



2024-2025

Ira A. & Mary Lou Fulton Library Annual Report & Strategic Plan



TABLE OF CONTENTS

Letter from the Director	2
By the Numbers	3
Annual Highlights & Events	5
Fiscal Budget & New Employees	9
Strategic Objectives & Priorities	11





The Fulton Library provides user-centered services, various learning spaces, and essential resources that support the university's mission of educating students for success in work and life.

LETTER FROM THE DIRECTOR

Dear Friends,

Community is at the heart of every library's mission, and the Fulton Library is no different. We understand that community is not just about who we serve but also about what we strive to build through our services, spaces, and resources.

Over the past year, we launched a new marketing campaign to highlight just how vital the library is to a student's university experience and to foster deeper connection. The campaign showcases our library with a fun and engaging approach that aims to make UVU students feel comfortable and at home—both in our spaces and while accessing our resources and services. In an age of information overload, helping students see how we can support them requires careful thought and planning. We want every student to know that the Fulton Library is more than just a building—it's the heart of their university experience! When students enter our building or visit our website, we want them to feel that we are here to help them succeed and that we are approachable.

Our recent survey results show that students are getting that message: 84 percent of surveyed students said using library materials contributed to their success at UVU, and 82 percent described the library as a welcoming space with comfortable environments. While challenges remain, these results demonstrate that our efforts are making a difference!

This annual report highlights the many ways we have reached out and welcomed others. It reflects the creativity, resilience, and heart that define our work. I'm proud of what we've accomplished together and excited for what's next.

Thank you for being part of our community,

Lesli Baker
Director, Fulton Library



BY THE NUMBERS



OUTREACH

From welcoming students to campus to helping them discover resources at the Fulton Library, we connected with the UVU community while providing meaningful academic and personal support.

Events

We participated in a wide range of campus events to meet students where they are. Library staff hosted 21 Jumpstart sessions, several seasonal tables, and many other events like care stations, resource fairs, and faculty orientations. Additionally, we partnered with the Adult Learner Initiative and other UVU groups for events like Trunk or Treat and Library Storytime, strengthening connections with nontraditional students and their families.

Marketing Campaign

The “Find it at the Fulton Library” marketing campaign helped reintroduce the library as an essential, welcoming space with a fresh new look. With new digital imagery and strong messaging displayed in the library and across campus, the campaign highlighted how students can access library resources in fun and approachable ways. As part of this campaign, we completed a signage audit to improve wayfinding and visibility of library services throughout the building to ensure our space continues to meet student needs.

Social Media

Our social media presence also grew significantly, helping us connect with students online. The Fulton Library became the number one academic library on social media in Utah and ranked number four nationally. Four of our videos went viral, bringing hundreds of thousands of viewers in touch with the library.

Advancement Board

Our Library Advancement Board continued to support advocacy and development efforts, including launching a newsletter to share updates and successes with our stakeholders, creating a donor list for the library, and setting goals to become a 100 percent giving board. As of last year, we are an 83 percent giving board. The board also added 3 new members, made 20 referrals, gave 3 library tours, and held events including a UVU basketball game outing and a *Roots of Knowledge* tour.

SERVICES

This year, we expanded the reach of the services we offer, supporting students and faculty across a range of learning environments.

Instruction

Librarians taught 341 English research instruction sessions and 97 subject-specific sessions across disciplines. Additionally, 106 students enrolled in our one-credit SLSS 1050 course, designed to strengthen foundational research skills. To make learning more engaging, our instruction team developed a research escape room activity and created a general research tutorial now embedded in English course shells. We also released nine new video tutorials to support independent learning.

AI & Innovation

To stay ahead of emerging trends, we taught 9 AI-focused library workshops, reaching 113 attendees. We also presented on AI tools and research strategies to the UVU AI Club, OTL’s AI Academy, WSB advisors, UVU’s Enriched Writing group, and at the ULA 2025 conference. In collaboration with the UVU Office of Teaching & Learning, we created AI-focused research content to support faculty and student understanding of this evolving area.

Partnerships & Resources

We supported early college readiness through field trips and resource development for Concurrent Enrollment students and instructors. Partnerships with programs like Wolverines Elevated, Upward Bound, Faculty Development, the English Department, local high schools, and the Office of Teaching & Learning allowed us to deliver customized instruction and resources to meet a wide range of student needs.





SPACES

We welcomed students into the many dynamic spaces within the library, with *Roots of Knowledge* remaining a vibrant cultural and educational centerpiece.

Visitors & Tours

This year, more than 20,000 people visited *Roots of Knowledge*. Of those, over 8,000 participated in guided tours, including campus tours, private groups, themed tours, and public walk-ins—allowing staff, students, and the community to connect and learn about the cultural intricacies behind the stained-glass panels. One UVU student described what impact the gallery has made on them: “This has become my new happy place, and I can see why so many other students on campus love it . . . this will be a great place for me to come whenever I need to be still and to just pause, reflect, and think about the great questions and lessons of life.”

Events & Educational Engagement

Roots of Knowledge served as a platform for both intellectual exploration and community learning. We hosted 10 Speaker Series lectures with 323 attendees, offering thought-provoking discussions inspired by the themes in the windows. Additionally, we welcomed nearly 2,000 K–12 students through 39 field trips, providing hands-on, immersive experiences that encouraged curiosity and connection with the gallery’s stories.

Study Spaces

In the past year, the Fulton Library has seen how important quiet, dedicated study spaces are to students, with thousands of room reservations and visits made across our study rooms and the Gibson Family Foundation Family Study Suite. Study rooms, study pods, and the family study suite continue to meet the wide range of student needs and have contributed to a more welcoming and productive library environment. As a result, more students are choosing to spend time in the library, engaging with academic resources, and enjoying spaces designed to support their success.

RESOURCES

We continue to invest in tools and technology that expand access and remove barriers to student success to support learning in practical, high-impact ways.

Equipment Checkout & Technology Access

Use of the library’s equipment checkout program increased significantly this year, reflecting continued student need. Thanks to permanent budget allocation, we secured ongoing funding for our hotspot and laptop lending program—ensuring long-term access to these essential tools. Last year alone, patrons checked out 1,055 laptops and 543 hotspots. We also processed and added 100 new Dell laptops to the collection, allowing more students to check out devices and stay connected from home or on the go.

Many of our students would be unable to meet the demands of their classes without these resources. One student shared that “checking out a laptop has been a great help because [they’re] able to complete coursework at home.” Another student said, “Getting a laptop helped me to be able to complete assignments that I couldn’t on my tablet. It also made it easier to complete assignments and helped me to succeed this semester!”

Sutherland Archives

The George Sutherland Archives continued its work of preserving and showcasing UVU’s rich history. This year, the team expanded collections, supported research, and advanced digitization efforts. One highlight was the “Little House on the Campus” exhibit, which offered a compelling look at UVU’s early years and helped connect the campus community with the university’s origins.

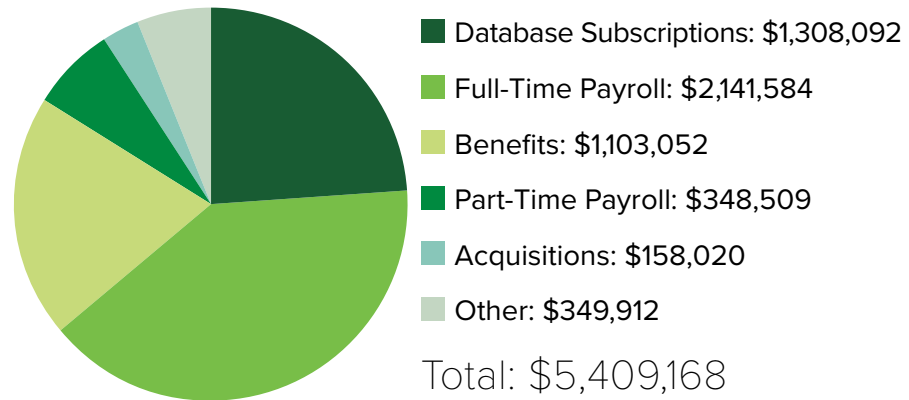
Databases

The library continues to invest in high-quality databases to ensure patrons have access to current, reliable research across a range of disciplines. Over the past year, we upgraded our subscriptions to ProQuest One Academic and ProQuest One Business; implemented EZProxy hosted authentication for seamless off-campus access; and expanded our Drama Online offerings with one-time purchases of Focal Press, Global Press Collection 1, Theatre Making and Performance Training Video Collection, Oberon Books Collection 1, and Oberon Books Collection 2. These additions enhance student research and support scholarship in multiple disciplines.



FISCAL BUDGET & NEW EMPLOYEES

BUDGET



HIRING



STRATEGIC OBJECTIVES & PRIORITIES

SERVICES

We will enhance support for students and faculty through AI workshops, new research tutorials, and targeted faculty development sessions. We'll strengthen outreach with a faculty liaison role and implement marketing strategies to increase awareness of library services. *Roots of Knowledge* will celebrate its 10th anniversary with events, virtual tour updates, and an expanded education program. We'll also improve access to technology through revised equipment lending policies and support new academic programs, including Health Sciences, with dedicated resources and services.

SPACES

We will improve accessibility and organization by consolidating multiple collections into a streamlined general collection, implementing our wayfinding plan, and documenting accessible study spaces for campus-wide use. In the archives, we'll optimize storage by rehousing materials and reorganizing workflows to better support research and preservation efforts.

RESOURCES

We will prioritize completing the migration to a new Electronic Resource Management System and launching an RFP for a discovery layer to improve resource searchability. We'll revise collection development protocols, assess materials from degrading programs, and enhance access by removing outdated digital links. Additional efforts will include a book discovery campaign, expanding resources for anatomy students, and developing strategies for managing archival materials with unclear provenance.

Connection to UVU 2030

Fulton Library's strategic plan objectives closely align with Utah Valley University's Vision 2030 plan. The service objective primarily supports UVU's initiative of completion through comprehensively designed curriculum and services. Through our space objective, we assess and remove barriers at every stage of the student life cycle, providing a welcoming environment and technology to enhance student learning. Similarly, the resource objective of supporting curriculum, promoting student success, and removing access barriers aligns with multiple Vision 2023 initiatives. At all levels of Fulton Library planning, we seek to uplift, enhance, and promote Utah Valley University's vision of development and student success.





FULTON LIBRARY

**800 West University Parkway
Mail Stop #145
Orem, Utah 84058
801-863-8265**