McIntyre Library Strategic Plan

2016-2021

Our Mission

We foster learning and collaboration through our spaces, services, people, and resources.

Our Vision

We will be recognized as an inclusive space with services that support and anticipate the evolving needs of the campus community. We will provide access to quality research materials and resources that support student success and informed citizenry.

Strategic Plan

Goal 1: Increase awareness of resources and services through marketing efforts

▶ Consistently and regularly showcase library accomplishments

▶ Implement 'perpetual marketing plan' to promote existing services and resources

▶ Pilot new methods for highlighting new acquisitions, print and online

▶ Increase visibility and placement of library website

▶ Implement promotional plan to increase awareness and understanding of library research and instruction services

▶ Develop or identify graphic design expertise to bring professionalism to publications and promotional materials

Goal 2: Create a high quality user experience in library physical and online spaces

▶ Improve library communication and messaging for clarity

▶ Create a more comfortable and attractive environment for study, collaboration and creation

▶ Create a reliable, intuitive and seamless online connection to resources for our users

▶ Develop and implement a comprehensive and professional library wayfinding plan

▶ Develop a longterm intentional plan for space reclamation

Goal 3: Develop an agile plan for the library collections that considers our consortial, budget and external realities and is responsive to current and future user needs

▶ Create simple and consistent method for patrons and library staff to request and order materials

▶ Reduce turnaround time on ordered materials

▶ Evaluate resource sharing patterns, user data and feedback, and budget projections to develop a strategy for collection development

▶ Expand leisure/popular reading collection and its visibility

▶ Explore library role in acquiring and managing emerging and nontraditional collections

Goal 4: Sustain our skilled and engaged staff

▶ Encourage professional development and personal enrichment

▶ Encourage and support experimentation, innovation and networking

▶ Foster a strong culture of recognition, in which employees know they are valued and appreciated.

Goal 5: Evolve and adapt to our changing educational environment

▶ Develop credit-based teaching program

▶ Foster student experiences beyond the classroom

▶ Develop plan for reaching out to specific populations, such as transfer students, non-traditional students and developing first-year students.

Goal 6: Pursue innovative partnerships and alternative funding sources

▶ Actively pursue partnerships with departments and offices on campus in funding resources and collections

▶ Create a development plan to pursue internal and external funding opportunities

▶ Expand partnership with Foundation to solicit database, collection and facility sponsors

▶ Explore partnerships in developing services, spaces and support

Goal 7: Demonstrate commitment to equity, diversity, and inclusivity

▶ Review hiring processes to ensure outreach to underrepresented populations

▶ Ensure that library staff engage in safe space and EDI training

▶ Conduct service project connecting library to the community

Goal 8: Engage in purposeful assessment to ground our future decisions in evidence

▶ Give staff ready access to data needed for decision making and exploration

▶ Determine resource allocation and service changes on the basis of the current best evidence

Strategic Plan with example actions

Goal 1: Increase awareness of resources and services through marketing efforts

▶ Consistently and regularly showcase library accomplishments

- *Regularly submit news items to Integrated Marketing and Communications (IMC) reflecting librarian research, presentations, and other library accomplishments, such as milestones, collections, services*
- *Submit news releases to professional publications such as College & Research Library News*
- *Develop public relations skills in designated staff member who will assume marketing as part of position description*

▶ Implement 'perpetual messaging plan' to promote existing services and resources

- *Improve discovery of leisure and popular fiction collections through placement and online promotion*
- *Expand experimentation with promotion on various social media platforms, such as Yik Yak, Snapchat, Instagram, etc.*
- *Engage and assign responsibility to students and interns in designing and implementing promotional efforts*
- *Establish more frequent use of table tents to promote events and ongoing resources/services*
- *Promote distinct zones/floors in library as study spaces*
- *Develop marketing themes for library spaces, such as 'getting in the zone,' 'space with support,' 'safe space.'*

▶ Pilot new methods for highlighting new acquisitions, print and online

- *Create more visible and visually interesting new book display*
- *Explore options for pushing new acquisition announcements to those ordering and departments*
- *Embed relevant new acquisitions in faculty e-newsletter*

▶ Increase visibility and placement of library website

- *Use data to advocate with Integrated Marketing and Communications (IMC) and web services regarding placement of library website*

▶ Implement promotional plan to increase awareness and understanding of library research and instruction services

- *Expand integration of chat widget online*
- *Pilot a "pop-up reference" project, featuring temporary reference sampling stations across campus*
- *Pilot traveling roadshow to academic buildings to showcase teaching and research resources*
- *Expand mini-conference concept*

▶ Develop or identify graphic design expertise to bring professionalism to publications and promotional materials

- *Hire graphic design student intern*
- *Develop graphic design skills in designated staff member who will assume graphic design as part of position description*
- *Partner with another unit (IMC, CUWL, etc.) for graphic design expertise*

Goal 2: Create a high quality user experience in library physical and online spaces

▶ Improve library communication and messaging for clarity

- *Evaluate and improve automated emails generated by library systems*
- *Simplify and clarify ILL website and emails*
- *Increase findability and point-of-need placement of guides and FAQ*
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▶ Create a more comfortable and attractive environment for study, collaboration and creation

- *Advocate for coffee shop or improved vending service in library*
- *Work with facilities to improve infrastructure, including lighting, more outlets, stronger wi-fi in lower level and 3rd floor, temperature control*
- *Purchase nap pods and area rugs*
- *Update artwork in library*
- *Update restrooms*
- *Update furniture, especially on upper floors*

▶ Create a reliable, intuitive and seamless connection to resources for our users

- *Improve link resolution across online library resources*
- *Update and improve user instruction for e-resources such as e-books*
- *Develop and implement a comprehensive and professional library wayfinding plan*
- *Hire consultant to design wayfinding system*

▶ Develop a longterm intentional plan for space reclamation

Goal 3: Develop an agile plan for the library collections that considers our consortial, budget and external realities and is responsive to current and future user needs

▶ Create simple and consistent method for patrons and library staff to request and order materials

- *Investigate best practices for library requests and ordering procedures*

- *Implement and promote streamlined process for ordering and requesting materials*

▶ Reduce turnaround time on ordered materials

- *Investigate best practices, and update current practices for ordering and processing new materials in a timely fashion*

▶ Evaluate resource sharing patterns, user data and feedback, and budget projections to develop a strategy for collection development

- *Invest in learning and using ALMA analytics for collection analysis*
- *Explore retaining services of external agency for collection analysis*

▶ Expand leisure/popular reading collection and its visibility

- *Investigate best practices for providing access to leisure or popular reading and media collections in academic libraries.*
- *Engage interns and students in researching best practices and developing revised plan.*
- *Develop plan for soliciting donations of popular materials*

▶ Explore library role in acquiring and managing emerging and nontraditional collections

- *Explore data curation opportunities with campus researchers*
- *Expand library role in scholarly communication and open access on campus*

Goal 4: Sustain our skilled and engaged staff

▶ Encourage professional development and personal enrichment

- *Encourage all staff to engage in campus and online professional development opportunities Encourage all staff to engage in off-campus professional development as budget allows*
- *Conduct library staff retreat and/or internal conference annually*

▶ Encourage and support experimentation, innovation and networking

- *Encourage all staff to attend campus events*
- *Ensure that all staff have the opportunity to participate in cross-departmental committees or task forces*
- *Pilot a series of creative thinking events in library*

▶ Foster a strong culture of recognition, in which employees know they are valued and appreciated.

- *Implement a system that enables staff to recognize colleagues for achievements, attitudes, acts of kindness*

Goal 5: Evolve and adapt to our changing educational environment

▶ Develop credit-based teaching program

- *Increase to at least one linked course per semester*

▶ Foster student experiences beyond the classroom

- *Implement student employee badge or certificate programs to offer and recognize increased training and cross-training*

▶ Develop plan for reaching out to specific populations, such as transfer students, non-traditional students and developing first-year students.

Goal 6: Pursue innovative partnerships and alternative funding sources

▶ Actively pursue partnerships with departments and offices on campus in funding resources and collections

▶ Create a development plan to pursue internal and external funding opportunities

- *Designate grantwriting as part of an existing or future position*

▶ Expand partnership with Foundation to solicit database, collection and facility sponsors

- *Develop and maintain a wish list for Foundation*

▶ Explore partnerships in developing services, spaces and support

- *Increase collaboration with Writing Center, in student training and possibly space*
- *Establish communication with new Blugold Central staff to identify areas of collaboration, such as advocating for food service in connected buildings*
- *Ensure that each librarian is active on at least one campus committee*
- *Expand number of departmental meetings that liaisons attend*
- *Partner with art and theater departments to showcase work through exhibits and accompanying book displays*
- *Increase collaboration with public library, in areas of programming, reciprocal borrowing*
- *Develop plan for more flexible use of library space by students, staff, and faculty – such as seminar/film viewing room, kitchen, digital/audio studio*

Goal 7: Demonstrate commitment to equity, diversity, and inclusivity

▶ Review hiring processes to ensure outreach to underrepresented populations

- *Seek recommendations from departments that have been successful in increasing diversity in their faculty/staff/student staff.*
- *Assess perceptions of library among diverse groups*

▶ Support professional development in EDI

- *Ensure that all library staff engage in safe space and EDI training*

▶ Conduct service project connecting library to the community

- Develop new projects or continue existing projects such as rice pantry fundraiser, community table volunteering, Ronald McDonald House fundraiser and Soles for Souls shoe drive

Goal 8: Engage in purposeful assessment to ground our future decisions in evidence

▶ Give staff ready access to data needed for decisionmaking and exploration

- *Expand access to, understanding and use of ALMA analytics to assess collections, circulation and user analytics*
- *Develop procedure for comprehensive collection of reference data from all service points*

▶ Determine resource allocation and service changes on the basis of the current best evidence

- *Continue partnering with Blugold Seminar to assess information literacy outcomes*
- *Identify additional campus partners for information literacy assessment projects*

Implementing the Plan

- Library annual reports will be mapped to the plan goals
- Managers and the director will identify and prioritize annual library-wide objectives to meet goals.
- Departments will identify annual activities and objectives to meet goals, recognizing that they must be flexible enough to accommodate changes and new opportunities.
- Annual reviews for all faculty/staff will in part be mapped to goals, demonstrating how an individual has contributed to library goals.
- A strategic planning committee will meet every 18 months to update the plan
- Managers will review progress on plan quarterly