

Libraries and Educational Technologies

Professional & Performance Development Form

Library Faculty Self Evaluation

Personal Information

Name Erika Peterson

Job Title Director of Media Resources

Division: Libraries & Educational Technologies

Performance Period 2011-2012

Department Media Resources

Date of Review

Self-Evaluation

Supervisor Evaluation

Job Description is current

No significant changes in job description occurred during performance period

Annual Performance Evaluation

The minimal performance expectations for all faculty in Libraries and Educational Technologies are consistent with the mission and goals of James Madison University. The following are minimal performance expectations which cross all faculty positions. These should be taken into consideration as the faculty member is evaluated. These factors will also be evaluated by the faculty member's peers through the Peer Evaluation Form.

Client Service Orientation Gives priority to users. Effectiveness in meeting needs of user. Stays informed of university resources for extended assistance. Maintains approachable demeanor.

Professionalism Demonstrates responsibility and ethics in carrying out job duties. Demonstrates respect for University policies and goals, coworkers, administration. Keeps up with developments in the profession and in higher education; contributes to academic or administrative field.

Self-Management Sets clear priorities that are well aligned with the position's responsibilities and with organizational goals. Takes a proactive and planned approach to accomplishing these priorities. Takes personal responsibility for decisions and, if appropriate, delegates work in a balanced manner. Assumes responsibility without being told.

Task/Project Management Completes the tasks specifically associated with his/her position in an effective, efficient and timely manner. This includes assigned tasks as well as tasks the employee is expected to identify independently to enhance operations within his/her unit.

Facilitation/Interaction with Others Considerate and cooperative attitude toward faculty, staff and students. Able to resolve conflict and maintain fairness. Facilitates the flow of information with others; communicates clearly with others in oral and written form; shares resources with others; promotes collaboration and teamwork. Manages projects to ensure completion on time and with effective use of resources.

Commitment to Institutional Mission Supports University and unit mission in preparing students, faculty and other clients for enlightenment and productivity. Demonstrates interest in institutional and unit activities of the campus community.

Section I: Goal Achievement

Report on goals that were established for this performance period in each evaluation area: Core Responsibilities, Scholarship and Service. Describe in what way these goals were met and what additional work, if any, needs to be completed to meet the goal.

Core Responsibilities List primary job responsibilities. Examples include: teaches classes or gives demos to students, faculty or staff; provides reference or consultation services; enhances collections and access through acquisitions and guides, software, or cataloging; keeps abreast of developments in one's area of expertise, etc.

1. *Provide leadership for Media Resources*
 - a. *Develop 5 year plan for growth and development of Media Resources' services*

While I didn't complete a written 5 year plan for growth and development, I made significant progress on long range planning for the department, in coordination with both Media Resources and Carrier PS staff. The overall direction is one of increased coordination and collaboration between MR and all JMU Library public services units. To that end I made some important changes in the structure of the Media Resources department. The retirement of Patti Williams freed a position that has been reimagined to focus solely on media production. This position will be working closely with our colleagues in CIT, Rose Library, Carrier Library Public Services and coordinating with Music. Brian Simmons' position has been revamped to reflect increased concentration on the public services aspect of Media Center operations and will be working to build collaborations between Carrier and Rose Libraries. Additionally, I will be working to bring increased visibility and use to the MR collection.

I worked with D.Lee Beard to develop and implement a tiered, collaborative service model to media production support for students. This new model will provide access to CIT's expertise and facilities to students engaged in media production.

Additional

Collaborated with Michelle Moreau on possible partnership between Media Resources and the Communication Center.

Oversaw Media Center re-carpeting project

- b. *Develop and implement a revised workflow for Blackboard streaming requests*

I have made many refinements to the Blackboard streaming workflow, which has increased its efficiency and the turn-around time for requests. However a major overhaul of the streaming service was not practical this semester due to the release of new

guidelines for best practices in digitization for libraries. Under the advice of Brian Cockburn we postponed our efforts until the new guidelines could be evaluated.

- c. Continue collaboration with Elizabeth Haworth with the goal of producing a written plan for a shared learning commons.*

Elizabeth and I continued our collaboration and made great strides in our efforts. An important product of this collaboration was our co-management of the learning commons redesign project. The result of this project was an architect's plan for patron and public service space on the first floor of Carrier Library. Included in this will be a space for an embedded media center employee. The goal of this will be to increase the visibility of media related library services among patrons and staff and to provide frontline media production help to patrons.

- 2. Serve as liaison to School of Media Arts and Design*
 - a. Make personal contact with each member of the department to learn about their needs and to promote library services*

I made personal contact with each member of SMAD, though this was only a first step in building the relationships I would like to have with the SMAD faculty for personal interaction.

- b. Enhance relationship with JoAnne Holman, library rep, through quarterly in person meetings and frequent emails*

I have been in close communication with Jo Anne Holman, though she was not available for more than two meetings this year. We did stay in touch through frequent emails, and I believe we are building a positive working relationship.

- c. Gain proficiency in technology related to liaison duties (e.g. Oasis, R2, Blackboard)*

I received training in R2 and Oasis and worked to improve my knowledge of Blackboard. I feel that I made satisfactory progress on this goal, though I will continue to stay up-to-date with these technologies.

Additional

Initiated and participated in trial for Lynda.com

Provided instruction to Digital Storytelling Workshop on library resources and fair use.

- 3. Develop Media Resources video collection*

- a. *Weed out of date and unused VHS tapes to create space and improve the collection*

Judy Hinegardner and I worked together on this project and weeded 930 out-of-date and rarely used VHS titles. We are now working on weeding the VHS collection at Rose.

- b. *Work closely with liaisons to promote the media collection to faculty and identify areas for growth*

This year I took over all ordering for the media collection. This has been a positive change, as it has made the development of the collection a more cohesive and planful process. It has also made it necessary to work closely with the liaisons to ensure faculty and student needs are being met in the most effective way possible.

- c. *Submit a proposal for special project money to update the Criterion Collection films*

I submitted this proposal and it was approved. I was able to update our collection with all Criterion Collection editions. This represents more than 500 new DVD titles for the collection.

Additional

Served as point of contact and leader on a project to acquire the papers and film archive of documentary filmmaker David Taylor.

Scholarship Report on goals established in the area of scholarship or intellectual contributions. Examples include bibliographies, handouts and course materials, published research, in-house research and development that contribute to L & ET services and activities, contributions to professional forums or staff seminars.

1. Present at Charleston Conference. Topic: Licensing streaming media

Cheri Duncan and I co-presented at Charleston Conference the program “You Ought to be in Pictures: Bringing Streaming Video to Your Library.” This presentation resulted in requests to submit a book proposal and give a webinar on the topic of streaming video.

We presented the same program to ALCTS as a webinar:
<http://www.ala.org/alcts/confevents/upcoming/webinar/041812>

We submitted a proposal to Scarecrow Press, that was accepted, for a book on streaming video. We are currently in the process of writing and revising this book.

2. Submit book proposal on academic library media centers

While this topic is still of interest to me, I did not submit a proposal on academic library media centers as the opportunity to collaborate with Cheri on the streaming video book took precedence.

Additional

Received Qualtrics training

Attended “Performance Management for Classified Staff Training”

Attended CCUMC conference

Attended National Media Market

Attended World’s Fair Use Day

Service List leadership commitments and significant participation in official activities to improve or advance your department, division, the University or your field of expertise. Examples include: participated in a department, division, University or professional organization committee; chaired a committee; donated professional services to a local organization or institution.

Service Committees

1. *Continue Leadership role in the development of the Virginia Association of Academic Media Professionals*
 - a. *Co-host October conference with Matt Ball at UVa*
 - b. *Serve as chair of membership development*

I continued to participate in the VAAMPs group. I co-hosted the October meeting, which focused on copyright issues. I served as chair of membership development and additionally served as the lead on a proposal to start a “last copy” preservation plan for media across the state. The funding for this project was approved by VIVA and will begin in the fall.

2. *Serve as member of DUXL search committee*

I was a member of the DUXL search committee and we were very successful in our recruitment of David Vess.

3. *Serve as member of Travel Committee*

As a member of Travel Committee this year I assisted in the approval and funding of faculty and staff travel and participated in a project to examine the role of travel committee and make recommendations for improvements to the travel committee documentation.

4. *Serve as meeting coordinator for L&ET faculty meetings*

As an L&ET faculty meeting coordinator I participated in a major restructuring of the group and it's charge this year. The meetings have been revised to focus more on development and are now open to staff.

Standing Committee Participation

1. Management Council
2. Arts and Humanities Collection Development Cluster
3. Digital Assets Working Group

Additional

Worked on Faculty Load Sub-committee of PAC.

Currently serving as public services representative and note-taker for Intranet Governance Task-Force.

Section II: Performance Review of Supervisors

The minimal performance expectations for all supervisors in Libraries and Educational Technologies are consistent with the mission and goals of James Madison University. The following are minimal performance expectations which cross all supervising faculty positions. These should be taken into consideration when evaluating a supervisor's performance.

Coaching/mentoring Providing employees with frequent performance feedback ; providing recognition for areas of high or improved performance; working with people to correct performance problems. Supporting employees in developing their capabilities to contribute more on their present jobs and to prepare them for future jobs; identifying training needs, suggesting training programs and providing opportunities to expand skills in new project / task situations; acting as mentor for employees where appropriate; evaluating performance and conducting performance review discussions on a timely basis; conducting interim review discussions when appropriate.

Communication linkage Acting as a communications link between employees and higher management; keeping people in unit informed about issues important to them.

Defining expectations Reaching agreement with employees on their objectives, priorities and measures; ensuring objectives and work plans are updated when required.

Work allocation Organizing the work flow and relationships among people and functions in the unit; delegating work to make efficient use of resources and to develop people's capabilities.

Staffing Planning and staffing the unit with the appropriate number and skills mix of employees; selecting highly qualified persons for the unit; using staff creatively to solve staffing shortages.

Performance Review of Supervisors (cont)

Summarize below the faculty member's performance in these supervisory areas throughout the performance evaluation period. To complete this summary, refer to the Supervisor Evaluation Form completed by the supervisor's direct reports and any other relevant information.

Section III: Performance Summary

Summarize the faculty member's performance for this performance period. To complete this section, refer to peer, customer and self evaluations, the goal achievement section of this document, your own evaluation of the faculty member's performance and any additional relevant information.

Signatures

The signatures below acknowledge that the performance review has been completed.

Faculty Member

Title

Date

Supervisor

Title

Date

Associate Dean

Title

Date

Dean

Title

Date