UWSP Library Strategic Plan

Goals – Five year statements of broad library planning directions

Objectives – Five year statements that further build on the Mission, Vision, and Goals of the University Library.

Unit/service plans – Specific measurable annual action items which can be categorized under various goal/objectives.

*Items listed under each Objective category are designed to be examples of action items that could be included. The items listed are a result of input gathered from the self study, external visit, and all strategic planning discussions. The goals, objectives and action items are not in priority order.

Goal 1: Develop, advance and support innovative collection development initiatives and strategies.

1.1 Optimize collection development financial resources.
   - Review current allocation system for relevance in today’s environment.
   - Gather and analyze available usage statistics to identify high and low use resources.
   - Pursue additional opportunities for UW System resource sharing.
   - Pursue alternative funding opportunities.

1.2 Assess collections for support of curriculum, currency and coverage.
   - Draft policy and procedures for collection access, organization and maintenance.
   - Place a renewed emphasis on weeding. Develop timeline, policy and procedures.
   - Review and revise the collection development plan for special collections/rare books.

1.3 Enhance access to collections with the use of technology.
   - Pursue opportunities to digitize unique resources.
   - Continue to transition appropriate collections from print to electronic (or new platforms as they develop).

1.4 Promote and increase the accessibility and inclusivity of collections such as videos/DVDs, government documents, special collections, reference resources, etc.

Goal 2: Create a dynamic service culture responsive to the changing needs of our users.

2.1 Assess and update Library programs and services.
   - Determine the future of library media services by researching the multimedia needs of the students and faculty at the UWSP campus.
Streamline Government Document holdings and services.

2.2 Develop library user services supportive of inclusive excellence
   o Reevaluate user service needs through assessment (on campus and distance education).
   o Plan for the effective and efficient use of service points/desks.
   o Explore new service models to accommodate the transition from print to digital collections.

Goal 3: Improve the library’s effectiveness through systematic, ongoing outcome-based assessment.

3.1 Continue short and long range planning for library units and the entire library entity.
   o Implement annual unit-level strategic plans followed by annual reports.
   o Consistently draft and implement strategic plan every five years.

3.2 Establish systematic approaches to the assessment of services, collections and facilities.
   o Develop a plan to evaluate library collections.
   o Develop a plan to evaluate library services.
   o Develop a plan to evaluate the instruction program.
   o Participate in campus and system assessment initiatives.

Goal 4: Encourage and facilitate life-long learning through the further development of instruction and reference services emphasizing problem solving and critical thinking.

4.1 Monitor development of campus General Education Requirements (GER) and promote the library’s role in information literacy.

4.2 Maintain a dynamic reference service that responds to and anticipates the needs of users and changing reference technologies.

4.3 Explore opportunities to improve instruction.
   o Offer new distance education initiatives.
   o Expand development of course, subject and research guides.
   o Further integrate technology into instruction.
   o Reevaluate instruction staffing.

Goal 5: Foster engagement and collaboration with partners from the campus, the UW System, the local community and beyond.

5.1 Expand and improve marketing of library services and collections.
   o Assess the level of awareness of library services on campus.
   o Update and improve video orientation.
Increase library visibility and branding by promoting value added services and resources.

5.2 Expand campus collaboration.
- Create a campus library advisory group.
- Review the role of department liaisons.
- Pursue additional collaborative programs with Information Technology.
- Expand collaboration with teaching faculty.
- Increase library participation in campus events and programs.

5.3 Participate in UW System library initiatives

**Goal 6: Create a forward thinking, dynamic organization that is responsive and flexible**

6.1 Strive for continuous improvement of communication throughout the organization.
- Create a communication plan to gather input and provide campus and library staff with appropriate library updates.

6.2 Foster an organizational culture that promotes fluid staffing that is responsive to changing library trends and services.
- Utilize library workforce evaluative methods/tools to assess current workflow data, such as:
  - WILS work flow analysis
  - Time studies
  - Consultations with other libraries
- Evaluate and possibly reconfigure positions to reflect the changing needs and services of the library.

6.3 Provide ongoing opportunities for professional development to ensure that all library staff members have knowledge of new trends, resources and services.
- Provide more internal workshops on the use of new tools.
- Work with campus services (such as Wellness, Safety, Extension) to create staff workshops.

**Goal 7: Enhance the Library space, based upon users’ needs, as the hub of learning and scholarship on campus**

7.1 Promote the further development of a learning commons concept that supports teaching and group work spaces.
- Research effective learning commons models and define the concept for our institution.
- Analyze potential collaborative partners in providing learning commons services.
7.2 Improve the functionality, utilization, and appearance of the LRC.
   - Complete the implementation of a comprehensive signage plan.
   - Continue to work with Facility Services to ensure progress on delayed maintenance and building upkeep.
   - Continue to strive for compliance to building and service accessibility codes.

7.3 Cooperatively develop an LRC space utilization plan.
   - Plan for the storage and/or integration of seldom used resources and the reutilization of the space.
   - Delineate the appropriate services and offices which should reside in the building.
   - Work collaboratively with Information Technology to integrate appropriate services (labs, classrooms, help desk, etc.).

Goal 8: Improve access to information through the creative use of technology.

8.1 Provide convenient, seamless access to resources through the use of technology.
   - Improve access to online resources and services for users, including those with disabilities.
   - Expand library presence in campus portals, course management systems.

8.2 Provide new technologies that respond to changing user needs.
   - Explore the use of and connections to mobile technologies.
   - Leverage social networking tools for library use.
   - Link to online tools/resources (Amazon, Google, D2L) to draw users into the library environment.
   - Provide technology to support collections in new digital platforms.

8.3 Continue the development of a robust and dynamic library web presence that provides access to library resources and services that meet or exceed user expectations.
   - Enhance and further develop an appropriate and effective web infrastructure to support expanded access to the functions, resources and services of the Library.
   - Identify and implement best practices for providing dynamic and effective web-based services.
   - Create an expanded web team in collaboration with web partners on campus.
   - Provide on-going training for web authors and reevaluate permissions.

8.4 Evaluate the implementation and support of technology