

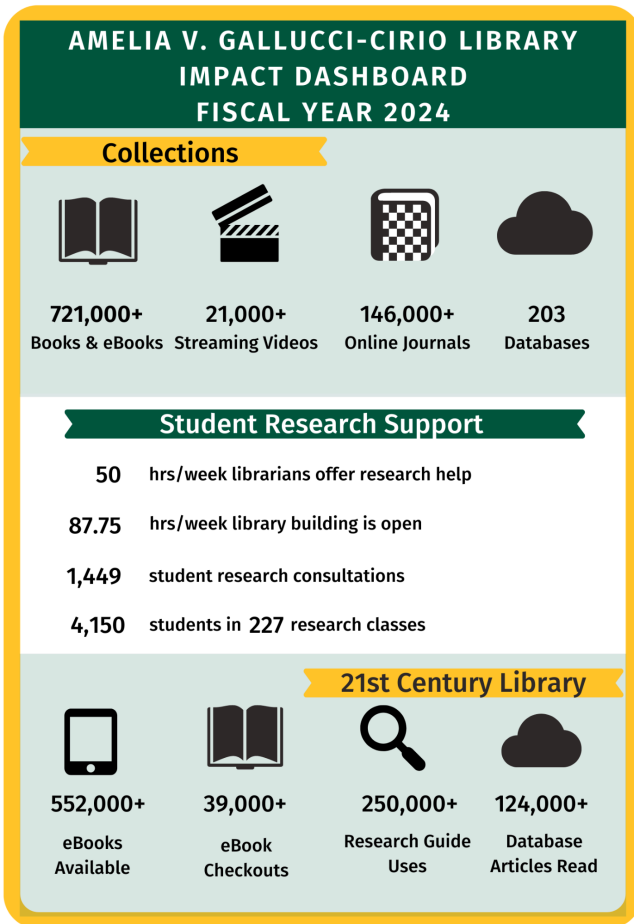
Amelia V. Gallucci-Cirio Library Annual Report Fiscal Year 2024



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Dean's Message



It is my honor to present the Amelia V. Gallucci-Cirio Library's FY24 Annual Report. This past year, major work was accomplished in these areas: (1) a new Strategic Plan was completed and is in effect for 2024- 2027, (2) the digital archive was migrated from OCLC's CONTENTdm platform to the JSTOR Community Collections platform, (3) the library implemented a new cloud-based interlibrary loan system Rapido, and (4) the library continued to lead Open Educational Resources initiatives with 5 books published under the ROTEL grant.

In reflecting on the past year, I return to the theme of change. Change is an unrelenting and persistent challenge for academic libraries, driven by evolving technology, shifting faculty and students research practices, and institutional demands. Our library is no exception. For example, our migration to the Alma library system in

January 2023 requires staff to adapt to new processes and tools, underscoring the need for the development of new workflows and expertise. We also know artificial intelligence will fundamentally change higher education, generally, and our own work, specifically. What this will look like is still evolving, but what we do know is that the integration of artificial intelligence into library services requires us to be adaptable and innovative. It is also a time of change for the university as we welcome our new president. Throughout this report you will see evidence of the library staff's unflinching commitment to their work as they navigate shifting information and higher education landscapes.

I am grateful to the entire library staff for their dedication to the mission of the library and the university. Please read on to learn more about their work.

Jacalyn A. Kremer

Dean of the Amelia V. Gallucci-Cirio Library

Amelia V. Gallucci-Cirio Library: Librarians & Staff

Administration

- Jacalyn Kremer, Dean of the Library
- Tyler Sullivan, Coordinator of Library Operations

Librarians

- Renée Fratantonio, Head of Instruction & Information Literacy
- Asher Jackson, Head of Technical Services and Archives
- Linda LeBlanc, Senior Librarian, Systems & Digital Learning Technologies
- Sherry Packard, Reference & Research Services Librarian
- Olivia Rossetti, Instruction and Community Engagement Librarian
- Lori Steckervetz, Outreach Librarian for Student Success
- Connie Strittmatter, Strategic Projects Librarian
- Eamon Toohey, Instruction and Reference Librarian (one-year temporary position)

Staff

- Matthew Borneman, Library Assistant - Public Services (left employment Sep 2023)
- Joanne Dennis, Librarian I - Serials Coordinator
- Sarah Gilbert, Library Assistant - Public Services
- Melanie Nichols, Librarian I - Cataloging
- Holly Penttila, Library Assistant - Public Services (started Feb 2024)
- Kimberly Smalley, Head of Access Services

Part-Time Librarians & Staff

- Robin Bourgault, Library Assistant - Public Services & Technical Services
- Ross Caputi, Archival Assistant (Center for Italian Culture)
- Dominic Carranza, Library Assistant - Public Services
- Kim Cochrane, Reference Librarian
- Allison Hall, Library Assistant - Public Services (started Mar 2024)
- Patrick Koetsch, Archival Assistant & Reference Librarian
- Ahenebah Lane, Archival Assistant for Oral History Project (Feb 1 - June 30, 2024)
- Thomas Martis, Library Assistant - Public Services (started Sep 2023)
- Holly Penttila, Reference Librarian & Library Assistant (Hired as Full-Time Library Assistant Feb 2024)
- Matthew Raymond, Reference Librarian

Library Strategic Plan

A new [Strategic Plan](#) for the Library was completed in January 2024. This strategic plan lays out seven goals aligned with the Association of College and Research Libraries (ACRL) standards. It includes a “roadmap” of strategies designed to achieve these seven goals. New directions identified in the strategic plan include:

- Create a scalable, sustainable, and technology-enhanced information literacy library instruction program responsive to the online and graduate student population.
- Promote and enhance discovery and usage of all collections, including locally created collections and archives, and open access collections.
- Increase staff training opportunities for cultural competencies among library personnel by building awareness of systemic inequities and injustices.
- Re-imagine physical pedagogical spaces to facilitate learning and the creation of new knowledge.
- Provide a student-ready space with emphasis on accessibility, inclusiveness, wellness and flexibility.
- Communicate to the campus community the value of our library in the educational mission of the university.

The strategic plan includes Key Performance Indicators (KPIs) aligned with the Library’s goals. These KPIs will be reviewed on an annual basis. This new strategic plan is in effect from 2024-2027.

Information Literacy

Teaching & Learning

The library’s Information Literacy program is dedicated to preparing students to be information literate in our constantly evolving information age. In FY24, librarians taught 227 classes reaching 4,150 students across a wide array of disciplines. Librarians collaborated with faculty by teaching classes in every format: on-sync, online asynchronous, and in-person. Of the 227 classes, there were 51 asynchronous online classes that used pre recorded lectures or an embedded librarian, and 176 synchronous sessions.

Summer Institutes/Information Literacy Professional Development

Prior to the start of FY24, the Teaching Team organized a three-day instruction professional development series for the library. Librarians presented lessons they have developed for special topics and discipline specific research to their colleagues with the aim of teaching specialized areas of research and showcasing different teaching styles. The goals of the program were to share and experiment with new teaching methods and materials, provide an opportunity for

instructors to get feedback on their lesson plan(s), prepare peers to teach similar classes in the future, and build confidence in teaching outside of comfort zones. The program was positively received and the Teaching Team plans to continue offering similar programming in the future.

The library's Teaching Team continued its years-long collaboration with Dr. Laura Garofoli (Psychological Sciences) at the First Year Experience Faculty Summer Institute. This institute was open to new and returning faculty teaching FYE in Fall 2024. Librarians worked with faculty to develop information literacy assignments designed to meet the information literacy learning outcomes for their FYE courses.

In FY23, assessment of the General Education Year 1: Reading, Writing, and Information Literacy learning outcomes was accomplished with librarians acting as assessors. Based on the results, the Teaching Team submitted an Academic Innovation Fund grant proposal to develop a faculty development summer institute to be held in FY25 and received full funding. Outside of the ongoing collaboration with the First Year Experience seminars, no formal professional development has been offered to faculty charged with teaching information literacy. The Teaching Team hopes to address this gap by providing faculty, who are not teaching FYE, a foundation for understanding information literacy as defined by the Association for College and Research Libraries and the General Education program. Per the University's Strategic Plan, the summer institute will forge innovative paths to knowledge acquisition, career readiness, social mobility, and lifelong learning to promote the distinct role of the general education curriculum that provides every undergraduate student a relevant and challenging liberal arts foundation.

Literature Fair

Teaching librarians collaborated with Dr. Kisha Tracy to host a literature fair for her honors English seminar in Fall 2023. The goals of this collaboration were to provide students an opportunity to present their research and share their understanding of the topic. A librarian worked with the class as their embedded librarian to introduce resources for literature research. The fair was the first of its kind at Fitchburg State and was open to the campus and wider Fitchburg community. In addition to highlighting the research done by her students, Dr. Tracy was interested in having the librarians evaluate their use of research skills. The Teaching Team devised a judging rubric modeled on information literacy learning outcomes and independently scored the posters by the students which were provided to the students with feedback for future work.



Graduate and Online Learners

In summer 2023, the Head of Instruction & Information Literacy and the Strategic Projects Librarian presented a session for SGOCE's Faculty Development program. The presentation aimed to forge meaningful partnerships between SGOCE faculty and librarians to support graduate research. Due to the rolling nature of admissions, it is challenging to target a specific course within a graduate program to connect graduate and online learners with the library and to build upon undergraduate knowledge and research skills. While graduate and online learners account for a small percentage of total reference questions, 20% of research appointments were made by graduate students in FY24. Students making research appointments are usually working on more extensive research projects and the data suggests graduate students would benefit from more instruction. At this time, less than 6% of library instruction is done for graduate and online learners. This issue was flagged in the library's self study and the outside reviewer recommended hiring a librarian to work more closely with SGOCE to better meet the needs of our growing online programs.

Research Help

Individual research consultations are essential in fulfilling the library's mission of teaching information literacy, enabling users to locate, evaluate, and effectively use information. Librarians are available over 50 hours per week to support students and the entire FSU community in several ways including in-person, chat, email, and video conferencing. In the past year, FSU librarians and staff assisted patrons with 2,819 research and directional questions tallying 333.8 hours of direct assistance, of which 246 hours (73.8%) were spent in individual research consultations. Additionally, the 24/7 Reference Cooperative of librarians provided reference and research assistance to FSU students during the evenings and overnight hours expanding our services by 118 hours a week. In the past year, non-FSU Librarians have provided research and directional support for 273 FSU students through this service while FSU librarians have answered 38 research and directional questions for students around the world.

Artificial Intelligence

Library staff are exploring the potential impact of artificial intelligence on the research practices of our students and the faculty, as well as their own workflows. Artificial intelligence is becoming ubiquitous. For example, library database providers are now embedding AI tools directly into databases, such as EBSCO's "Smart Search" feature and ProQuest Primo's "Research Assistant", with the goals of providing more precise search results, predictive analytics, and more automated literature reviews. However, this shift necessitates ongoing professional development to gain expertise in managing AI-enhanced systems and supporting users in

effectively leveraging these advanced tools. During the 2024 summer, the library created an AI community of practice to explore AI tools and discuss their applications in our library. This professional development work will be ongoing as we anticipate the Association of Research Libraries' release of a set of essential AI competencies for library professionals. As academic library professionals, we also are exploring the new ethical considerations of using AI, as reflected in the [Association of Research Libraries Releases Guiding Principles for Artificial Intelligence](#). As AI continues to evolve, we project our academic library will play a crucial role in fostering digital literacy at Fitchburg State University and ensuring equitable access to these technologies.

Student Success Support

Student Athletes Study Hall

The Library continued its collaboration with TRIO, the Academic Coaching & Tutoring (ACT), and the Fitchburg State Athletics program in developing and implementing a study hall program supporting the football team, which is the University's largest sports program with typically around 50 student athletes. The football study hall ran twice a week from 4-5pm on Mondays and Wednesdays in the library's Instruction Lab. All first year students as well as any students with a GPA below a 2.5 were required to attend both study hall sessions, but all players were encouraged to attend at least one session per week. Attendance was on average about 30 students per session, with attendance sometimes reaching over 40 students.

Aside from providing a regular quiet space for students to work, the study hall program seeks to provide student athletes point-of-need help with access to various student academic support services. These services include access to math and writing tutors from the ACT, one-on-one consultations with TRIO support services, and research help provided by the librarian in attendance, who conducted 19 research help interactions over the course of the academic year.

The library collaborated with the ACT Center on the AY24 University Innovation Fund grant *Put Me in, Coach: Athlete-Mentors, Growth Mindset, and a Community of Help-Seeking*. Through this university funding, the library purchased 26 required course texts corresponding with high athletes course enrollment. The items were made available to all students through course reserves.

Orientation

The Outreach Librarian for Student Success led a redesign of the library's new student orientation program for the Fall of 2023. In previous years, the library participated in the multi-day Falcon Experience Fall Welcome program for new students in which multiple large groups of attendees would tour the library as part of the very busy campus orientation program. Due to both logistical challenges and concerns over a lack of effectiveness of this approach, the library's portion of the Falcon Experience program was shortened to a half hour informational session. This led to shifting the library orientation to become part of FYE, with 20 FYE classes scheduling a tour of the library with a librarian in the Fall semester. These orientation sessions were more detailed than the previous tours, including a short introduction to the library website, a tour of several floors of the library, and an ending visit to the 3rd floor of Hammond for a meet-and-greet with student support office staff, such as TRIO, Disability Services, the ACT, and Counseling Services.

Library Programming and Events

| Program/Event | Description |
|---|---|
| New Student Library Orientation | <ul style="list-style-type: none"> Library 101 Orientation sessions during Fall Welcome, 2023. All FYE classes invited for a tour in Fall 2023 |
| Rock the Block | Library's table at Rock the Block in September 2023 was staffed with staff and student employees! Food, giveaways, and a chance to win a FSU backpack loaded with school supplies |
| Constitution Day: Racial Profiling and the Constitution: What Do Math, Maps, and the Law Have to Say. | In partnership with the General Education program, librarians developed both a physical book display on a as well as a guide of web-based resources that focus on various aspects and impacts of racial profiling from redlining to traffic stops. |
| Book display: Banned Books and Racial Profiling | |
| Homecoming Activities in the Archives | <ul style="list-style-type: none"> Industrial Arts alumni archive reception, September 2023. Class of 1973 archive reception, September 2023. Alumni of Fraternities and Sororities archive reception, September 2023. |
| Book Launch for Professor Teresa Fava Thomas in University Archives | A celebration of Dr. Teresa Fava Thomas's most recent book publication, The Allied Bombing of Central Italy: The |

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| | Restoration of the Nile Mosaic and Sanctuary of Fortuna at Palestrina in October 2023. |
| Student Poster Presentations: A Journey into What's Possible: An Exploration of Afro/African Futurism | Hosted poster presentations of Honors student work in November, 2023 at a literature fair entitled 'A Journey into What's Possible: An Exploration of Afro/African Futurism.' The event and reception was the culmination of a semester-long student exploration of Afro/African Futurism in Dr. Kisha Tracy's Honors Seminar in Literature course (HON 2100). Librarian did a podcast episode on Perseverantia: Fitchburg State University Podcast Network about planning the event and plans for future displays of student work. |
| Exhibit: Safe to Learn: The Student Protest Against Sexual Assault, with an opening reception | A library main floor exhibit created in partnership with student protest leaders highlighting the signs created for the student demonstration, running November 14th through December 1, 2023. Partnership with Counseling Services and FAVE |
| End of Semester Coffee, Snacks, and Destress | Free coffee, tea, hot chocolate, fruit, cookies, and de-stress crafts and affirmations. End of semester Fall 2023 and May 2024. |
| Seed Library | Display and distribution of vegetable and flower seeds for the local and academic community on the library's main floor. |
| Undergraduate Research Conference Workshop: How to design a poster, and do an oral presentation | Librarian partnered on a workshop on how to design a poster, or an oral presentation, for the Undergraduate Research Conference. March 2024. |
| Public Library Card Sign-ups | Public Library Card Sign-Up in partnership with the Fitchburg Public Library in March and April 2024. |
| Community Read Events | <ul style="list-style-type: none"> ● Fitchburg Speaks: Stories About What Made Us Who We Are. April 2023 ● Meet the Author: Keith Gentili. March 2023 ● Coordinated Michael Hoberman's talk "Theodore Seixas Solomons: The Jewish San Franciscan who Inspired North America's Most Famous Footpath". Feb 2024. |
| ROTEL Book Launch Party | In April 2024, the Library celebrated the publication of the first 5 OER textbooks written by Fitchburg State faculty, Drs. Michael Hove, Rachael Norton, Peter Staab, J.J. Sylvia, and Kisha Tracy, as part of the Remixing Open Textbooks through an Equity Lens (ROTEL) Project. |

Diversity, Equity, and Inclusion

Diversity, Equity, and Inclusion (DEI) Committee

After piloting the project last fiscal year, during FY24, the DEI Committee continued its work toward performing a holistic review of Library policies and procedures using the Policy Review with an Equity Lens developed by Leading for Change. The policy review work was added into the new Library Strategic Plan, with the goal of broadening review participation to the full library staff, to maximize the number of perspectives involved in the review. The DEI Committee planned and ran an all-staff professional development in March 2023, with the goal of strengthening the library staff's understanding of implicit bias and microaggressions, the two topics which we believe we are most likely to find in our policy review. After a successful first session, the Committee began planning for a second session, to be run in August 2024, focusing more heavily on use of the rubric itself, setting up staff for beginning to review policies in FY25.

Additional DEI Projects

Children's Literature Project

Work on diversifying the Children's and Young Adult Literature collections continued in FY24 after the successful implementation of a new collection development policy and an approval plan for diverse award winning children's books. Librarians and staff from the library's Technical Services Department and the liaison librarian for education reviewed the approved award winners and adjusted the approval plan to focus on collecting books that elevate diverse voices and experiences. Work also commenced on reorganizing and labeling the collection to improve browsing and wayfinding. Once complete, students and library patrons will be able to find diverse children's books more easily while browsing the shelves.



Constitution Day 2023: Racial Profiling

At the request of Dr. Kisha Tracy, librarians collaborated to develop displays and materials to support the Fall 2023 Constitution Day programming on campus. Like previous years, this included a LibGuide, highlighting the theme and events. This included featuring books from our collection highlighting various topics related to racial profiling, as well as key court cases, both state and national, which set the tone for the state of racial profiling in the country. In addition, a librarian created a book display featuring banned and challenged books written by BIPOC authors, or prominently featuring race as a theme. The goal of the display was to illustrate what racial profiling through book bans looks like, and encourage those interacting with the display to consider how our understanding of the world may change if only books by white authors, which uphold a culture of white supremacy, are allowed to stay in our libraries.

Improving Access through OER

The library leads the university on open education initiatives and shares their expertise at the state level. As a member of the Massachusetts Open Education Resources Advisory Council, the Strategic Projects Librarian chaired the Open Educational Resources Assessment committee and led the revision of the [OER Assessment KPIs Implementation Guide](#) which provides guidance to the Massachusetts public higher education institutions on collecting data and reporting progress on a broad set of OER metrics to key stakeholders at their institution and to the Massachusetts Department of Higher Education (DHE). The Open and Affordable Education Committee, through the generous support from a university strategic funding initiative, was awarded \$7,500 to continue the OER grants program in FY24. Ten faculty teaching 11 courses received stipends to adopt course materials that will be of no cost to their students. In addition, the committee also received funding for 9 faculty to participate in the faculty-led Open Pedagogy Community of Practice. Faculty met to discuss open pedagogy and revised their syllabi or assignments to incorporate open pedagogy components.

Remixing Open Textbooks through an Equity Lens (ROTEL) Grant

Fitchburg State University was among a consortium of colleges that won a \$1,300,000 grant from the U.S. Department of Education in 2021 to increase the number of free, open educational resources that are designed with a diversity, equity and inclusive lens. Through the grant, 10 Fitchburg State University book projects were funded. In April 2024, book launch celebration was held to celebrate the



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faculty authors who had [books published](#) in FY24. The remaining 5 books are expected to be published by September 2024. The library was instrumental in receiving and administering the grant, and in supporting faculty in the book creation and publishing process. **Grant Recipients:** Mary Ann Barbato, Michael Hove, Amy McGlothlin, Jennifer Bill, Rachel Norton, Peter Staab, J. J. Sylvia, Kisha Tracy, Jessica Alsup, Elise Takehana, Jennie Snow, and Diego Ubiera.

Student Workers

Our Indispensable Student Workers

We offer a special thank you to our student workers who staffed the library building this past year! Our 17 students work approximately 165 hours each week. Without them, we could not have kept the library open for 87.75 hours per week during the semester. We celebrated each graduating senior student worker by adding and dedicating a book of their choice in their honor to the library's collection.

Amelia V. Gallucci-Cirio Outstanding Student Employee Award

[This award](#) was established in 2021 to recognize students who consistently demonstrate professionalism and high standards of performance in the role of student library employee. Student workers provide quality customer service while assisting users with borrowing materials, booking study rooms, assisting with technology and printers, keeping the library collection in order, carrying out special projects, and many other tasks that are essential to the library's mission. This year's recipients are Meadow Mazza and Jasmin Valentin.

Meadow has been working at the Library since Spring 2022. She majored in Economics, and graduated in May 2024. Meadow's ownership of her work and amazing customer service skills has made her stand out as one of our best employees. She is never dismissive of a patron's questions and jumps to assist them. Even while dealing with difficult situations in the library, Meadow is calm and collected. While she has worked with us, Meadow has become a pro at closing the Library in the evenings, helping patrons navigate the library, and she always has a positive attitude. In recognition of Meadow's excellent service, the book



Fables Covers: the Art of James Jean by James Jean and Bill Willingham was dedicated in her honor to the Library's collection.

Jasmin has been with the Library since Fall 2020. She majored in English and also graduated in May 2024. Additionally, she is the president of the Fitchburg State Writing Club. Jasmin has worked across all of the departments of the Library, gaining a wealth of knowledge and experience that has made her a valuable member of our team. She takes ownership of her work, and acknowledges and addresses problems within the Library's space. Jasmin is always welcoming to our patrons and is happy to assist them, and strives to ensure that the library is a safe space for others to learn and study. In recognition of Jasmin's excellent service, the book *Love War Stories* by Ivelisse Rodriguez was dedicated in her honor to the library's collection.

While we will miss both Meadow and Jasmin as they graduate and move on to their next phase in life, we are excited for them to begin their careers!

Electronic Resources

Collecting for the 21st Century Learner

eBooks

The library continues to increase its access to eBooks. Six years ago, the library offered access to 2,600 eBooks. Today the library offers access to over 550,000 eBooks. Through this collection, the library continues to meet its mission to more effectively serve its growing number of online students as well as its on-campus students.

Streaming Films

Use of Kanopy streaming film services decreased to 4,210 views, down from 4,962 views last year. This decrease is partially due to changes in the previewing capacity before a view is triggered from Kanopy.

Journal and Database News

The library subscribes to over 147,000 online journals through database packages and individual purchases. Students, faculty, and staff read over 124,000 scholarly journal articles in FY24. This represents a 5% increase over the last year. The number of databases available through the library is 203 (down from 207 in FY23). Usage of individual journals and databases are reviewed every year and items with high cost per use may be canceled. This process allows for new resources to be added that better meet the needs of our patrons.

Databases Improvements

The library upgraded its Modern Language Association (MLA) index database to **MLA International Bibliography with Full Text**. The MLA International Bibliography is the go-to resource for research in literature, linguistics, and language. With this upgrade we now offer access to almost 650 active, full text peer-reviewed journals in literature, linguistics and language, making this an essential database.

The databases **IBISWorld**, an industry market research database was upgraded to include 700+ United States industry reports, specialized industry reports, business environment profiles and state industry reports.

The Next Generation Library System and Technology

Alma & Primo, Year 2

This year the Systems Librarian focused on implementing the controlled digital learning (CDL) and digital collections components of Alma, integrating the Rapido Interlibrary Loan system, assessing the Alma system for staff workflow efficiencies and functionality for the library's Public Services and Technical Services departments, and implementing changes to the system's configuration. Continued specialized training was provided for staff and development of a staff training program and materials was begun.

Based on feedback from library staff and users, the Systems Librarian focused on implementing changes to the front-end look and feel of Primo and improving its functionality.

Rapido Interlibrary Loan System

Under the leadership of the Systems Librarian and the Head of Access Services, the library implemented a new cloud-based interlibrary loan system (Rapido) through ExLibris that is integrated into the library's Alma and FalconSearch (Primo) expanding on our goal to provide a seamless user experience through a single access point. Rapido went live in January 2024.

Some key features of Rapido:

- In FalconSearch, users can click on the "Didn't find what you were looking for? Click here to expand your search" link to find items available from other libraries. Rapido now lets students, faculty and staff place a request to obtain the item through our interlibrary loan service right from the item record in FalconSearch.

- Users can place requests for document delivery/digitization of physical items owned by the library directly from the item record in FalconSearch.
- Rapido automates much of the library staff's borrowing process so they can get interlibrary loan items faster for our students and faculty. (Typically within 24 hours)
- Users can track all their Rapido requests in their Library Account within FalconSearch.

Technology Equipment

Microform Reader

The library's microform reader was over 20 years old and often needed repairs. The library replaced it with a new ST ViewScan Microfilm Digital Reader. This new reader allows for greater access to the microfiche and microfilm collection. This reader is a networked machine which allows patrons and staff to scan documents to networked locations, email, and also print from the library's public printers.

Google Cart

The library worked in collaboration with The Center for Teaching and Learning (CTL) to procure a moveable Google cart to provide more accessible hybrid meetings throughout the library and CTL space.

Archives and Special Collections

The digital archive was migrated from OCLC's CONTENTdm platform to the JSTOR Community Collections platform in order to decrease costs and increase discoverability and use by providing a better experience for our users. During FY24 there were 4,379 items viewed on JSTOR and 24,588 items were viewed on CONTENTdm prior to completion of the JSTOR migration in May 2024. The archive currently maintains 25 digital collections, containing a total of 16,909 items.

The library hired a part-time archival assistant in FY24. This position allows the library to provide an additional 18 hours of access to the archives for the University community. For the third consecutive year, the Center for Italian Culture has funded an archival assistant for CIC associated archival collections.

The archive hosted two internships in AY 2024: one Simmons graduate student who processed the Susan Williams Faculty Collection, and one Fitchburg State student (independent study) who processed a portion of the Hammond Collection.

The archive also researched and helped to mount six exhibits during 2023-2024:

- *Banned books across the globe*, Fall 2023; Library 1st Floor

- *Safe to Learn: The Student Protest Against Sexual Assault*, Fall 2023; Hammond Lounge
- *Public Domain Day*, Spring 2024; Library 1st Floor
- *Women's History Month*, Spring 2024; Library 1st Floor
- *ALFA 25th Anniversary*, Spring 2024 Archive Exhibit Gallery
- *Italian-American immigrants to Central Massachusetts*, CIC Room, Library 4th Floor

Usage

Books & Media

Overall, our ebook usage continues to grow quickly with a 15% increase this year (39,000+ checkouts). Print and DVD usage has stayed consistent since FY23 (1,772 checkouts). In terms of print book usage, the most popular subject category is literature.

Equipment

Our equipment collection was utilized by 1,739 unique students. The number of checkouts represents a 21% increase from the previous year. The most popular category of equipment is chargers and wireless noise-canceling headphones.

Course Reserves

We provided access to 522 course reserve items, including physical books, ebooks, equipment and anatomical models. Our controlled digital lending (CDL) initiative is centered in our course reserve service. Digital items were the most popular with 24/7 access, which often eliminates the financial investment of textbooks by students. Our top digital title was viewed 872 times. For comparison, our top physical title was viewed 119 times.

Study Rooms

Private study rooms are one of the most popular features of the library. Over 1,500 unique users scheduled 8,789 reservations of library study rooms. That represents a 24% increase in users engaging with study rooms and a 6% increase in reservations. We are moving closer to the levels previously seen pre-COVID-19 in FY19.

Interlibrary Loan

Given the new user-intuitive Rapido software features, 749 unique FSU users have requested 37% more requests for articles and books from other institutions to supplement our collection.

We were able to provide requested books within 8 days (postage time included) and deliver digital articles within 38 hours, on average.

Printing, Scanning, Copying

The library's 3 public-use RICOH machines continue to be popular. Our users printed over 184,000 pages, completed 8,702 scan jobs and 6,203 copy jobs. Library staff solve equipment issues, educate users on how to use the machines and replenish supplies.

Assessment

The library continues to make progress on its assessment work outlined in its [2022-2026 Assessment Plan](#). During FY24, the library staff met to review and update the Assessment Plan and reassess timelines.

Listed below are assessment projects accomplished this year:

- The library continuously reviews usage statistics of library resources, and uses these statistics to inform resource purchasing decisions.
- The library developed and implemented a "why did you choose to sit here" survey. We learned that students overwhelmingly preferred quiet areas where they could sit alone. They also want to be able to spread out and put their legs up, have cushioned seating, and prefer to sit near electrical outlets and windows.
- We also continued our "sweeps" use of space data collection. Our booths on the main level and our study rooms are the most popular seating choice, although they often only have one person at a time using them. We noted a significant decline in use of our computers on the main level, allowing us to reduce the number of computers, saving money for the university and creating more space for students to work.
- In response to prior facilities assessments, library directional signage was developed in FY24 and installed in summer 2024. We also created a new Facilities Security group with the goal of increasing our understanding of our space, utilizing security best practices and procedures.
- A website usability study was conducted over the Spring and Fall of 2023. The study team continues to analyze the collected data with plans to apply the insights gained towards future website improvements
- The Research Team revamped the reference and directional data collection form to enhance usability and ensure the collection of more accurate and reliable statistics. This new form will go into effect in Fall 2024.

Faculty Collaborations

Library Liaison Program

The coordinators of the Library Liaison program worked with librarians to assess the effectiveness of the program in relation to increasing engagement with academic departments. During Fall 2023, the library liaisons reviewed the faculty survey data collected at the end of FY23. Results of the survey indicated that faculty perceptions of the library's importance are trending upward in relation to teaching and learning. In addition to teaching and learning, faculty were surveyed on their perceptions of the library's importance for research, collections, communication, and programming. In these areas, faculty perceptions were more varied and tended to focus on traditional roles.

In response to the survey, the library liaisons decided to select one area of focus for professional development, such as Digital Humanities, to keep up with new programs and initiatives on campus.

FY24 Departmental Librarian Liaisons

- Behavioral Sciences – Olivia Rossetti
- Biology/Chemistry – Lori Steckervetz
- Business – Connie Strittmatter
- Communications Media/Game Design – Sherry Packard
- Computer Science – Sherry Packard
- Earth & Geographic Sciences - Lori Steckervetz
- Economics, History & Political Science (EHPS) – Renée Fratantonio (fall), Eamon Toohey (spring)
- Education – Renée Fratantonio (fall), Eamon Toohey (spring)
- Engineering Technology – Connie Strittmatter
- English Studies – Renée Fratantonio (fall), Eamon Toohey (spring)
- Exercise and Sport Science – Lori Steckervetz
- Humanities & Interdisciplinary Studies - Olivia Rossetti
- Mathematics – Lori Steckervetz
- Nursing – Linda LeBlanc
- Psychological Science – Lori Steckervetz

**Renée Fratantonio on sabbatical in Spring 2024*

More ways we are working with faculty across campus...

Academic Integrity

The Library Dean co-led the Student Success Task Force with the Assistant Dean for Retention and Student Success focused on reviewing the current academic integrity policy and making recommendations for change. The Strategic Projects Librarian played a critical role in this second year of the projected three year project, serving as advisor to this work. There are multiple aspects of this project including drafting a new academic integrity definition and policy, reviewing and changing procedures to support the new policy, evaluating the proposed policy and procedures with a DEI lens, and taking a deep dive into cultural best practices that support academic integrity. Work is expected to continue through FY25.

Artificial Intelligence Community of Practice

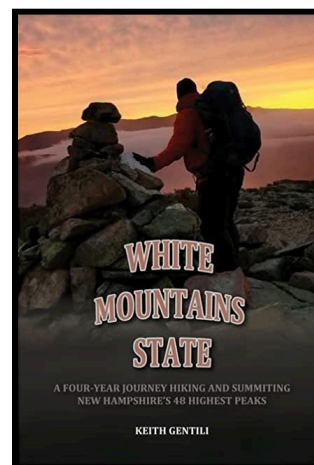
Librarians already have been working with the faculty on exploring the use of artificial intelligence. A librarian was a valuable contributor to the university's artificial intelligence community of practice in FY24, leading to the creation of this [Generative AI & Its Use in Universities research guide](#).

Community Read

This year's Community Read book was *White Mountains State: A Four-Year Journey Hiking and Summiting New Hampshire's 48 Highest Peaks* by Keith Gentili, Fitchburg State Alumnus.

The Dean of the Library co-chaired the community read committee with a member of the Fitchburg State Alumni Board. Programming included 5 community events including these 3 events hosted by Fitchburg State:

- WILD Film Screening - March 7, 2024
- Author Event with Keith Gentili - March 21, 2024
- Fitchburg Speaks: The Roads Less Traveled - April 11, 2024



Campus Outreach

Social media and the library website news continued to be important messaging platforms for library information, including changes in hours, new services and resources, and events. Additionally, our social media platforms provide a way to create a sense of community with photos that introduce followers to our staff and space.

- [Welcome Back Library FAQ 2023](#)– Series of posts over the course of September that provided quick answers to common questions about using the Library that students have at the beginning of the new academic year..
- [Banned Book Week 2023](#)– Series of daily posts over the course of Banned Book Week highlighting information about the state of book challenges in the United States.
- [Faculty Spotlight](#)– Monthly series that highlights a given faculty member, including a more recent example of scholarship.
- [Mapping Our Past: The Women of Fitchburg State’s Campus Buildings](#) - In honor of Women’s History Month, this series acted as a digital version of a physical exhibit of the same name that was on display in the Library in March 2024. The series included images and information on the various campus buildings named after women.
- [Monthly Book Displays](#) - Each month a post highlighting the books that are featured both on physical and digital book displays



Exhibits and Displays

Physical Book Displays & Exhibits

- Hispanic & Latinx Heritage Month Book Display - Library 1st Floor
- Banned Books and Racial Profiling Book Display - Library 1st Floor
- LGBTQ History Month Book Display - Library 1st Floor
- Banned Books Across the Globe - Archives
- Public Domain Day - Library 1st Floor
- Women’s History Month - Library 1st Floor
- ALFA 25th Anniversary - Library 1st Floor
- Archive Exhibit Gallery Italian-American immigrants to Central Massachusetts - CIC Room, Library 4th Floor
- Native American Heritage Month Book Display - Library 1st Floor
- Exhibit: Safe to Learn: The Student Protest Against Sexual Assault, with an opening reception - Hammond 1st Floor Lobby
- Student Work Exhibition: Graphic & Font Design - Partnered with the Fall 2023 COMM 2200 Font Design & COMM 3810 Introduction to Graphic Design classes - Library 1st & 2nd Floors
- Black History Month Book Display - Library 1st Floor

Librarian, who is an avid gardener, taught students how to plant a variety of vegetable seeds in pots. The planting activity included a discussion on the social benefits and challenges associated with seed libraries nationwide including biodiversity and seed consolidation, as well as how seed libraries can impact our relationship with food on both a personal and community level.

Library Presentations & Professional Development

University Workshops and Presentations

- **Academic Integrity Orientation sessions for International Students:** Jacalyn Kremer and Connie Strittamer
- **Alma Training Workshops for Library Staff:** Linda LeBlanc
 - Controlled Digital Learning for Access Services
 - Alma Analytics - 1-on-1 sessions, department specific and general
- **CTL “Finish It Up Friday” Personnel Action Portfolios/Narratives Workshop:** Linda LeBlanc and Megan Krell (CTL Director)
- **First Year Experience Summer Institute:** Lori Steckervetz, Olivia Rossetti
- **Homecoming Activities:** Asher Jackson
- **Information Literacy Instruction Summer Professional Development:** Renée Fratantonio, Lori Steckervetz, Olivia Rossetti, Connie Strittmatter, Asher Jackson, and Linda LeBlanc
- **New Faculty Orientation:** Renée Fratantonio, Connie Strittmatter, Jacalyn Kremer
- **SGOCE Faculty Development:** Renée Fratantonio and Connie Strittmatter

Presentations Given Outside of the University

- **Critical Collections: Analyzing the Children's Collection at a Public University, New England Educational Research Organization Annual Conference, April 26, 2024:** Renée Fratantonio, Dr. Lyndsey Benharris, and Dr. Katharine Covino-Poutasse
- **OER 101: Beginning and Building Support at Your Institution. Boston Library Consortium webinar. March 27, 2024:** Connie Strittmatter, Susan Souza-Mort (Bristol Community College), and Lauren Slingluff (University of New Haven)
- **OER KPI Assessment Collection webinar. June 23, 2023:** Connie Strittmatter, Jacalyn Kremer, Robert Awkward (DHE) and Suzanne Smith (DHE).

Professional Development

- **Academy of Management Conference (Summer 2023):** Tyler Sullivan
- **Alma Analytics Webinar 8-part Series (Fall 2023/Spring 2024):** Linda LeBlanc

- **Alma Success Plan (year long program):** Linda LeBlanc, Asher Jackson, Joanne Dennis, Melanie Nichols, Matthew Borneman, Sarah Gilbert and Robin Bourgault
- **ACRL Presents Webinar: Cultural Proficiencies for Racial Equity Framework (Spring 2024):** Olivia Rossetti
- **ACRL ULS Current Topics Discussion Group—Exploring AI in University Librarianship: Opportunities for Innovation and Leadership (Summer 2024):** Kim Smalley
- **AI Literacy and Information Literacy Webinar (Summer 2024):** Olivia Rossetti, Lori Steckervetz
- **ALA Core Circulation and Access Service Committee Community of Practice (Spring 2024):** Kim Smalley
- **Applying Evidence-Based Practice in Your Library webinar (Spring 2024):** Kim Smalley
- **CAPAL24 virtual conference, SUSTAINABILITY AND SHARED FUTURES IN ACADEMIC LIBRARIES (Summer 2024):** Kim Smalley
- **Confronting Book Bans: A Panel (Summer 2024):** Olivia Rossetti
- **Coursera, Johns Hopkins University, Teaching Writing Process (Summer 2024):** Renée Fratantonio
- **CTL April Teaching & Learning Hour: Open Pedagogy:** Jacalyn Kremer
- **De-escalation Strategies for Libraries, Archives, and Museum Staff (Spring 2024):** Holly Penttila
- **ESLN Webinar: The Future of IPEDS – The Need for Quality Library Data (Spring 2024):** Kim Smalley
- **Exhibit Planning 101: 6 Simple Steps for Success (Fall 2024):** Asher Jackson
- **Fitchburg State Faculty Development Days:** Linda LeBlanc
- **Follow Up Conversation with an emphasis on Information Literacy - What We Talk About When We Talk About Teaching Reading and Writing: A CTL Roundtable Discussion for Fitchburg State Educators:** Jacalyn Kremer, Lori Steckervetz
- **Generative AI Community of Practice (Spring 2024):** Connie Strittmatter
- **How to Support LGBTQIA+ Employees in the Workplace (Fall 2023):** Jacalyn Kremer, Kim Smalley
- **Inside Higher Ed Webinar: How Investing in Your Faculty is Investing in Your Institution (June 2024):** Linda LeBlanc
- **Law and the Right to Read (Spring 2024):** Jacalyn Kremer
- **Leadership Styles: Understanding and Utilizing Democratic Leadership (Spring 2024):** Kim Smalley
- **Level Up Your Advocacy Tools (Spring 2024):** Kim Smalley
- **MTA Summer Conference (Summer 2023):** Linda LeBlanc
- **New Mexico Library Association Mini-conference: Professional Wellness (Spring 2024):** Kim Smalley

- **New Year...Clean Inbox with Allison Bunnell (Spring 2024):** Jacalyn Kremer
- **News Lit Nation, News Literacy Instruction Course (Spring 2024):** Renée Fratantonio
- **Nuts and Bolts of DH Project Development (June 2024):** Connie Strittmatter
- **Open Pedagogy Community of Practice (Spring 2024):** Connie Strittmatter
- **Outdated Notions: Scholarly Articles Webinar (Summer 2024):** Lori Steckervetz
- **Outdated Notion: Teaching Plagiarism as Theft Webinar (Summer 2024):** Lori Steckervetz
- **Pages to Plates: Serving Solutions for Food Insecurity and Nutrition Literacy webinar (Spring 2024):** Kim Smalley
- **Preparing Future Librarians for Instruction and Advocacy Webinar (Summer 2024):** Lori Steckervetz
- **Proactive Preservation: Preparing Your Institution for Emergencies (Spring 2024):** Asher Jackson
- **Quality Customer Service for Libraries (Spring 2024):** Holly Penttila
- **Race and Digital Humanities Community of Practice (Fall 2023 & Spring 2024):** Connie Strittmatter
- **Reimagining Justice, Reimagining Ourselves with Dr. Shawn Ginwright (Summer 2024):** Kim Smalley
- **Recruiting to the Profession: The LIS Pipeline and How We Can Help (Spring 2024):** Kim Smalley
- **Sharing Visions Resource Sharing 2024 Virtual Conference (Spring 2024):** Kim Smalley
- **Teaching Information Literacy: Considering Current and Future Approaches and Models Webinar (Summer 2024):** Olivia Rossetti, Lori Steckervetz
- **The Strategic Value of Libraries (Spring 2024):** Asher Jackson
- **ULS Current Topics Discussion Group - Sustainability of Liaison Programs (Spring 2024):** Kim Smalley
- **Understand and Embrace Diversity (Spring 2024):** Kim Smalley

University Service

Service Leadership, University

- **Academic Integrity Task Force:** Jacalyn Kremer (co-chair), Lori Steckervetz, Connie Strittmatter (through October 2023)
- **AUC Student Affairs:** Jacalyn Kremer
- **AUC Curriculum Committee:** Olivia Rossetti
- **AUC Policies Committee:** Sherry Packard
- **Bias Incident Response Team:** Asher Jackson

- **Campus Social Media Advisory Group:** Lori Steckervetz
- **Center for Faculty Scholarship:** Connie Strittmatter, Jacalyn Kremer
- **Center for Teaching and Learning Council:** Renée Fratantonio
- **Committee on Promotions:** Sherry Packard
- **DHE Open Educational Resources Advisory Council:** Connie Strittmatter
- **Financial Sustainability Task Force Phase II:** Tyler Sullivan
- **Harrod Lecture Committee:** Asher Jackson
- **Honors Program Advisory Committee:** Lori Steckervetz
- **Library Advisory Board:** Jacalyn Kremer (Chair)
- **MSCA, Fitchburg Chapter Executive Committee:** Linda LeBlanc (President), Olivia Rossetti
- **Mission Review Committee (University):** Linda LeBlanc
- **Open and Affordable Education Committee:** Jacalyn Kremer (chair), Connie Strittmatter
- **Remixing Open Textbooks through an Equity Lens (ROTEL) Coordinating Council & Assessment Consultant:** Connie Strittmatter
- **Safety Committee:** Asher Jackson
- **Student Success Task Force, Academic Integrity:** Jacalyn Kremer (co-leader), Connie Strittmatter (advisor)
- **UARC:** Connie Strittmatter,
- **Undergraduate Conference Committee:** Lori Steckervetz

Service Leadership, Library

- **Diversity, Equity, and Inclusion Committee:** Olivia Rossetti (chair), Renée Fratantonio, Asher Jackson, Lori Steckervetz, and Kim Smalley
- **Electronic Resources Working Committee:** Joanne Dennis (chair), Jacalyn Kremer, Linda LeBlanc, Asher Jackson, Tyler Sullivan
- **Library Teaching Team:** Renée Fratantonio (leader), Olivia Rossetti, Lori Steckervetz, and Eamon Toohey
- **Librarians Committee:** Linda LeBlanc (LPA Chair), Renée Fratantonio, Asher Jackson, Sherry Packard, Olivia Rossetti, Lori Steckervetz, Connie Strittmatter and Eamon Toohey
- **Library Strategic Directions Committee:** Renée Fratantonio, Asher Jackson, Jacalyn Kremer, Linda LeBlanc, Sherry Packard, Olivia Rossetti, Kim Smalley, Lori Steckervetz, Connie Strittmatter, Tyler Sullivan

Student Success

- **2023 Inclusive Pathways Grant Selection Committee:** Lori Steckervetz
- **2023 Recognition Award Selection Committee:** Lori Steckervetz

- **Falcon Experience Fall Orientation Presentations:** Jacalyn Kremer, Lori Steckervetz
- **Rock the Block:** Sarah Gilbert, Jacalyn Kremer, Olivia Rossetti, Lori Steckervetz, Connie Strittmatter, Tyler Sullivan
- **Undergraduate Conference Committee:** Lori Steckervetz

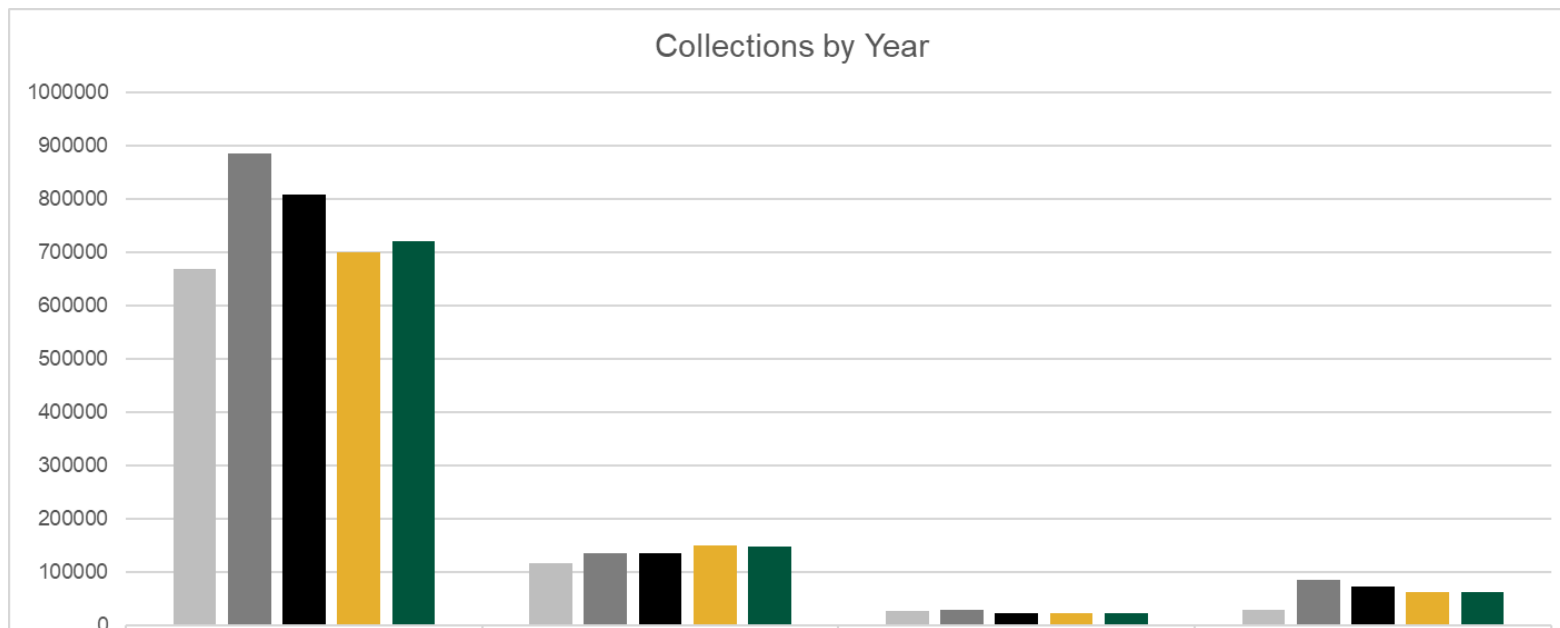
Community Engagement

- **BSA Troop 33G Committee:** Sherry Packard (Chair and Treasurer)
- **Center for Italian Culture Advisory Board:** Jacalyn Kremer
- **Center for Italian Culture Archival Subcommittee:** Ross Caputi (chair), Jacalyn Kremer, Asher Jackson
- **Community Read:** Jacalyn Kremer (co-chair)
- **Fitchburg Historical Society Board:** Asher Jackson
- **Fitchburg Public Library Board:** Jacalyn Kremer
- **MCCLPHEI (Massachusetts Public Higher Ed Directors group):** Jacalyn Kremer
- **MCCLPHEI Assessment Group:** Jacalyn Kremer (leader)
- **MSCA Librarians Committee:** Linda LeBlanc

Appendix: Statistics

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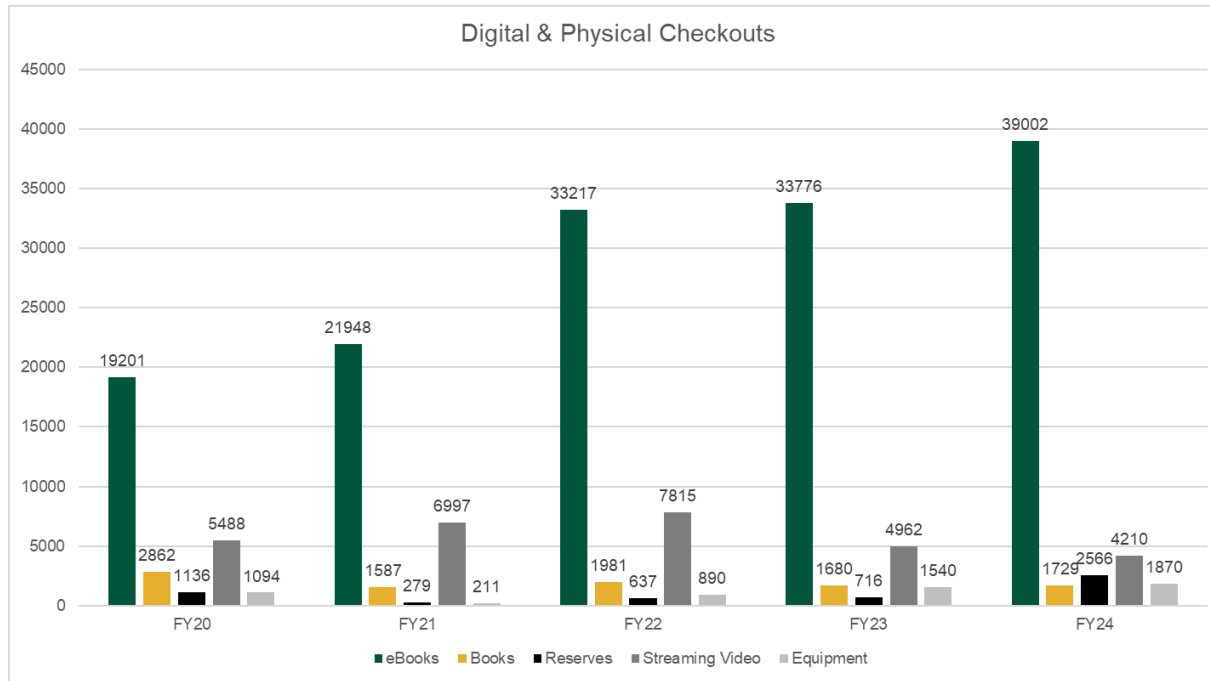
Collections: Totals Online and Physical



| Fiscal Year | Books | Serials | Media (Video) | Media (Audio) |
|--------------------------------|---------|---------|---------------|---------------|
| FY20 (light gray on bar chart) | 669,289 | 117,032 | 25,727 | 28,325 |
| FY21 (dark gray on bar chart) | 884,528 | 134,446 | 28,956 | 84,586 |
| FY22 (black on bar chart) | 807,949 | 135,424 | 21,806 | 72,768 |
| FY23 (gold on bar chart) | 700,720 | 150,466 | 22,159 | 61,448 |
| FY24 (green on bar chart) | 721,010 | 147,547 | 21,674 | 61,567 |

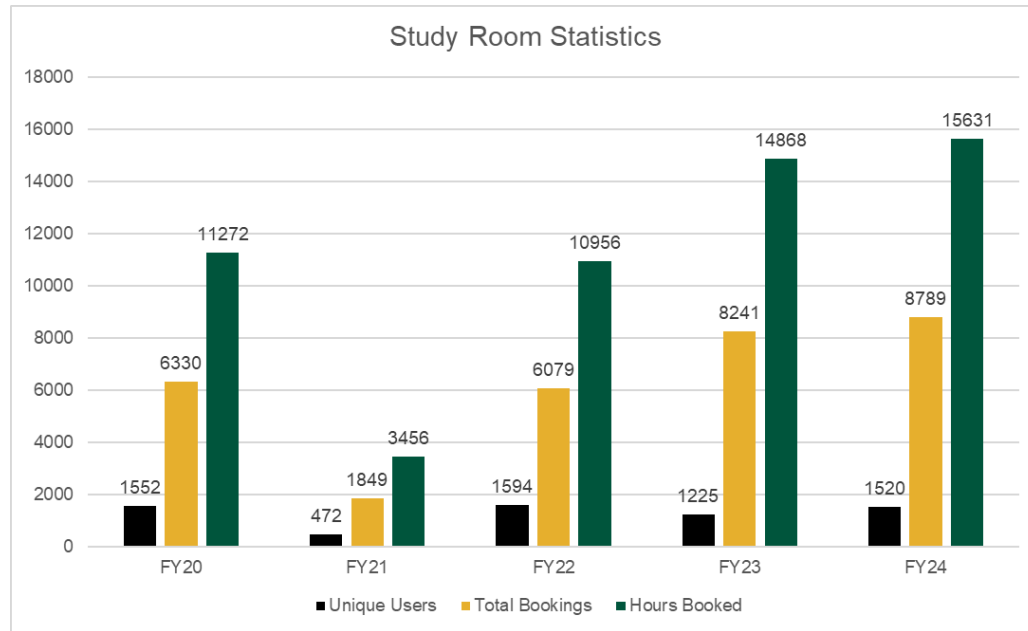
Notes: Books: 721,010 = 552,368 eBooks & 168,642 Physical Books. **Databases:** 203 in FY24, 207 in FY23, 191 in FY22, 183 in FY21, 179 in FY20

Circulation



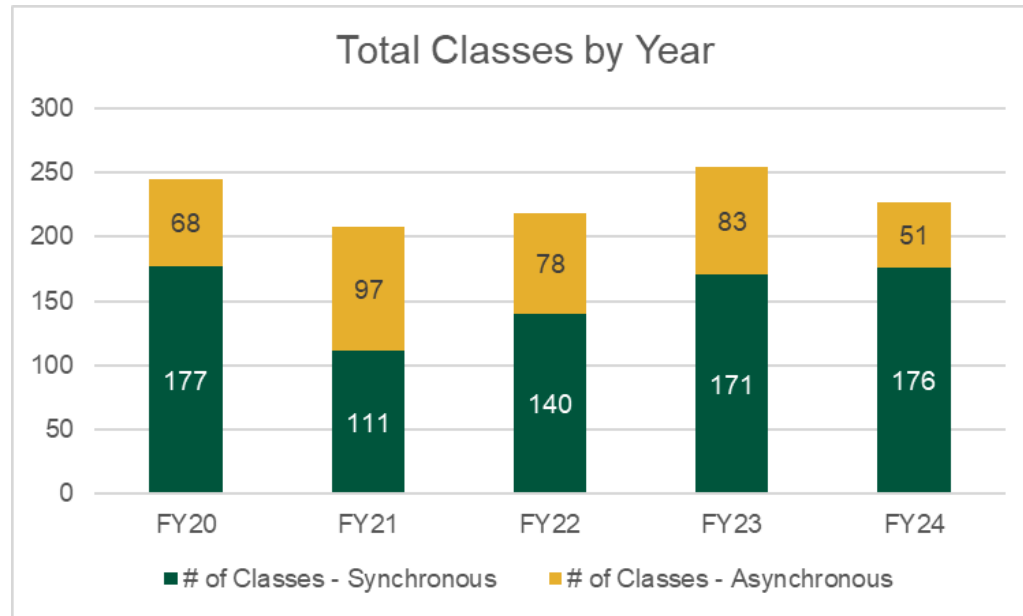
| Fiscal Year | eBooks | Books | Reserves | Streaming Video | Equipment |
|-------------|--------|-------|----------|-----------------|-----------|
| FY20 | 19,201 | 2,862 | 1,136 | 5,488 | 1,094 |
| FY21 | 21,948 | 1,587 | 279 | 6,997 | 211 |
| FY22 | 33,217 | 1,981 | 637 | 7,815 | 890 |
| FY23 | 33,776 | 1,680 | 716 | 4,692 | 1,540 |
| FY24 | 39,002 | 1,729 | 2,566 | 4,210 | 1,870 |

Study Rooms - Unique Users, Total Bookings, and Hours Booked



| Study Room Statistic | FY20 | FY21 | FY22 | FY23 | FY24 |
|----------------------|--------|-------|--------|--------|--------|
| Unique Users | 1,552 | 472 | 1,594 | 1,225 | 1,520 |
| Total Bookings | 6,330 | 1,849 | 6,079 | 8,241 | 8,789 |
| Hours Booked | 11,272 | 3,456 | 10,956 | 14,868 | 15,631 |

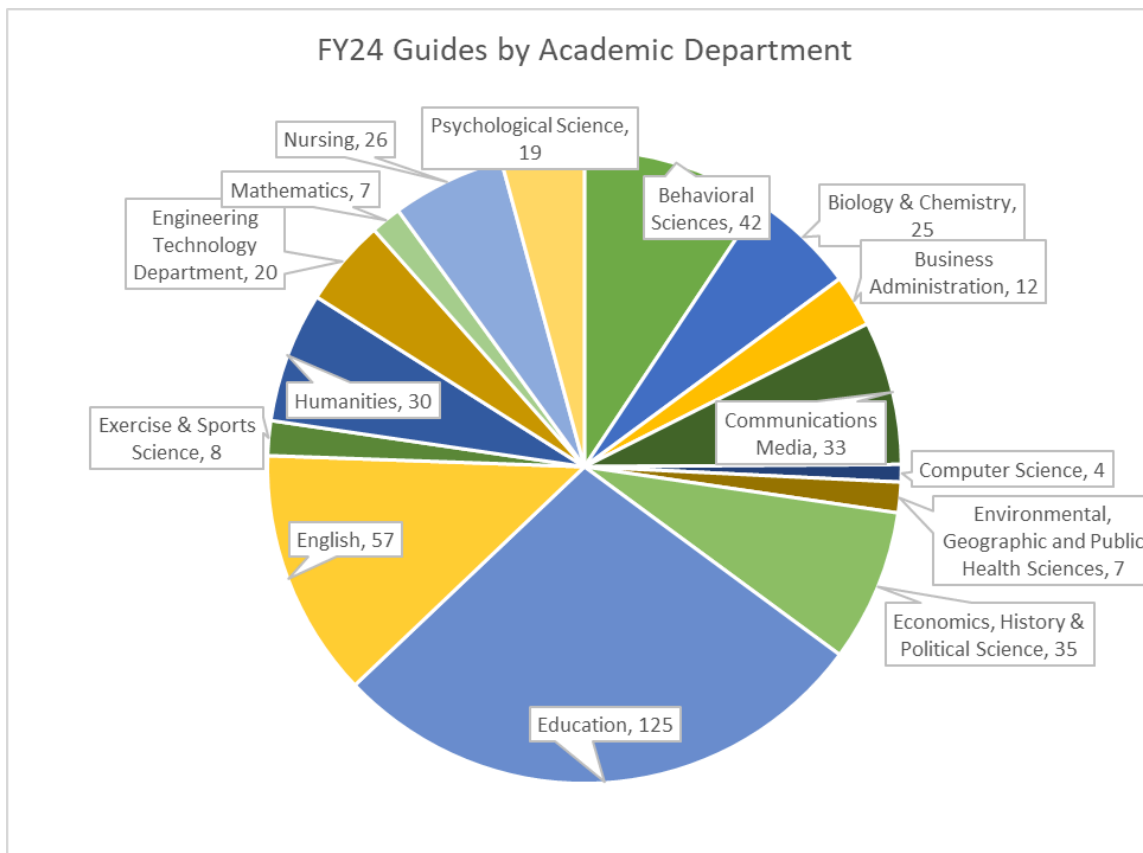
Instruction



| Type of Instruction session | FY20 | FY21 | FY22 | FY23 | FY24 |
|-----------------------------|------|------|------|------|------|
| Synchronous | 177 | 111 | 140 | 171 | 176 |
| Asynchronous | 68 | 97 | 78 | 83 | 51 |

NOTE: FYE classes are recorded by subject area.

Online Research Guides - FY24 Guides by Academic Department - Pie Chart

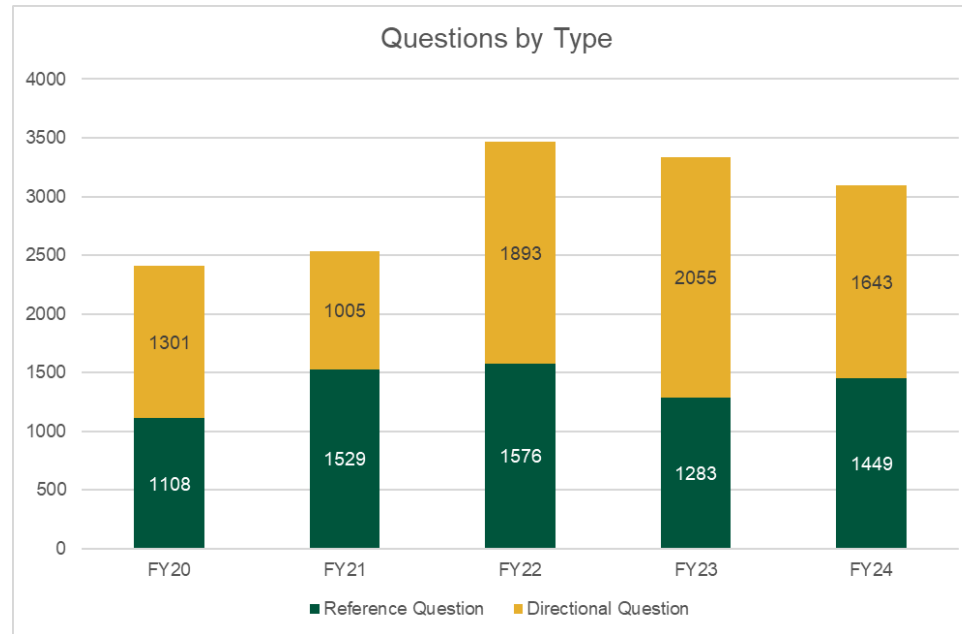


- The Library offers 460 online research guides, including 289 created specifically for courses, 43 for subject areas, and 6 citation guides.
- The FY24 guide sessions were 250,982, up 116% over a 5-year period.
- Course guides had 33,520 views, up 83% from last year.

Online Research Guides - FY24 Guides by Academic Department - Table

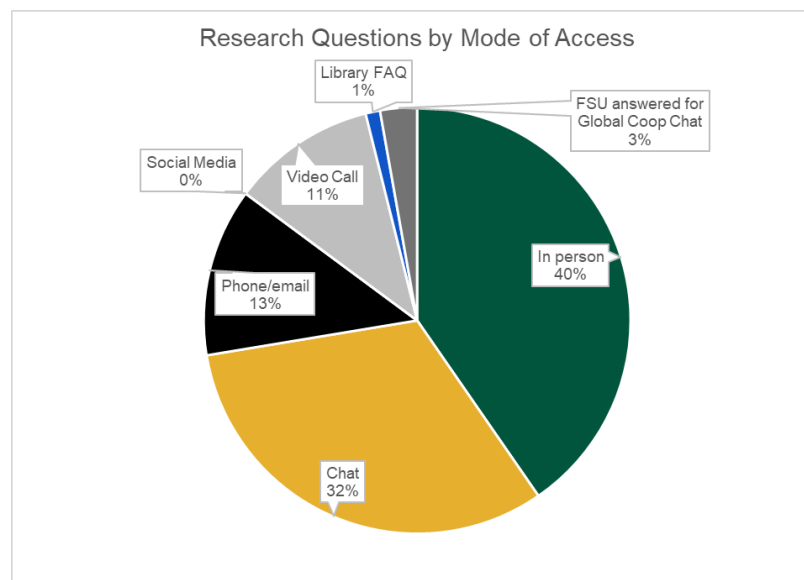
| Academic Department | Number of Guides |
|---|-------------------------|
| Behavioral Sciences | 42 |
| Biology/Chemistry | 25 |
| Business Administration | 12 |
| Communications Media | 33 |
| Computer Science | 4 |
| Economics, History and Political Science (EHPS) | 35 |
| Education | 125 |
| Engineering Technology | 20 |
| English Studies | 57 |
| Environmental, Geographic, and Public Health Sciences | 7 |
| Exercise & Sports Science | 8 |
| Humanities | 30 |
| Mathematics | 7 |
| Nursing | 26 |
| Psychological Sciences | 19 |

Research Help - Reference and Directional Questions Answered



| Fiscal Year | Reference Questions | Directional Questions |
|-------------|---------------------|-----------------------|
| FY20 | 1,108 | 1,301 |
| FY21 | 1,529 | 1,005 |
| FY22 | 1,576 | 1,893 |
| FY23 | 1,283 | 2,055 |
| FY24 | 1,449 | 1,643 |

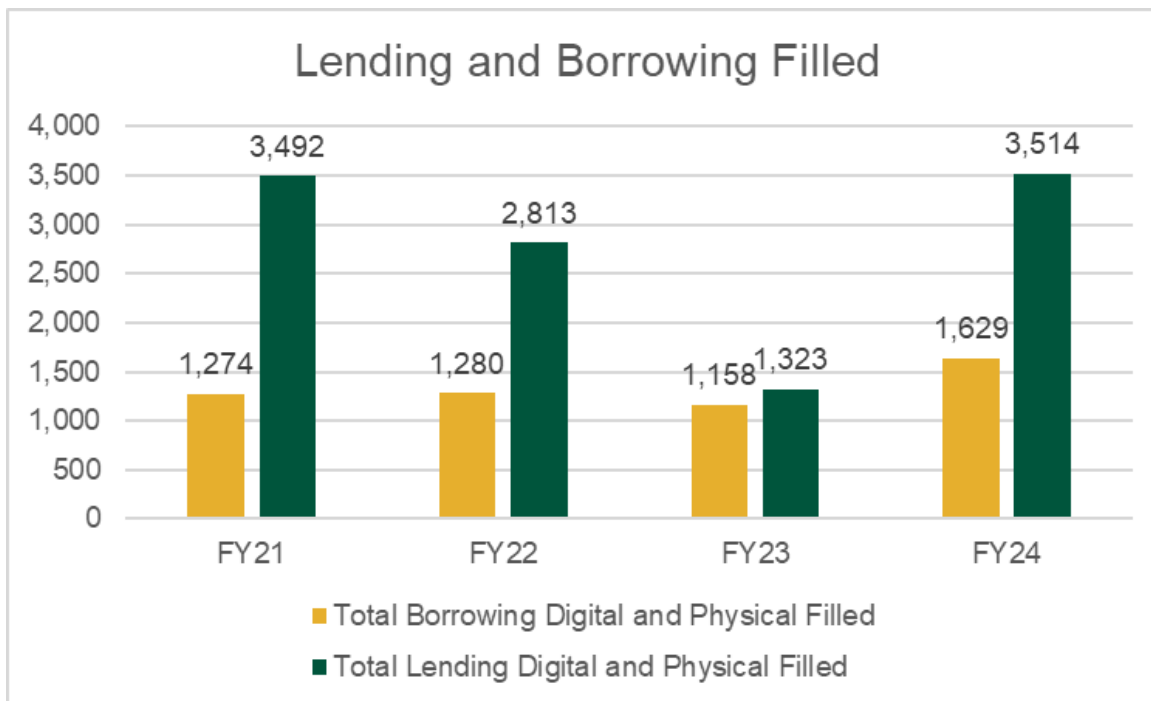
Research Help - Research Questions by Mode of Access



| Mode of Access | Percent of Questions Answered |
|------------------------------------|-------------------------------|
| In Person | 45% |
| Chat | 28% |
| Email | 9% |
| Video Call | 7% |
| FSU Answered for Global Co-Op Chat | 6% |
| Phone | 3% |

NOTE: The library implemented 24/7 Co-operative chat in FY22. In FY24 FSU librarians answered 22 reference and 23 Directional questions for other libraries. Librarians from other schools answered 237 reference and 37 directional questions for FSU patrons.

Interlibrary Loan - Lending & Borrowing Requests Filled

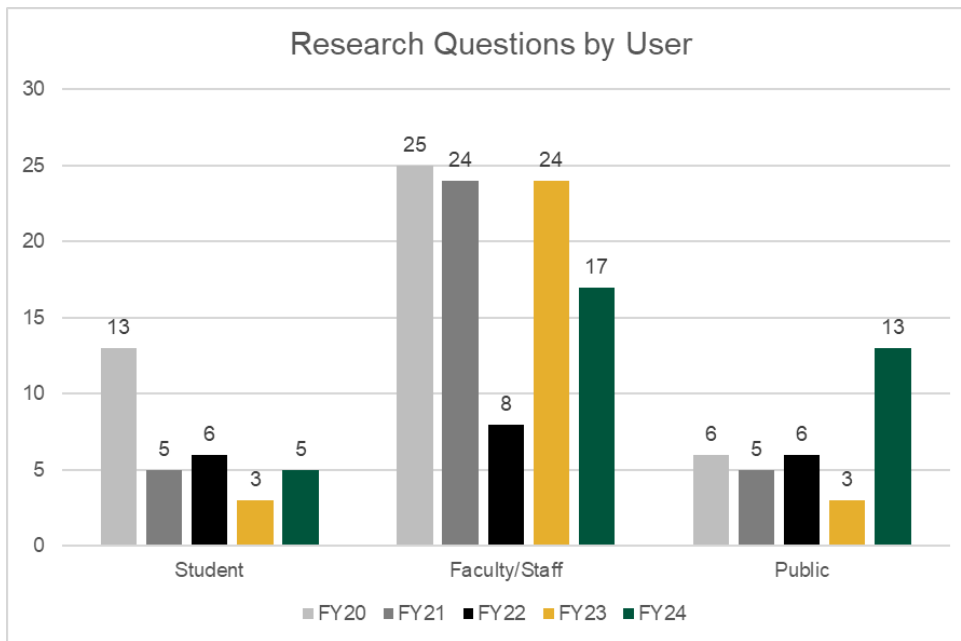


| Type of Request Filled | FY21 | FY22 | FY23 | FY24 |
|--------------------------------|-------|-------|-------|-------|
| Digital and physical Borrowing | 1,274 | 1,280 | 1,158 | 1,629 |
| Digital and physical Lending | 3,492 | 2,813 | 1,323 | 3,514 |

NOTE: Data

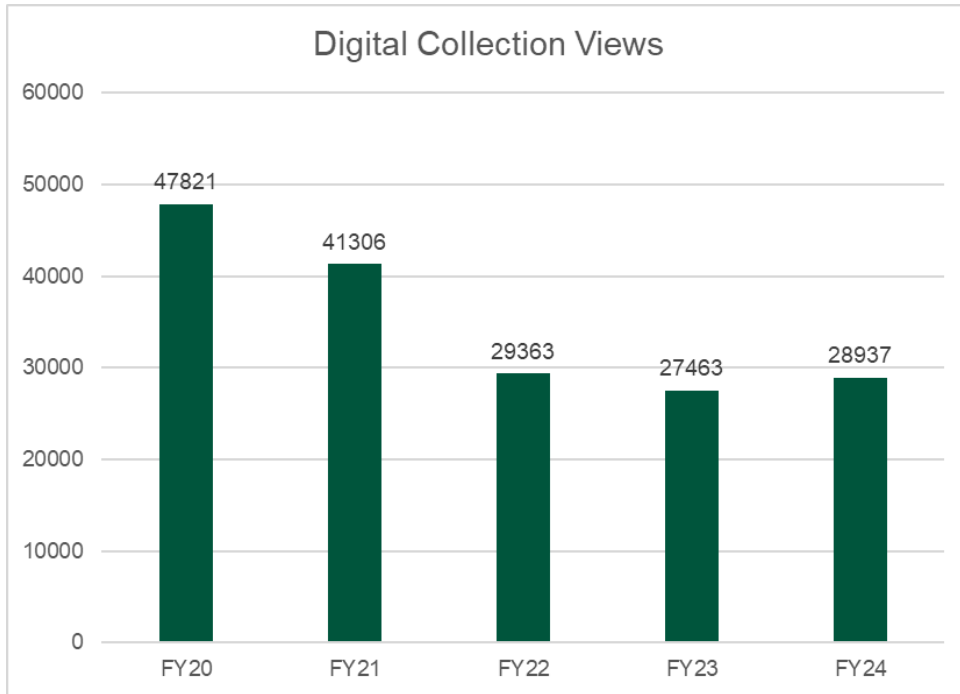
reported in the new system only is accurate through FY21.

Archives & Special Collections - Research Question by User



| Fiscal Year | Student Questions | Faculty/Staff Questions | Public Questions |
|-------------|-------------------|-------------------------|------------------|
| FY20 | 13 | 25 | 6 |
| FY21 | 5 | 24 | 5 |
| FY22 | 6 | 8 | 6 |
| FY23 | 3 | 24 | 3 |
| FY24 | 5 | 17 | 13 |

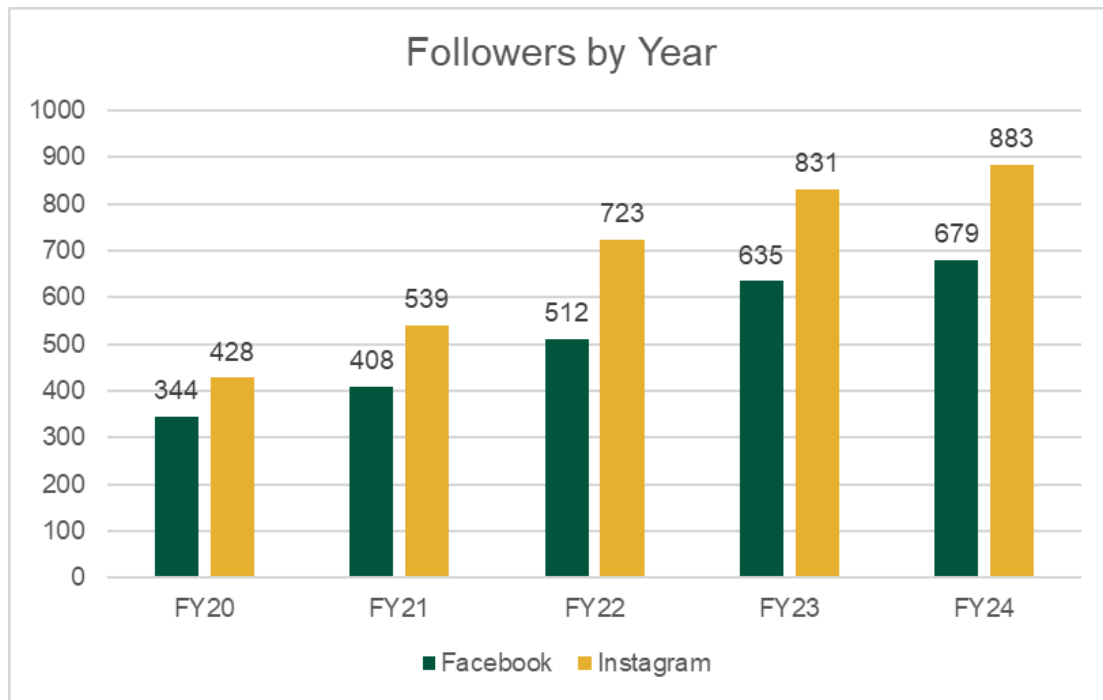
Archives & Special Collections - Digital Collection View



| Fiscal Year | Digital Collection Views |
|-------------|--------------------------|
| FY20 | 47,821 |
| FY21 | 41,306 |
| FY22 | 29,363 |
| FY23 | 27,463 |
| FY24 | 28,937 |

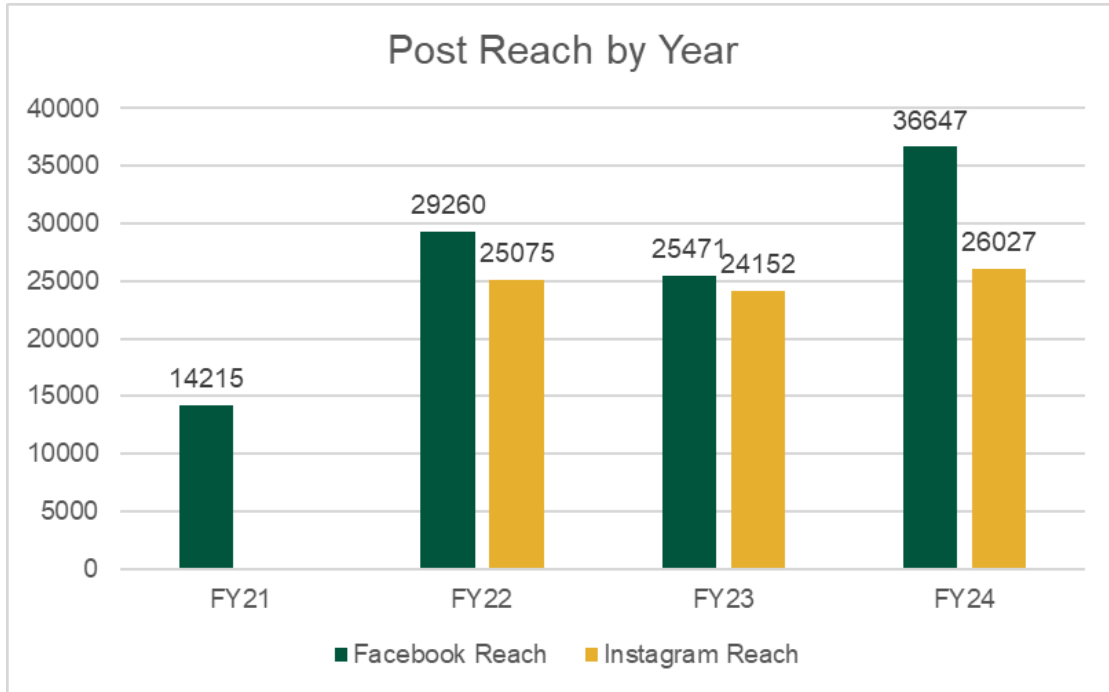
NOTE: The Archives taught 11 instruction sessions in FY24; 10 for English classes and 1 for History classes.

Social Media - Followers by Year



| Fiscal Year | Facebook | Instagram |
|-------------|----------|-----------|
| FY20 | 344 | 428 |
| FY21 | 408 | 539 |
| FY22 | 512 | 723 |
| FY23 | 635 | 831 |
| FY24 | 679 | 883 |
| FY25 | 702 | 930 |

Social Media - Post Reach by Year



| Fiscal Year | Facebook Reach | Instagram Reach |
|-------------|----------------|-----------------|
| FY21 | 14,215 | N/A |
| FY22 | 29,260 | 25,075 |
| FY23 | 25,471 | 24,152 |
| FY24 | 36,647 | 26,027 |

NOTE: Post reach is not available for FY20 and prior for Facebook and FY21 and prior for Instagram.