

Strategic Directions 2012
Approved by Library Council, October 11, 2012

MISSION:

The Library Council's mission is to foster collaboration and to support the UW Colleges' libraries in their role as the information gateway for the university community.

VISION:

The Library Council is a strong collective voice of the UW Colleges libraries poised to:

- **Provide leadership and support for building effective library staff.**
- **Anticipate changing environments and trends.**
- **Position the libraries' role as the central hub for learning and research.**
- **Build a community of librarians with shared goals**
- **Affirm and communicate the essential value of libraries to the institution.**

Strategic Direction #1: Information Literacy

Owners: Information Literacy Committee, EREC, IMOC, Assessment Committee, Marketing Committee

- 1) Promote information literacy as a core component of student success and retention. (Information Literacy Committee)
Action Steps:
 - a) *Develop required courses in research and library skills.*
 - b) *Integrate information literacy skills into courses at the point of need.*
 - c) *Develop marketing plan to promote services.*
- 2) Evaluate and support relevant and emerging technologies. (IMOC)
Action Steps:
 - a) *Identify internal and external funds or grants to fund emerging technologies.*
- 3) Increase the effectiveness of the libraries' information literacy program through collaboration and sharing of resources and expertise. (Information Literacy Committee)
Action Steps:
 - a) *Share ideas like we have with the LibGuides.*
 - b) *Create listing of subject specialties of librarians and libraries.*
- 4) Incorporate information literacy skills into departmental learning outcomes and institutional priorities and support assessment of information learning outcomes. (Information Literacy and Assessment Committees)
Action Steps:
 - a) *Appoint a library liaison to each academic department.*
 - b) *Work with Office of Academic Affairs and relevant UWC Senate committees to incorporate assessment of information literacy skills within the institution.*
 - c) *Engage faculty in the assessment of student information literacy skills.*
 - d) *Participate in standardized testing to compare the Colleges to our peers.*
- 5) Increase opportunities and resources in support of student and faculty research on each campus. (supports UWC 2.3.2) (Marketing and Executive Committee)
Action Steps:
 - a) *Better promote current research opportunities to the campuses.*

- b) *Work with grants office to include a library component in grants.*
- 6) Develop ways to integrate online and traditional library services to meet patron needs wherever they are. (IMOC, LSS)
Action Steps:
- a) *Compare services offered to on-campus students with comparable services to online and DE students to find gaps.*
 - b) *Work with CIT, UWC DE Library Liaisons, and LSS Systems Librarian to incorporate library services at all online access points.*
 - c) *Implement Chat Colleges wide.*
 - d) *Create multimedia tutorials for key services.*
 - e) *Improve LCP program.*

Strategic Direction #2: Partnerships, Communication and Advocacy

Owners: Marketing committee, LSS, IMOC, Executive Committee

- 1) Strengthen and broaden the libraries' relationships with the University community.
Action Steps:
- a) *Support librarian representation on committees.*
 - b) *Develop partnerships with Central IT to enhance existing library services like LCP program.*
 - c) *Encourage use of Library Council Blog to keep the community up to date and tell our story.*
- 2) Expand the role of the libraries as an academic partner in campus recruitment and retention programs.
Action Steps:
- a) *Develop roles for the libraries in Orientation.*
 - b) *Encourage collaboration with high schools, public libraries and other institutions of higher education.*
 - c) *Have a resource person at the Council level to coordinate retention efforts.*
 - d) *Identify or develop tools to quantify impact of library services and collections.*
 - e) *Provide updates to Student Services about library resources and services.*
- 3) Promote research opportunities and special collections to faculty and students.
Action Steps:
- a) *Increase promotion of UW Research Network Fellowships.*
 - b) *Develop guidelines for building and maintaining campus archives and special collections.*
- 4) Provide centralized support to campuses to market the shared resources and services of the libraries. (Marketing Committee)
Action Steps:
- a) *Create list of resources to be marketed, include personnel, physical resources, e-resources, online and DE resources, research opportunities, special collections, and facilities.*
 - b) *Work with Central Marketing to come up with Library-wide marketing plan which can then be individually customized by each campus.*
 - c) *Explore funding options for centralized marketing.*
 - d) *Promote collaboration between campuses by creating a central clearinghouse for programming kits and speaker lists.*

- 5) Provide UWC administrators with an annual report of the libraries achievements, new initiatives and overview of services. (LSS and Executive Committee)

Action Steps:

- a) *LSS will create a concise, collaborative annual report using statistics from ALS, E-resource usage, LSS documentation, and Library contributions about services and projects which do not easily fall into any of the above categories. Distributed to Library Council for approval, and later to Academic Affairs, Campus Deans, and in a general newsletter which will go out to all-staff.*

Strategic Direction #3: Funding and Collections

Owners: DIN committee, EREC, LSS, Executive Committee

- 1) Develop shared collection priorities based on a long-term vision. (EREC, DIN, LSS)

Action Steps:

- a) *Examine trends in curriculum development and its impact on use of current and future library resources.*
b) *Identify gaps and strengths of individual campus collections.*
c) *Identify special collections by campus.*
d) *Develop traveling collections to supplement specific assignments.*
e) *Market the shared print collection and the ease of UB.*
f) *Support the collection of independent presses.*
g) *Evaluate current database coverage for duplication and gaps.*
h) *Make recommendations for renewals based on an evaluation of current database coverage to ensure adequate coverage in all subject areas and reduce duplication of resources.*
i) *Solicit feedback from the campus libraries to develop a long range plan for the use of DIN funds.*
j) *Look to purchase rather than subscribe to new resources.*

- 2) Establish new areas of funding to expand library resources and programs. (Executive committee, DIN)

Action Steps:

- a) *Strategize new funding sources – grants, foundation partnerships, friends groups?*
b) *Develop funding proposal utilizing Student Technology Fees.*
c) *Encourage development of Colleges-based UW Digital Collections.*

Strategic Direction #4: Developing and Supporting Staff

Owners: Professional Development committee, Nominating committee, Executive committee

- 1) Foster leadership among library staff through involvement in Library Council, CUWL and shared governance. (Nominating committee)

Action Steps:

- a) *Provide overview of committee responsibilities with accompanying calendar of activities to improve orientation of new members.*
b) *Invite Library Council members to serve on a specific Council committee that could benefit from individual member's expertise.*
c) *Encourage widespread involvement on committees by all members of Council to avoid committee burnout.*

- 2) Focus on staff retention through professionally supportive initiatives. (Professional Development Committee)
Action Steps:
 - a) *Formulate formal mentoring program procedures and guidelines, select mentors for new and experienced library staff.*
 - b) *Share strategies for funding of professional development at both the campus and council level.*
 - c) *Promote and coordinate attendance at Colleges wide functions: ESFY, Colloquium, etc.*
 - d) *Explore additional funding options for professional development at the Council level.*

- 3) Prepare staff for changes that will allow the UW Libraries to best serve the faculty and students in the future. (Professional Development Committee)
Action Steps:
 - a) *Plan monthly brown bag webinars for continuing education to streamline processes, introduce emerging trends and engage library professionals in discussion and collaboration.*
 - b) *Plan yearly professional development day.*
 - c) *Determine changing needs and skills of faculty and students and provide training to help meet those needs.*

- 4) Assess staff satisfaction through annual surveys and exit interviews. (Executive Committee)
Action Steps:
 - a) *Allow for the ability to express satisfaction opinions with both continuing and departing staff.*
 - b) *Use surveys to determine how Council can better support library staff.*
 - c) *Evaluate professional development opportunities and disseminate which are viewed as most valuable.*

Strategic Direction #5: Assessment

Owners: Assessment committee, Executive committee

- 1) Assess the libraries services in helping achieve the institutions goals. (Assessment Committee)
Action Steps:
 - a) *List core services and prioritize what we want to assess.*
 - b) *Work with the Institutional Research office to collect data which helps improve library services and collections.*
 - c) *Close the loop in regards to assessment: plan-do-check-act.*
 - i) *Assign duties to committees.*
 - ii) *Collect data.*
 - iii) *Report to Library Council who can charge committees to action.*

- 2) Develop culture of assessment to better align collections, services and spaces with user needs. (goal is also from CUWL) (Executive and Assessment Committee)
Action Steps:
 - a) *Provide assessment training for everyone (Senate Assessment Committee or Institutional Researcher).*
 - b) *Share what each campus is assessing to find common ground and gaps for better data comparison.*
 - c) *Assess the progress on the strategic plan. (Executive Committee and Assessment Committee)*