

The Universal Orlando Foundation (UOF) Library at Rosen College, a branch of the University Libraries, serves the research needs and interests of Rosen College's students, faculty, and staff, as well as the needs of the greater UCF community. The library also serves as an information resource center for the hospitality industry in central Florida.

Highlights of the Year in Retrospect

- The UOF Library team exceeded expectations this fiscal year, continuing to offer a full slate of services and resources to patrons despite budget cuts, staff shortages, and a change in leadership. In a year of transition in which the primary goals were merely to maintain basic levels of service, the UOF Library set new highs in most statistical categories, increased the size and quality of the collection, and maintained its status as one of the prominent features of the highly-regarded Rosen College campus.
- Receiving its first major technological facelift since its opening, the UOF Library welcomed brand new laptops for instructional and student use in November 2007 and brand new public and staff desktop computers in May 2008.
- The UOF Library remained a popular and convenient meeting place again this year, serving as the host site for a variety of functions, including four Faculty Center for Teaching & Learning workshops and the 2007 Florida Resource Sharing Conference.
- Continuing a popular tradition, the UOF Library offered three new exhibits during the fiscal year:
 - TJ Ormseth and Sandra Varry, with the assistance of Cypress Gardens and the main library's Special Collections department, partnered to create "Dick Pope: The Father of Florida Tourism" for the fall 2007 semester.
 - April Anderson, Sr. Archivist in the main campus library's Special Collections department, served as guest curator for the spring 2008 exhibit "Don't Miss It! Florida Roadside Attractions before Disney."
 - Ormseth, Varry, Grenka Bajramoski, and Rebecca Harrington all teamed up to offer the summer exhibit entitled "Wanderlust: Where in the World Do You Long to Travel?" and which featured a popular weekly trivia contest.

Staffing Changes

- Sr. LTA Sandra Varry was hired in July 2007, filling the vacancy created after the resignation of Gina Rippens three months earlier. With a Master of Fine Arts in Photography and previous library experience, Varry hit the ground running.



The core Rosen Library team, FY 2007-2008: (l. to r.) Sandra Varry, Grenka Bajramoski, Tim Bottorff, and T.J. Ormseth

Her primary responsibilities include handling the library's periodicals, coordinating the library's interlibrary loan operations, overseeing stacks maintenance, and other public service duties.

- Rebecca Harrington was hired as a part-time, adjunct librarian in October 2007. Harrington did a great deal of reference, instruction, Web page, and collection development work during her time at Rosen. She resigned from her position in late June 2008 in order to accept a full-time, permanent position at the Florida Hospitality library.
- USF ALSTAR intern Karen Yarbrough completed a rotation at the UOF Library during the fall 2007 semester. Yarbrough assisted with reference, instruction, and Web page development during her time at Rosen.
- Christine Paola, OPS Library Assistant, resigned in April 2008 in order to accept a position at the Osceola Public Library System. Paola had worked part-time at the UOF Library for more than two years.
- Tim Bottorff was selected as head librarian of the UOF Library in late June 2008, following a nationwide search. Bottorff had served as the reference librarian at the UOF Library since January 2004 and had been installed as interim head librarian in July 2007, following the retirement of the UOF Library's first head librarian Deb Ebster.

Departmental Goals: 2007-2008

- **Maintain continuity of patron services during a year of transition.** The UOF Library successfully maintained or improved statistical levels in nearly every public service category, such that it appears that the period of transition following the retirement of the previous head librarian (and the onset of significant budget cuts) was mostly transparent to students and visitors. See below for the full statistical report.
- Continue marketing efforts to better promote the UOF Library's services, resources, and collections.
 - *The UOF Library debuted the popular and functional Rosen Library Blog in July 2007, replacing a static, Web page-based news system that was less attractive to patrons and more difficult for staff to update and maintain. Thanks to the Blog and to a concerted effort to offer more frequent updates, the library disseminated more than twice as many news announcements this fiscal year than last.*
 - *The UOF Library maintained a three-times-per-year publication schedule for Check It Out, the library's popular newsletter. In addition, the library began disseminating Check It Out more widely, announcing the electronic availability of each new issue on the Blog as well as on e-mail lists for the Libraries and the Rosen College community.*
 - *The UOF Library also started a Book of the Month feature in April 2008. This service allows the library to highlight one or more items in the collection in the form of a brief monthly review which is posted on the Blog, in Check It Out, and in other publications.*
 - *The UOF Library also started an attractive, in-house Book Jacket feature this year. This service utilizes a different topical theme each semester to highlight interesting items in the collection.*
- In light of having reduced budgets for the purchase of new materials, continue to improve

the collection through greater emphasis on bibliographic and stacks maintenance.

- *The UOF Library worked with Acquisitions Services and Cataloging Services to transfer from the main library to Rosen approximately 175 books relating to various areas in hospitality management. These items, directly relating to subjects taught at the Rosen College, will receive more use and prominence at the UOF Library.*
- *This fiscal year, the staff performed significant maintenance on periodical records, shifted some reference books to the general collection, added another shelving section to reference, shifted materials in the general collection stacks, and implemented a more effective and comprehensive shelf reading system for the entire collection. These efforts better utilize and enhance the current collection, as well as allow for future anticipated growth.*

Departmental Goals: 2008-2009

The UOF Library remains in a period of transition. Continuing budget cuts, as well as reduced staffing levels, dictate the establishment of modest goals focused largely on the maintenance of current levels of services and access. Nonetheless, continued growth and improvement will still be attempted where possible and when resources allow.

- Maintain continuity of patron services during a year of transition.
- Continue outreach and marketing efforts to better promote the UOF Library's services, resources, and collections. In particular, when possible, disseminate more services and collections digitally.
- In light of having reduced budgets for the purchase of new materials, continue to improve the collection through bibliographic and stacks maintenance, the cultivation of donations, and wise allocation of available funds.

Advancement Toward the President's Five Goals

Offer the best undergraduate education available in Florida

- The UOF Library continues to build collections in support of the Rosen College's unique and highly-regarded curricula. In addition to acquiring more materials in support of long-standing areas of focus such as hotels, restaurants, theme parks, and tourism, the library acquired additional materials for the new B.S. in Event Management degree program.

Achieve international prominence in key programs of graduate study and research

- The UOF Library continued to acquire materials in support of the Rosen College's Master's program, as well as the relatively new Ph.D. program in Hospitality Education. For example, additional materials were acquired from scholarly hospitality/tourism publishers such as Elsevier, CABI, and the World Tourism Organization, and additional materials were acquired relating to the scholarly writing process and research methods.

Provide international focus to our curricula and research programs

- The UOF Library continued to provide research assistance to Rosen College faculty members teaching courses at the University of Aruba.
- The library's continued status as a WTO depository library supports undergraduate, graduate, and faculty research, especially in the field of international tourism.
- The library's summer exhibit focused on international travel, heightening patrons' awareness of international destinations and customs.

Become more inclusive and diverse

- The UOF Library staff again participated in Diversity Week activities, including the Libraries' many Diversity Team programs and the decorative collage contest.
- Continuing a long-standing commitment to diversity in hiring, student assistants at the UOF Library this fiscal year hailed from many different parts of the globe, including China, Colombia, and Norway.

Be America's leading partnership university

- The UOF Library continued to seek partnerships in the design and execution of its exhibits. Partners in exhibits this fiscal year included Cypress Gardens and the main library's Special Collections department
- The library continued partnership efforts with the library at the University of Aruba, including offering surplus gift books for their collection.
- The library hosted librarians from all over the state during the Florida Resource Sharing Conference in December 2007.

Performance Enhancement Recommendations

- Although the UOF Library managed to maintain high levels of service this past fiscal year despite being down a full-time staff position for several weeks and a full-time librarian position for the entire fiscal year, it is imperative that full staffing levels be restored if continued maintenance or progress is expected. Because the UOF Library staff is small and because the facility is relatively isolated from other UCF libraries, staff shortages are particularly difficult to manage.
- The collection development budget this past fiscal year was inadequate to continue building the UOF Library's collection in line with expectations. If the UOF Library is to continue to build a strong, comprehensive hospitality collection, collection development funding must remain strong and relatively steady from year to year.
- As mentioned in the past, the current bi-weekly courier service is inadequate to allow for the rapid delivery of library materials to Rosen College patrons, particularly for today's time-pressed undergraduate students. Daily delivery among UCF's main, branch, and regional libraries remains desirable.
- Significant progress was made this past fiscal year in improving the technological infrastructure at the UOF Library (including the installation of new laptops and computer desktops). However, the Library continues to be hampered by recurring technical issues with the card reader and pay-for-print station. Reliable, efficient pay-for-print service is necessary for the UOF Library to continue to meet the high expectations of its patrons.



Welcome to the UOF Library at Rosen:
Displays & Stacks to the left; Public Service Desk to the right

Public Service Statistics

In an era in which many academic libraries are experiencing downturns in statistics, the UOF Library again achieved new highs in most public services categories. Patron Count was up 9% (compared to last fiscal year) and surpassed 100,000 for the first time. Web Hits, Instruction Classes Taught, Instruction Students Taught, and Questions Answered similarly all increased between 8-11% and set new statistical highs. Especially notable increases came in the E-mail Reference (41%) and Research Consultations (109%) categories, underscoring what seems to be a trend towards more difficult and time-consuming reference inquiries. Circulation of materials was one of the few categories that declined slightly, primarily because the library was unable to circulate laptops (counted as Reserves) for approximately three months, during

the transition from the original laptops to the brand new ones.



In the courtyard at the beautiful Rosen College campus

STATISTICS

Universal Orlando Foundation Library
Table 1
Public Service Statistics

	2007/08	2006/07	2005/06	2004/05	2003/04*
USE OF THE FACILITY:					
Patron Count	107,289	98,446	80,889	61,941	19,438
WEBSITE:					
Hits on UOFL Web pages	189,342	175,485	137,673	97,048	10,091
INSTRUCTION:					
Classes Taught	29	26	19	23	4
Students Taught	864	792	558	662	43
MATERIALS CIRCULATED:					
General Collection	n/a	n/a	1,884	1,328	354
Audio/Visual	n/a	n/a	228	116	51
Browsing	n/a	n/a	155	126	n/a
Reserve	n/a	n/a	365	1,007	76
Laptops	n/a	n/a	4,622	1,634	10
Audio Sets	n/a	n/a	190	83	10
Renewals	n/a	n/a	140	25	n/a
Total Reserve Circulation	3,732	5,266	n/a	n/a	n/a
Total General Circulation	3,826	3,693	n/a	n/a	n/a
Total Materials Circulated	7,558	8,959	7,584	4,319	501
REFERENCE:					
Total Questions	4,124	3,819	3,233	3,618	1,090
Directional Questions	2,871	2,744	2,030	2,379	691
Library Reference, In Person	1,087	954	1,094	1,092	309
Library Reference, Via Phone	64	54	73	91	69
Library Reference, Via E-Mail	79	56	26	47	21
Research Consultations (PERCs)	23	11	10	9	n/a

*The library opened in January 2004; statistics for FY 03-04 are from February-June 2004 only.

Collection Development Statistics

Despite facing a severely reduced collection development budget, a modest increase was achieved in the number and quality of materials available at the UOF Library. However, most of the increase came through anonymous donations or transfers from the main campus library, neither of which are reliable methods for building a strong, balanced collection. A more generous collection development budget in future years will be necessary if the university aims to build a comprehensive hospitality collection at the UOF Library.

Gifts

The UOF Library continues to receive gifts on a regular basis from students, staff, faculty, and community members. In fact, compared to last fiscal year, nearly twice as many donations – more than 200 items – were accepted into the collection this year. Among the more important items acquired through the generosity of donors was a collection of more than 70 hospitality videos, several books related to newer areas such as event management and theme park management, and numerous materials related to restaurant management.

Universal Orlando Foundation Library
Table 2
Collection Growth

	Titles Held End of				
	2007/08	2006/07	2005/06	2004/05	2003/04
Total Collection	8129	7611	6393	5526	3297
Rosen General	6906	6480	5359	4640	2880
Rosen Reference	624	620	526	472	302
Rosen Browsing	301	278	325	264	n/a
Rosen Media	298	233	183	150	115
Rosen Periodical Titles Held	161	153	146	135	117

Universal Orlando Foundation Library
Table 3
Gifts Added to the Library's Collection

	2007/08	2006/07	2005/06	2004/05	2003/04*
Monographic Titles Added to the Collection	207	107	110	829	40
Number of Different Donors (not including anonymous donors)	15	13	14	105	7

*The library opened in January 2004; statistics for FY 03-04 are from February-June 2004 only



In the Stacks:
Grenka Bajramoski,
Sandra Varry, T.J.
Ormseth, &
department head
Tim Bottorff

Tim Bottorff
Head, Universal Orlando Foundation Library
at the Rosen College of Hospitality Management