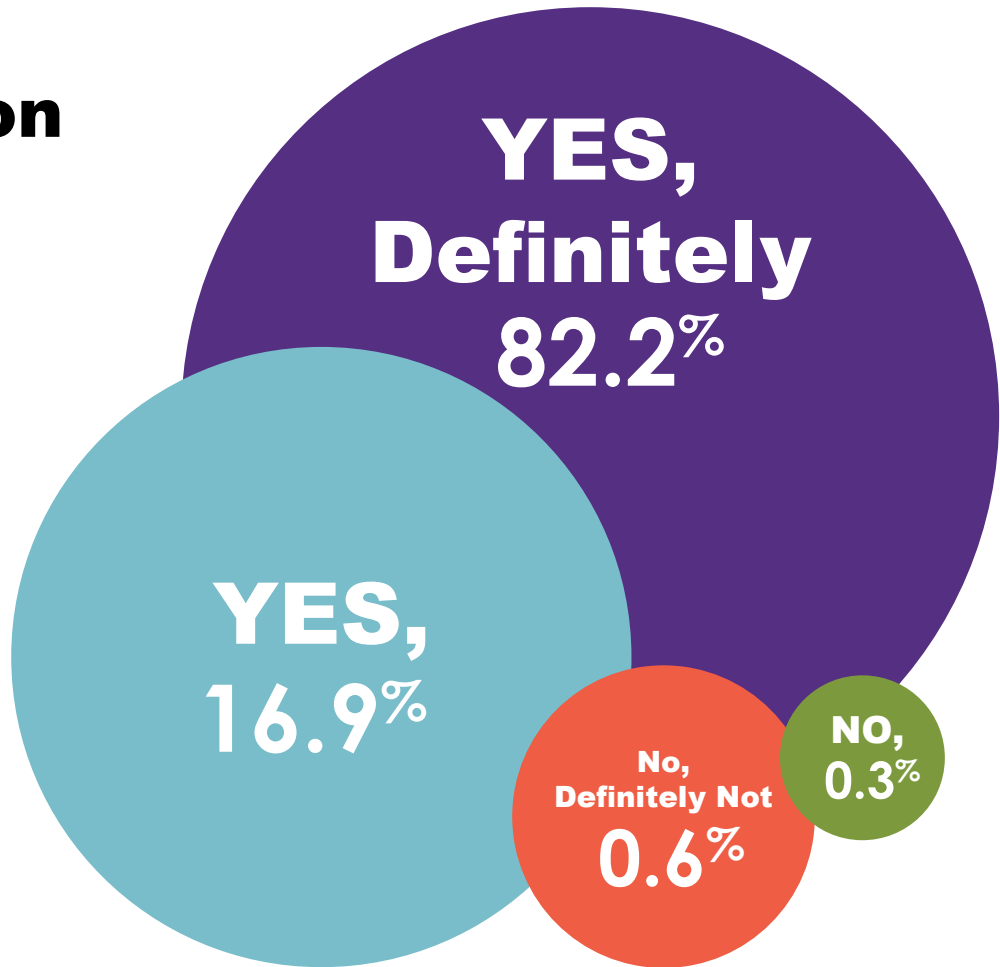
# Student Satisfaction Surveys



How frequently have you had to leave without using a computer because the lab was full?

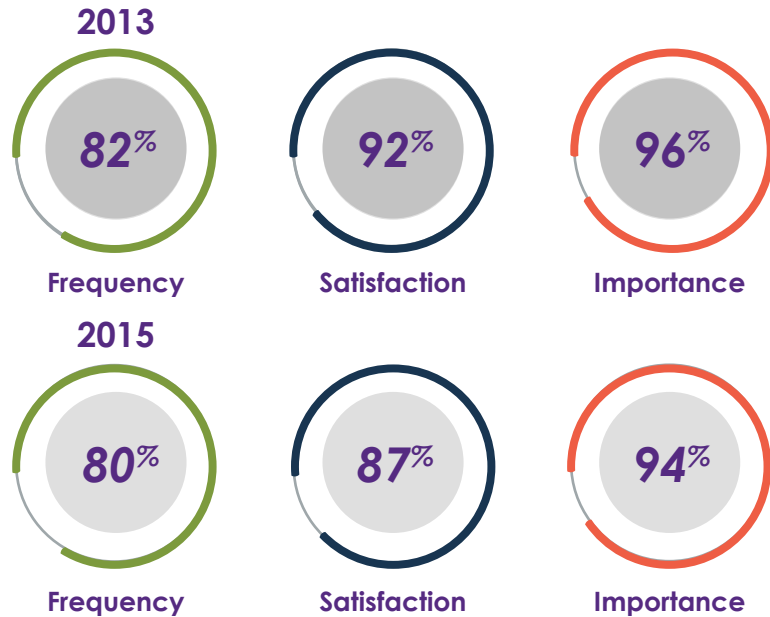
# Student Satisfaction Surveys

Would you recommend the Learning Commons and Open Labs to other students?



# Community College Survey of Student Engagement

The Community College Survey of Student Engagement (CCSSE), a product and service of the Center for Community College Student Engagement, is a well-established tool that helps institutions focus on good educational practice and identify areas in which they can improve their programs and services for students. Administered every two years during the spring to mostly returning students, CCSSE asks about institutional practices and student behaviors that are highly correlated with student learning and retention. The graph displays the results for the past two surveys.

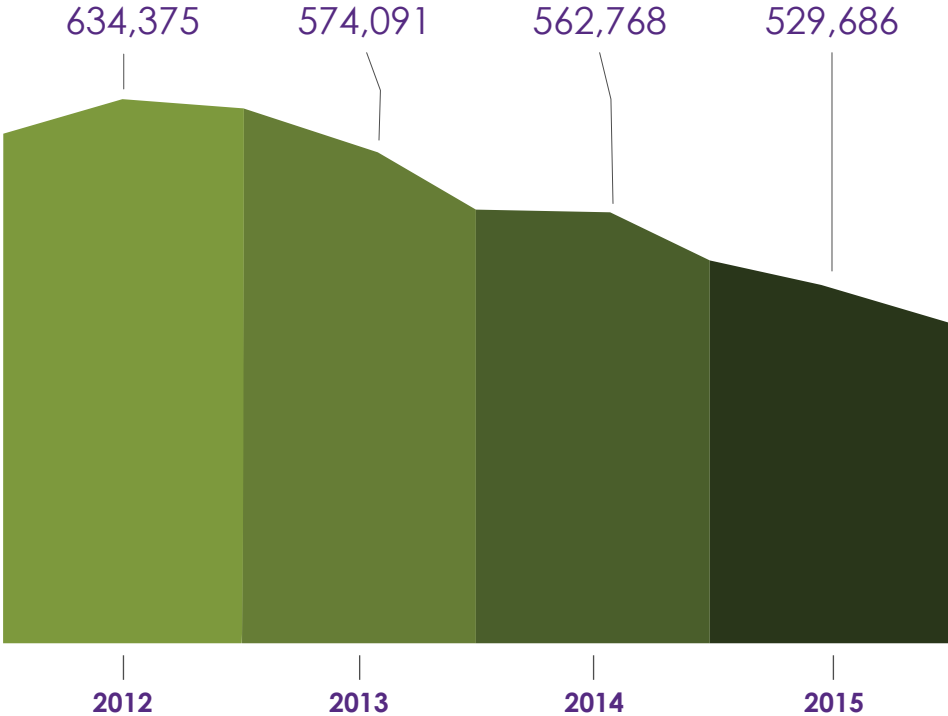


**Students were asked to rank the importance of, their satisfaction with, and the frequency of use of Library Services and Open Labs.**



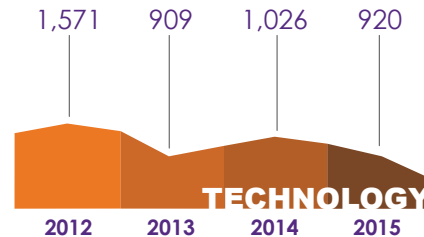
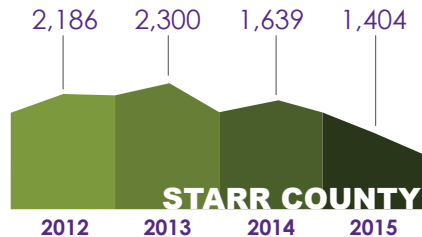
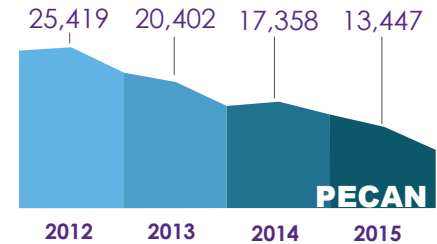
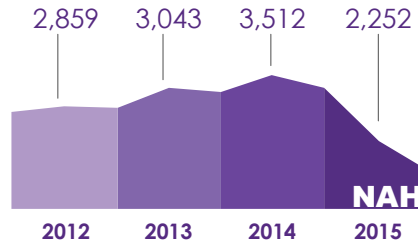
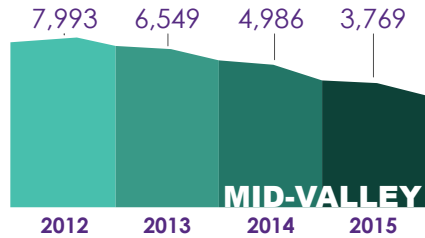
# YEAR OVER YEAR: Individual Computer Usage

The graph shows a total count of the number of times a computer was used in the Learning Commons and Open Labs during the past four years. This data illustrates the tremendous demand for computer resources in our STC Libraries.



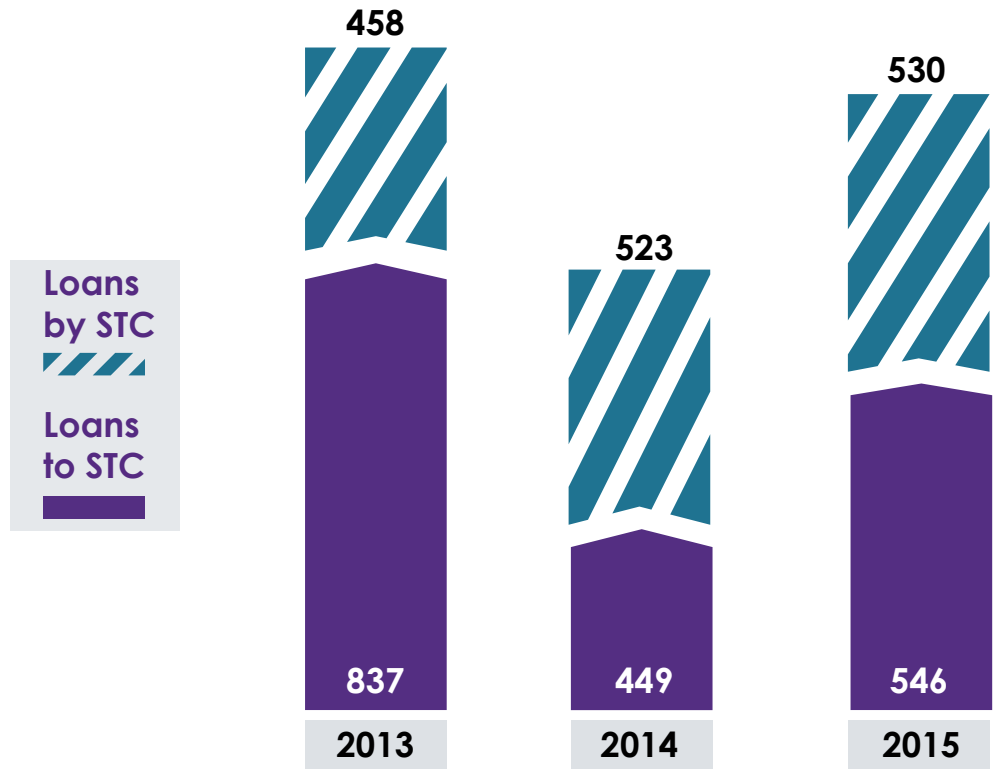
## YEAR OVER YEAR: Circulation by Campus

Circulation is the checking out and usage of the collection. The graph below shows the number of times items were checked out from STC's libraries in the past four years. These items include library research and information materials such as books, DVDs, and e-books. Circulation of physical library materials decreased by 23.6% between FY2014 and FY2015. This is part of a continuing trend involving a shift from print to online library resources.



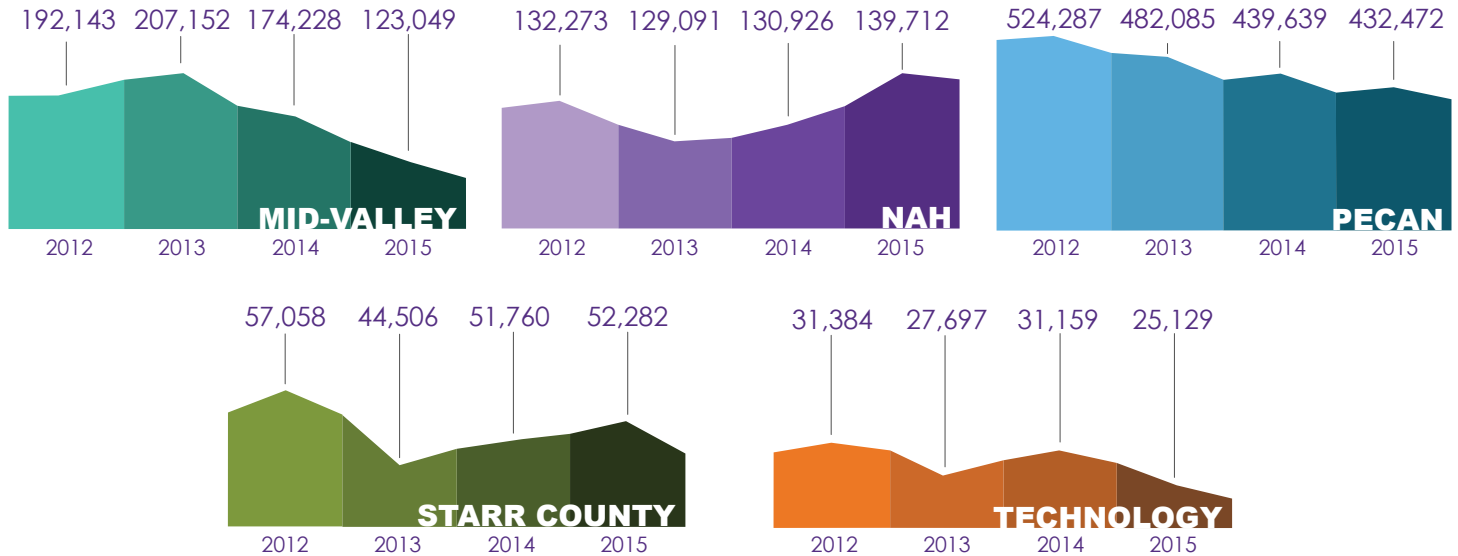
## YEAR OVER YEAR: Interlibrary Loans

Interlibrary Loan (ILL) is the service of borrowing and lending materials among libraries on behalf of library users. The graph shows Interlibrary Loan activity during the past three years. The library's resource sharing activities were at equilibrium between borrowing and lending in FY2015.



## YEAR OVER YEAR: Yearly Library Visits

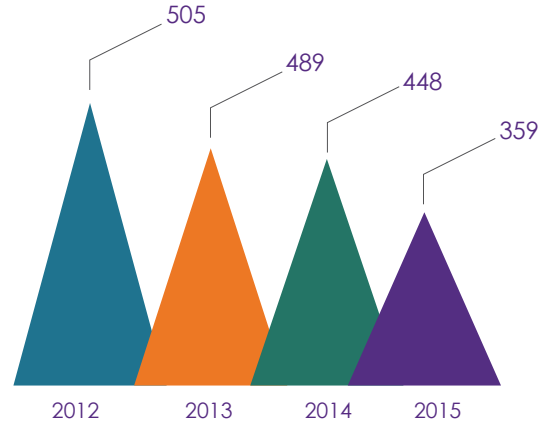
A count of library visitors is collected by electronic gates whenever anyone enters the library. The graphs below report the numbers of visitors to STC libraries for the past 4 years.



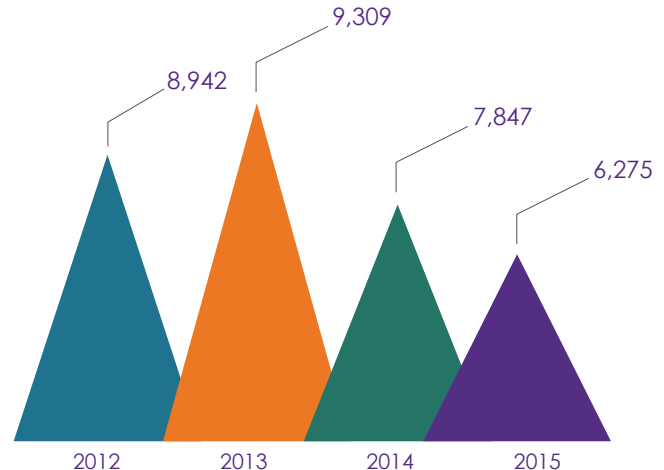
## YEAR OVER YEAR: **Library Instruction**

Library Services offers Library Instruction (LI) sessions designed to teach students how to efficiently and effectively find information and use library resources. Sessions may also cover topics such as evaluating information and the ethical use of information. Instructors contact the library to schedule sessions for their classes. The graphs show the number of LI sessions and the number of students attending those sessions in the past four academic years.

### Sessions



### Students

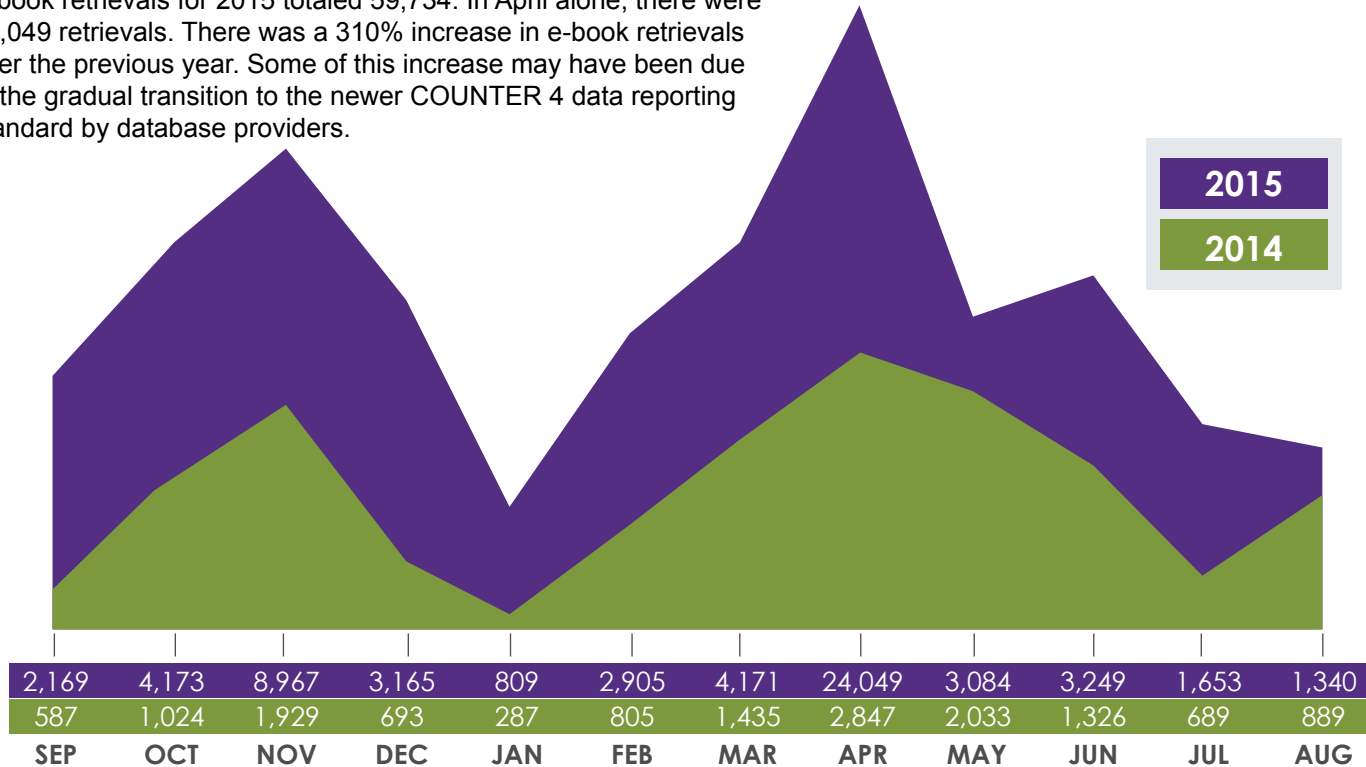


YEAR OVER YEAR:

# Electronic Resource Searches

## E-Book Retrievals

E-book retrievals for 2015 totaled 59,734. In April alone, there were 24,049 retrievals. There was a 310% increase in e-book retrievals over the previous year. Some of this increase may have been due to the gradual transition to the newer COUNTER 4 data reporting standard by database providers.

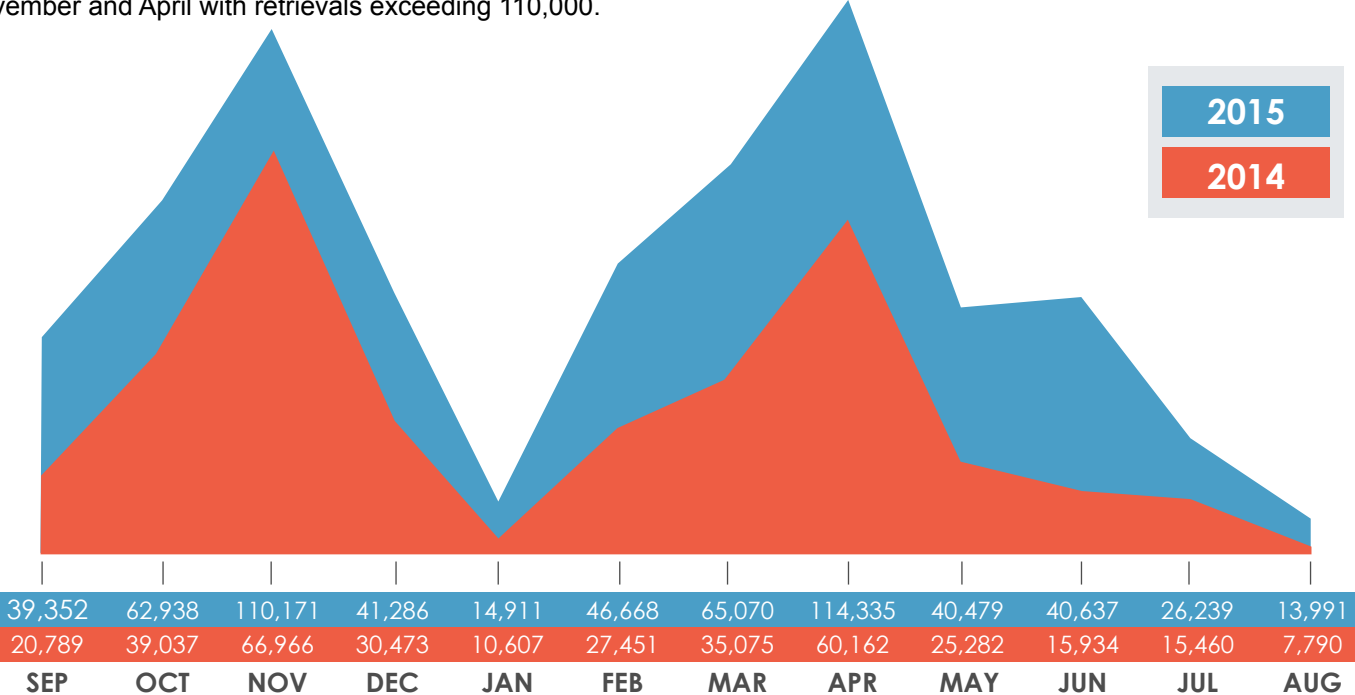


YEAR OVER YEAR:

# Electronic Resource Searches

## Journal Database Retrievals

Usage of journals and multimedia databases increased by 73.5% from 2014 to 2015. Part of the increase is due to the availability of usage statistics for eight databases that previously did not provide usage statistics and to the gradual transition to the newer COUNTER 4 data reporting standard by database providers. The busiest months continue to be November and April with retrievals exceeding 110,000.





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