

Social Science Library Annual Report 2011-12



What's New?

The Social Science Library participated in a number of new projects and services. Milestones for 2011-12 include the following:

- ⇒ Implementation of QR codes in the library allowing data enabled phones direct access to the library website;
- ⇒ Creation of updated and expanded research guides and webpages on the library website;
- ⇒ Launch of *Ask a Librarian* chat reference service providing online research support to UOIT students;
- ⇒ Delivery of instructional class sessions reaching over 1,195 students;
- ⇒ Creation of monthly rotating resource displays on social science and humanities themed topics;
- ⇒ Production of Social Science Library instructional videos on YouTube channel;
- ⇒ Hiring of three new staff members;
- ⇒ Doubling of the gate count numbers since opening in January 2011.

*"Library staff have made my life and research work fun and pleasurable.
The Social Science Library team ...are an amazing bunch"*
- Faculty member

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Ask a Librarian Online Reference Service



Ask a Librarian service provides students with online reference help from anywhere they have an Internet connection. The service is currently provided as a consortial project of UOIT with 5 other Ontario university libraries.

This past September, the Library Social Science Library staff have been participating as operators of the *Ask a Librarian* service and have had a wonderful experience helping students.

To date, *Ask a Librarian* has helped over 100 UOIT students with their research needs. Look for the *Ask* button on front page of the Library website.

Orientations & Classes



During the 2011-2012 school year, over 30 instructional sessions were delivered to Faculty of Social Science and Humanities classes, reaching over 1,195 students.

Social Science Librarian, Stephanie Orfano, provided instruction to undergraduate and graduate students, as well as faculty on:

- ⇒ Copyright issues in the classroom;
- ⇒ Data and statistics;
- ⇒ Citation management (Refworks);
- ⇒ Information literacy themes, such as: using the library catalogue, searching for scholarly material, legal research, and media content analyses.

QR Codes



QR Code use has expanded in the Social Science Library. Starting in August 2011, instructional videos were created to introduce students to the academic library environment. Uploaded to a dedicated Library Channel on YouTube, direct access to the website allows data enabled phones to access information from QR Codes displayed in posters throughout the library.

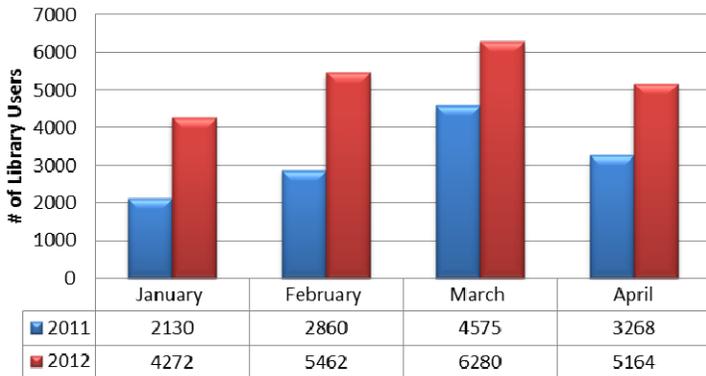
In the spring of 2012, a dedicated QR Corner was implemented to encourage students to look for more of these codes throughout the library. Linking to presentations on rotating topics the QR Display provided a lighter moment for students covering topics such as Internet Memes, Pinterest and Humour on the Internet. Library Services have also been highlighted with a display on LibGuides which linked directly to the UOIT Library webpage.

With positive feedback from faculty members and students on the Social Science Library's instructional videos, YouTube Channel and rotating displays, we look forward to more opportunities to use these codes to create dynamic links for our users.



Checkouts and Gate Counts on the Rise!

Social Science Library Traffic

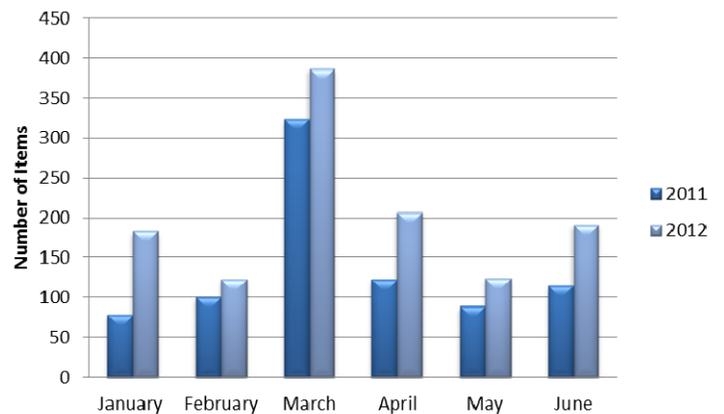


What a successful year! The number of students, staff, and faculty using the Library continues to rise. Gate count numbers have nearly doubled from the Library's opening in January 2011. The

number of items checked out of the Library is also on the rise.



Social Science Library Checkouts



New Staff at the Social Sciences Library



Library Technician
Janet Martin

Janet Martin, previously on contract as a Library Technician with Social Sciences Library, has recently been hired as a continuing employee. Janet has also worked at George Brown College and Trent University in Oshawa and has experience as a Technical Writer, Marketing Writer, User Interface Designer and Website Creator. Janet holds an Honours B.A. in English and Business from University of Waterloo, as well as a Library and Information Technician Diploma from Seneca College.

Kathleen Perkin began working as a Library Technician in the Social Science Library in March 2012. She has a business degree from Ryerson University and has worked in tax and accounting. A lifelong love of books led her to a customer service position at Chapters. She is now completing a Library Technician course at Mohawk College.



Library Technician
Kathleen Perkin

Kristy Wheaton joined the Social Science Library last September, and is a graduate of the 2011 Seneca College Library and Information Technician Program. She also works part-time at the Pickering Public Library, and is an avid reader.

"Today it was a pleasure to deal with library staff. All of my questions were answered!" – Student

Data in Canada & Other Monthly Displays



The Data in Canada Display in the Social Science Library showcased Canadian data on topics related to Social Sciences and the Humanities.

The Statistics Canada website:

(<http://www.statcan.gc.ca/>) contains the data that is used as the foundation for the displays.

Past displays have also included: environmental data; election data during the federal election; violence against women statistics; International Women’s Day; statistics about families; and, postsecondary enrolment data, focusing on variables such as institution type, gender and field of study.



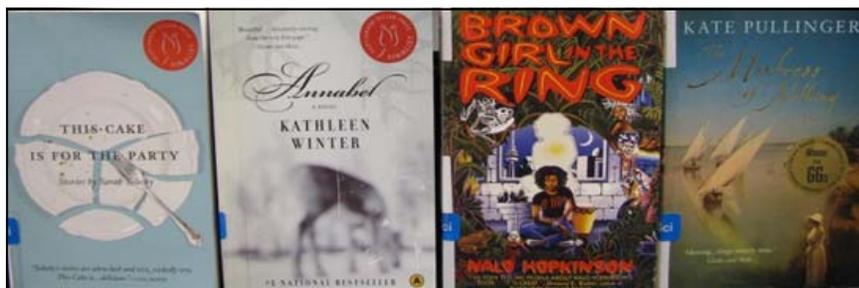
International Women’s Day (Data in Canada Display)

Leisure Collection

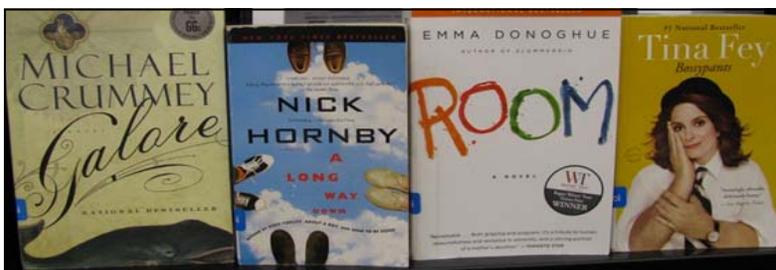
The Leisure Collection of paperbacks at the Social Science Library has grown! New fiction is added to the collection every year keeping it up-to-date with current award winners and best sellers for the campus community to enjoy!



Award winners in the collection include: **Half Blood Blues** by Esi Edugyan, **A Visit from the Goon Squad**, by Jennifer Egan, **The Amazing Adventures of Kavalier & Clay** by Michael Chabon, and **The Sisters Brothers** by Patrick DeWitt.



The best of current Canadian fiction include: **This Cake is for the Party**, stories by Sarah Selecky, **Annabel** by Kathleen Winter, **Brown Girl in the Ring** by Nalo Hopkinson, and Kate Pullinger’s **The Mistress of Nothing**.



Best-sellers in the collection include: **Galore** by Michael Crummey, **A Long Way Down** by Nick Hornby, **Room** by Emma Donoghue, and Tina Fey’s **Bossypants**.

“The always changing displays are awesome and really give the library a personal, welcoming touch!”

- Student