



2020-2021 ANNUAL REPORT

INDIANA WESLEYAN UNIVERSITY
ONLINE CAMPUS LIBRARY SERVICES

DECEMBER 2021

PREPARED BY
RACHEL WALTERS, OCLS ONLINE LIBRARIAN

CONTENTS

- 2** Message from the Dean of OCLS
- 3** About OCLS
- 4** OCLS Staff
- 5** OCLS by the Numbers
- 6** Databases by the Numbers at IWU Libraries
- 7** Reimagine OCLS Strategic Planning
- 9** What's New

MESSAGE FROM THE DEAN OF OCLS

As a librarian, I like asking questions and finding answers. One question I ask myself often is, “What would it look like if...?”

Answering this question has brought a lot of change to Online Campus Library Services (OCLS) in the past 18 months.

First, the National & Global and Wesley Seminary communities responded to our October 2020 Reimagine OCLS survey with helpful suggestions for sharing OCLS services, redesigning our website and digital spaces, and communicating the many ways OCLS supports student success and retention.

Here are a few highlights of our work in 2021:

- A new OCLS website
- Joining National & Global’s Innovation and Partnerships Team to leverage library resources, lower student costs, and increase use of stable, trustworthy resources throughout our course offerings
- Providing 63 unique OCLS Resource Recommendation guides to add articles, ebooks, media, and other library resources in N&G classes
- Completing a name change and rebranding OCLS as Online Campus Library Services to describe who we are and who we serve

Since 1993, OCLS has served the IWU community by providing print and digital resources, research support, technology assistance, and working alongside our stakeholders to realize our shared mission of developing students in character, scholarship, and leadership.

We anticipate the future and reflect on the past with gratitude for the IWU community’s support. We invite you to visit our [new website](#), to learn more about Online Campus Library Services.

Warmly,

Jay Wise
Dean of Online Campus Library Services



ABOUT OCLS



FOUNDED IN
1993

MISSION

We help busy adult students and faculty with research, APA, and Chicago Style, so they save time and achieve success in their classes.

VALUES

STUDENTS FIRST

We put students first in everything we do.

STRATEGIC INTELLIGENCE

We purposely plan for future growth.

ACCESS

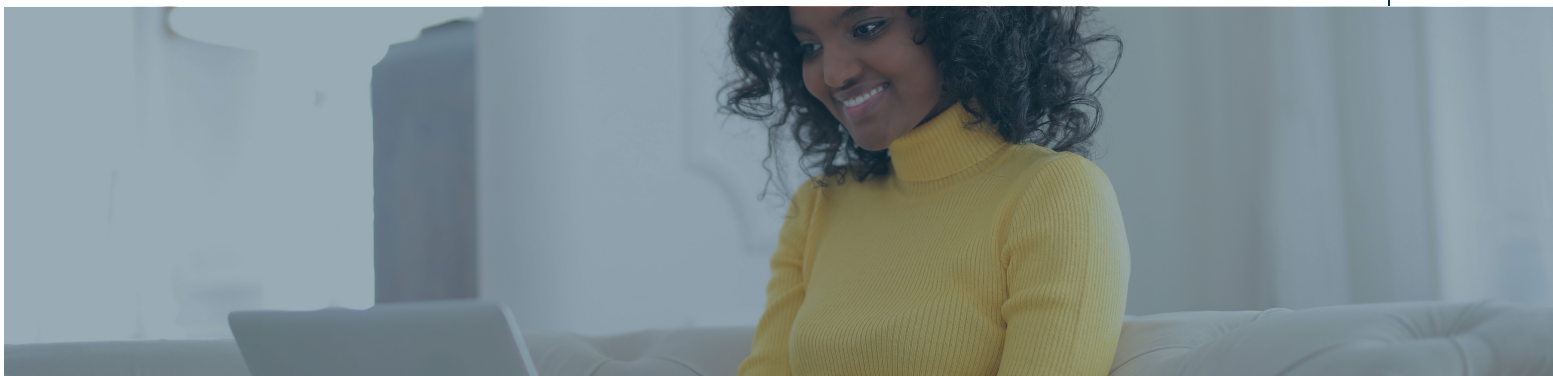
We will provide access to educational support to the IWU National & Global Community.

CULTURE & PEOPLE

We will invest in our culture and people in order to foster a Christ-like community and develop future leaders.

TECHNOLOGY

We will support and provide relevant and readily accessible library technology services.

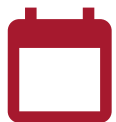


OCLS STAFF

JULY 2020 - JUNE 2021

OF COMBINED EXPERIENCE

132 YEARS



STAFF
3
MEMBERS



FACULTY
5
LIBRARIANS



MEET OCLS!



JAY WISE
DEAN OF OCLS



MARY BETH DOLMANET
OCLS OFFICE MANAGER



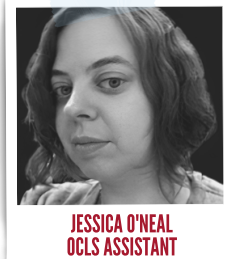
DAVID DIAL
OCLS LIBRARIAN, CLEVELAND



LISA HAYES
OCLS LIBRARIAN, CINCINNATI



AMY LORSON
OCLS LIBRARIAN, LOUISVILLE



JESSICA O'NEAL
OCLS ASSISTANT



RACHEL WALTERS
OCLS ONLINE LIBRARIAN



AMANDA ZODY
OCLS ASSOCIATE

OCLS BY THE NUMBERS 2020-2021

SUPPORT



401
CHAT SESSIONS



262
VIRTUAL ASSISTANT
SESSIONS



34
WEBINARS



109 HOURS
STUDENT
APPOINTMENTS



352
PAPER
FORMAT
REVIEWS

47,039
TOTAL INTERACTIONS



46,265
STUDENT INTERACTIONS



770
FACULTY INTERACTIONS



RESOURCES



5,365
ARTICLES SENT



298
LIBRARY ITEMS
MAILED



2,264
INTERLIBRARY
LOAN ITEMS



62
UNIQUE COURSE
RESOURCE
REQUESTS

DATABASES BY THE NUMBERS AT IWU LIBRARIES



ONLINE CAMPUS LIBRARY SERVICES



LEWIS A. JACKSON LIBRARY

109
ARTICLE DATABASES



12
EBOOK DATABASES



7
MEDIA DATABASES



ARTICLES



920,699
SEARCHES



612,029
FULL TEXT REQUESTS

ACADEMIC WRITER



6,872
ACCOUNTS CREATED



215,874
REFERENCES CREATED



123,538
PAPERS CREATED

EBOOKS & MEDIA



39,924
EBOOK SEARCHES



39,838
EBOOK VIEWS



4,028
EBOOK DOWNLOADS



130,927
VIDEO SEARCHES



89,300
VIDEOS WATCHED

REIMAGINE OCLS SURVEY

Indiana Wesleyan University Off Campus Library Services started a strategic planning process called **Reimagine OCLS: The Power is in Your Hands** in Fall 2020.

OCLS conducted the Reimagine OCLS Survey to assess the use of current library services, library resources, current needs, and future needs of students, faculty, staff, and administrators. OCLS will use the survey results to inform future plans and services.

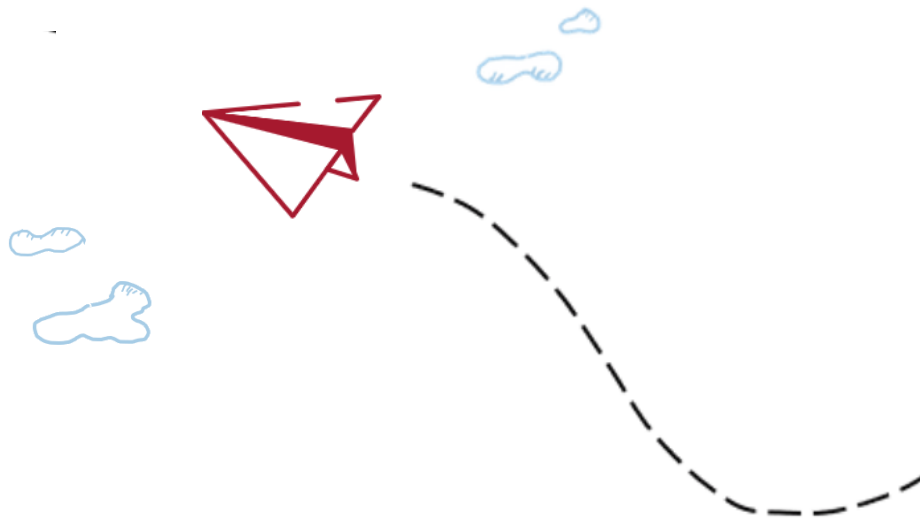
The survey participation was excellent, with responses from each group in the N&G and Wesley Seminary community. The survey was available online for two and one-half weeks with 798 responses.

OCLS IMPACT ON STUDENT SUCCESS

A positive finding of the survey was that the majority (62.9%) of IWU Personnel (Faculty, Staff, and Administrators) respondents "Strongly agree" and 29.8% "Agree" with the statement, "OCLS has a positive impact on student success."

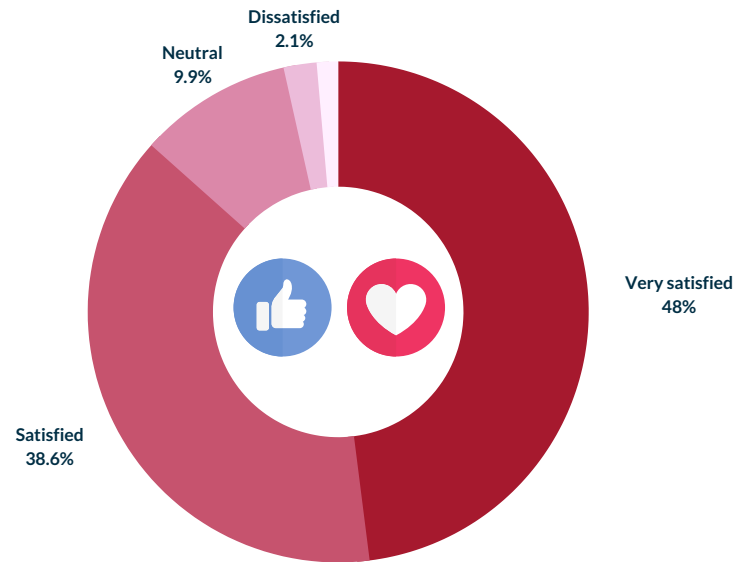
REIMAGINE OCLS

THE POWER IS IN YOUR HANDS.



STUDENT AND FACULTY SATISFACTION

A majority of respondents across all of the survey participant groups were satisfied with OCLS services. A large percentage of students and personnel saying they were very satisfied overall.



RECOMMENDATIONS

Key recommendations from the survey:

- In exploring opportunities for new services, implementing AI for a virtual help desk should be considered.
- The OCLS website needs to be updated and become more user-friendly.
- Survey responses showed that overall, stakeholders from all groups are not aware of OCLS services. Outreach and communication plans to key stakeholders need to be implemented.
- Our name is confusing to IWU National & Global students, and faculty find it difficult to separate us from the Jackson Library on the Marion campus. A new name that accurately describes what we do should be considered.
- Emails should be sent to new students welcoming them to IWU N&G and include a link to a new student survival guide to answer Frequently Asked Questions that students have.
- OCLS should release an annual report to demonstrate its value to the N&G Community that includes service metrics and short articles about projects of note from the last year.

REIMAGINE OCLS REPORT

The entire Reimagine OCLS Strategic Planning Report is available at <https://ocls.indwes.edu/homepage/Reimagine-OCLS-report>.

WHAT'S NEW

NEW NAME

When OCLS was founded in 1993 and served the IWU Division of Adult and Professional Studies (APS) "off-campus students," our name was appropriate. Now we are serving IWU N&G students. The majority of our students are online across the United States and the World.

Off Campus Library Services is confusing to IWU National & Global students. When students call OCLS they frequently worry that they did not call the correct library and identify themselves as online students. Faculty, especially those in the Marion, Indiana area do not know there is a difference between or find it difficult to separate us from the Jackson Library on the Marion campus.

During the OCLS Strategic Planning meetings, the team discussed a new name. OCLS Dean Jay Wise proposed the name Online Campus Library Services. This name describes who we are and keeps the same acronym that the N&G community is used to (OCLS).



NEW WEBSITE

Our digital spaces are vital to the student experience. Survey respondents mentioned extensively that the OCLS website is outdated and not user-friendly.

The OCLS website remained virtually the same since October 2009, except for introducing a new header in June 2013 and a search box area and OCLS chat in February 2018.

We designed a [new website](#), and user testing was completed in the Spring of 2021. The new website debuted on July 7, 2021.

VIRTUAL ASSISTANT

As we reviewed the survey comments, students and IWU personnel repeatedly asked for a virtual help desk. We researched and created prototypes with various platforms.

May 28, 2021, we launched the OCLS Virtual Assistant with Verloop.io. The virtual assistant is a FAQ answer bank that directs students to resources to help them or ask for help when needed.

In June 2021, the OCLS Virtual Assistant usage was 532% increase over OCLS chat in June 2020.

NEW STUDENT SURVIVAL GUIDE

The [OCLS New Student Survival Guide](#) was launched with the new website. New students receive a welcome email from OCLS with a link to the guide.

The guide gives them an overview of OCLS, OCLS services, and other important information.



INDIANA **WESLEYAN** UNIVERSITY

ONLINE CAMPUS LIBRARY SERVICES

IWU ONLINE CAMPUS LIBRARY SERVICES

4201 South Washington

Marion, IN, USA 46953

1-800-521-1848

ocls.indwes.edu