

**JMU Libraries  
Faculty Annual Review (FAR)  
for Librarians**

Name	Erika Peterson
Job Title	Director of Media Resources
Division	Libraries & Educational Technologies/JMU Libraries
Performance Period	2013/14
Department	Media Resources
Self-FAR (Date)	May 8, 2014
Final FAR (Date)	June 20, 2014

By **July 31**, each faculty member shall submit a summary of activities and accomplishments during the previous 12 months in the area of job performance, scholarly achievement and professional qualifications, and professional service to the AUH for review and evaluation purposes, using the approved format. (**JMU Libraries Promotion & Tenure Guidelines Section 2.5.1.**) Annual evaluation of all faculty members is required; evaluators should use the rankings of excellent, satisfactory or unsatisfactory in each performance category (**JMU Faculty Handbook III.E.4 and P&T Guidelines 2.3.2**)

A preliminary written evaluation is to be given to each faculty member by the AUH prior to the regular FAR conference. The preliminary evaluation shall be given to the faculty member at least one day prior to the scheduled conference. (**P&T Guidelines, 2.5.3**)

The evaluation conference must provide an opportunity to discuss the faculty member's performance, professional contributions and needs as perceived by both the faculty member and the AUH. The conference may be cancelled by mutual agreement of the faculty member and the AUH, if both agree on the terms of the preliminary evaluation. (**P&T Guidelines 2.5.4**)

The official written evaluation shall not be finalized until after the evaluation conference unless the faculty member and AUH determine that no conference is required. (**P&T Guidelines 2.5.5**)

The AUH shall provide the official written evaluation to the faculty member by **October 1**. Any failure to meet this deadline will extend the appeal process by the number of days the evaluation is late. (**JMU Faculty Handbook, III. E.4.g. & P&T Guidelines 2.5.6**)

Before the AUH submits the official written evaluation to the dean, there must be an opportunity for the faculty member to review and appeal the evaluation to the PAC. The faculty member has a maximum of seven days following the receipt of the official written evaluation to make the appeal in writing. Failure to file a timely written appeal with result in the evaluation being sent forward to the dean, and no further appeal rights are available. (**P&T Guidelines 2.5.7**). The appeal process in the academic unit must be completed by **October 21**. (**P&T Guidelines 2.5.8**)

The faculty member and the AUH shall sign the final evaluation and the AUH will send a copy of it to the dean by **October 28**. If the faculty member does not sign the final evaluation, the AUH will forward it to the dean with a notation that the faculty member declined or failed to sign. (**P&T Guidelines 2.5.9**).

The relative weights of the three performance areas of job performance, scholarly achievement and professional qualifications, and professional service for an individual faculty member shall be negotiated with the faculty member, their supervisor and the appropriate AUH prior to the start of the academic year on the Faculty Anticipated Activity Plan (FAAP). If no individual weights are negotiated standard weights will be:

60% Job Performance

20% Scholarly Achievement and Professional Qualifications

20% Professional Service

My Position Description is current and accurate: Yes

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### **Job Performance**

Job performance is understood as each faculty's members practice of librarianship which may include: collection development, reference services, course-related instruction, management, cataloging, web development, etc. as is appropriate for the individual faculty member. The components comprising each faculty member's job performance are delineated in his or her position description (**P&T Guidelines, Section 2.3.2.1**).

Assigned Weight from FAAP: 70%

In the space below and using the FAAP, please document how you met your goals in this performance area. Please address all goals listed on your FAAP including ones that you were unable to achieve.

Liaison librarians, please provide a link to your liaison annual report for this reporting year. *(not available at this time, will update)*

Supervisors or unit heads, please provide a link to your unit report for this reporting year. *(not available at this time, will update)*

### **1. Working in conjunction with Elizabeth Haworth, develop and implement a collaboration plan for Media Resources and Carrier Public Services.**

Elizabeth and I worked closely with Stefanie Warlick and KT Vaughan to develop a collaborative model for the services in our three departments. A key feature of this partnership is redefining the Assistant Director positions to be functionally specific rather than geographically specific. Additionally I will be taking on more oversight for technology planning for the three departments.

### **2. In accordance with the recently adopted Balanced Scorecard Initiative, and working with Andrea Adams, develop and implement a collaboration plan for Media Resources and CIT**

I did spend a significant amount of time working on this initiative, and ultimately Andrea and I did arrive at a collaboration plan. However, CIT decided it was not in their interest to move forward with the plan at this time. We have been able to rework several aspects of the plan into a new service model for Media Resources, however. We will begin implementing it this summer, with a full roll-out in October.

### **3. Working with Jennifer Keach and others, develop and implement a promotion plan for Lynda.com**

Jennifer and I, in collaboration with representatives at Lynda.com, instituted a "soft launch" campaign for Lynda.com. We were working primarily with two departments, SMAD and Computer Science, and promoted Lynda through the campus labs, Help Desk, IT training and others. At the end of the Spring semester we were put in contact with a student group who is interested in helping us promote Lynda more broadly this Fall. We're both very excited about this opportunity, and the perspectives that these

students will bring. Despite being in a “soft launch” however, use of Lynda has been steadily increasing, and we feel optimistic about its continued growth.

**4. Increase circulation of Media Resources video collection by 10%, through effective promotion initiatives.**

At the time of writing this review, circulation statistics for 2013-14 were not yet available. I will update this section when the numbers are available. However, the Media Resources department was engaged in a number of activities this year to promote the collection, including weekly announcements in dining hall table tents, meeting with representatives from SGA and new and updated displays.

**5. Oversee the continued work of the Laptop Task Force as they work to identify ways to improve mobile access in the Libraries.**

I continued oversight of the Laptop Task Force. They produced a follow-up recommendation document that I’ve included with this review.

**6. Oversee the implementation of recommendations from the Equipment Circulation Task Force.**

Media Resources implemented the recommendations of the Equipment Circulation Task Force. We have not had time to complete a full evaluation of the success of those recommendations, but overall patrons have been reporting fewer issues with our circulating equipment.

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### **Scholarly Achievement and Professional Qualifications.**

Evaluation criteria in this area may differ according to job responsibilities. Criteria should include, but need not be limited to, publication of scholarly work, presentations at professional conferences, achievement through performance in the arts, engaging in recognized research, obtaining research grants, continuing professional development through formal coursework, publication of educational material and consulting activities (P&T Guidelines, Section 2.3.2.2)

Assigned Weight from FAAP: 10%

In the space below and using the FAAP, please document how you met your goals in this performance area. Please provide links as available.

#### **1. Complete work on Streaming Video book**

Cheri and I completed work on our book and anticipate it being published in October.

#### **2. Continue work with Kelly Giles on our research collaboration about musicals, with the goal of having an article ready for publication by the end of the fiscal year.**

Kelly and I weren't able to find time to continue work on this project this year, but I hope we'll be able to pick it back up in the Fall.

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### **Professional Service.**

Evaluation of activity in this area shall include committee service and leadership at James Madison University or in professional or educational organizations, or service otherwise enhancing the profession, the Libraries, college, or university. (P&T Guidelines,, Section 2.3.2.3)

Assigned Weight from FAAP: 20%

In the space below and using the FAAP, please document how you met your goals in this performance area. The listing of appointments is helpful, but most useful is a description of your specific contributions. If appropriate, please solicit feedback from those who might be best able to comment on your contributions.

#### **1. Continue as Cluster Representative on CDC.**

I continued in my role as AH cluster rep on CDC. This was an especially interesting and challenging year as CDC undertook a database review. I led the AH cluster through the review process, and we were successful in meeting our goal, with what I believe will be minimal impact to our departments.

#### **2. Continue work on the Video Management Systems team.**

The Video Management Systems team wrapped up its work with a report to Dean's Council. The report is attached to this review. I assisted by contributing to our survey of necessary and desired feature and evaluating potential platforms.

#### **3. Participate in the TLT Conference Planning Committee.**

I was a member of the TLT Conference Planning Committee. The Conference had a record-breaking year for attendance and feedback was very positive. I participated in general planning and logistics and was responsible for coordinating student volunteer help.

#### **4. Continue work as member of QEP committee.**

This committee has stalled, and has not been meeting.

#### **5. Continue as member of Intranet Governance Committee.**

I continued in my role as Public Services Representative on the Intranet Governance Committee. In this capacity I solicited input from Public Services departments about new policy decisions impacting the Hub and represented their perspective on the committee.

#### **6. Continue work as co-chair of VAAMPs, particularly working on the VIVA last copy video project.**

Our initial work with the SCS consultants is completed, and all of the participating libraries have agreed on initial steps to begin conservation of our unique

holdings. In my capacity as co-chair I met with VIVA groups to update them on the progress of our project. I also organized and facilitated several conference calls with the member schools and the SCS consultants, and three in-person meetings. There are plans to seek grant funding to work on digitization efforts.

**Faculty Annual Review (FAR) for Librarians  
External Feedback Section**

**Faculty Departments (Liaisons only)**

(Usually provided by the Associate Dean for Public Services via a Qualtrics form delivered to instructional faculty identified by the liaison)

**We did not receive faculty feedback for Erika this year.**

**Direct reports (Supervisors only)**

(Excerpted from, Supervisor Evaluation forms for Librarian Supervisors)

**Not available for this early evaluation.**

**Peer feedback (as provided to librarian, supervisor or others and as available)**



## Combined AUH/Supervisor Evaluation (all Librarian faculty)

(Narrative review of the librarian's performance including all inputs listed above with supervisor commentary. In each category, Job Performance, Scholarly Achievement and Scholarly Contributions and Service, provide a ranking of Exceptional, Satisfactory or Unsatisfactory).

*Note: This evaluation has been completed early because of my upcoming retirement in June. Supporting information such as departmental and liaison annual reports will be linked later.*  
-Sandy

### Job Performance

Erika is a knowledgeable and effective director of media resources. She continues to improve the media services and collections and has made great progress on integrating media resources fully into the spectrum of L&ET services. She is a conscientious supervisor and has worked with the media resources staff to review and revise their responsibilities and has supported their initiatives and creativity. This year she shepherded the Laptop Task Force through the implementation of their recommendations, which resulted in the phasing out of circulating laptops in the libraries and focusing instead on supporting students' own mobile technology.

Erika has reached out in many directions within L&ET to build meaningful collaborations. She has worked with the Rose and Carrier Services directors to develop a more blended service management model across the three service areas and as part of that plan has volunteered to be the point person for technology decisions. She and Andrea Adams in the CIT proposed an initiative to collaborate on a joint spectrum of media services for faculty and students. The joint team from Media Resources and CIT came up with scenarios for merging their front line services in Carrier but the conditions were not in place for the CIT to feel comfortable moving forward. Erika should not feel too discouraged by this. It often takes time for partners to get to the same place on making a significant change and I feel confident the vision and planning will eventually bear fruit. In the meantime Media Resources is moving ahead on some service model changes that will provide more structured support for student media production.

Erika does an excellent job managing the library media collections. In addition, a co-liaison to the SMAD program she is responsible for managing the SMAD collection. A major accomplishment at the end of last year was putting together a deal to acquire Lynda.com so this year she has worked on marketing the resource to campus.

### Scholarly Achievement and Professional Qualifications

In the fall Erika co-presented a paper with Cheri Duncan at the Charleston Conference on streaming video and later in the year they accomplished the major task of completing a book manuscript for Scarecrow Press on the same topic. The book is titled "Creating a streaming video collection for your library" and the expected publication date is October 2014. I am sure this will be a welcome contribution to the profession.

### Professional Service

Within L&ET, Erika continued to serve as the Arts & Humanities Cluster representative to the Collection Development Committee. She also served as the public services representative on the Intranet Governance Committee, served as a member of the TLT Conference Planning Committee, and agreed to serve on the Building Task Force which kicked off in the spring

semester. She served on the Video Systems Task Force with CIT colleagues and participated in analyzing video system needs and evaluating the video platform market. I encourage her to follow up with documentation of this work and to make recommendations for Media Resources video systems. At a regional level she continued to serve as co-chair of the Virginia Association of Academic Media Professionals (VAAMP), an organization she co-founded. A VAAMP initiative has spawned a significant VIVA Last Copy Video Project which Erika has continued to champion.

Job Performance Rating: Exceptional

Scholarly Achievement and Professional Qualifications Rating: Exceptional

Professional Service Rating: Satisfactory


Overall AUH Rating: Exceptional



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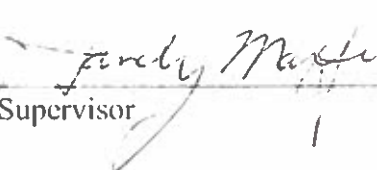
### Signatures

The signatures below acknowledge that this FAR has been approved.

  
\_\_\_\_\_  
Faculty Member

Div. Medical Resources  
Title

4/3/14  
Date

  
\_\_\_\_\_  
Supervisor

Associate Dean  
Title

6-23-2014  
Date

  
\_\_\_\_\_  
Associate Dean (AUH)

10-02-14  
Date