

# **Auburn University Libraries Strategic Plan 2007 - 2012**

## **Mission Statement**

Auburn University Libraries utilizes its human resources, technology and physical facilities to provide responsive library services and collections aligned with the educational, research, and outreach activities of the students, faculty, and staff of Auburn University and its land grant mission.

## **Vision Statement**

Auburn University Libraries will be a destination of choice for students and faculty for research, learning and collaboration; a leader in Alabama and the region in information technologies including the creation, archiving and provision of digital resources; an active collector of information resources in all formats and of unique information about the state and region; and an active partner in cooperative organizations that enhance the services and resources available to our users.

## **Statement of Values**

Auburn University Libraries focuses on user-driven service. We understand that in order to meet or exceed our user needs, we must actively listen. We will continuously strive to improve our collections, services, and environment; be fiscally responsible; and contribute to the academic goals and the land grant mission of Auburn University.

## **Ongoing Services**

This strategic plan focuses on enhancements and change and is based on a continued commitment to the high quality reference services, access to materials, and technology that our users have come to expect.

## **Strategic Planning Initiative**

This plan is built around a commitment to user input and continuous assessment. Over the past year, we have gathered information using the following tools:

- The 2003 OCLC Environmental Scan: Pattern Recognition and Perceptions of Libraries and Information Resources
- AU Library environmental scans and department level white papers
- External Stakeholder Summit
- Internal Stakeholder Summits
- Student input through the "I am a camera" and "Draw your Library" exercises
- "Where were you today?" survey instrument
- LibQUAL+ quality assessment surveys

*More information can be found on the planning website at <http://www.lib.auburn.edu/summit>.*

## **Strategic Plan Assessment**

Assessment of performance to goals will be accomplished using various measurement tools including:

- LibQUAL+ quality assessment surveys
- Information literacy assessments
- Milepost tracking for specific projects
- Benchmarking with similar institutions
- Periodic user surveys
- Annual assessments of information literacy sessions by students, instructors and library peers.

In addition, a variety of in-house and external users will be consulted including:

- Undergraduate Student Advisory Group
- Senate Library Committee
- Graduate Student Council

- Librarian Faculty/Staff Committee

## **Strategic Directions**

Develop, implement, and maintain user-driven services that are responsive, highly collaborative, and broad-based to meet diverse user needs.

Build and maintain a robust technological infrastructure that is responsive to the changing needs of the Libraries' users and employees and that will support increased flexibility in the delivery of resources.

Build and sustain collections that support the university mission and provide convenient, seamless access to information resources in optimal formats.

Redesign the Libraries' space to provide a dynamic, comfortable learning environment that is conducive to productivity, yet flexible enough to meet the varied needs of our staff and users.

Recruit and retain well-trained, diverse and talented staff who are dedicated to the mission of Auburn University and Auburn University Libraries and to the service of the Libraries' users.

***Develop, implement, and maintain user-driven services that are responsive, highly collaborative, and broad-based to meet diverse user needs.***

Goals

- Identify, implement and continuously assess user-driven services.
- Employ the most appropriate and effective pedagogy and continuous collaboration with faculty to improve information literacy skills.
- Understand the evolving information needs of both local and remote users and respond with the most appropriate and effective delivery modes and technologies.
- Implement staffing and training that will provide optimal information services to all users.
- Raise awareness of AU Libraries' services and resources through effective and innovative public relations and marketing initiatives.

Objectives

- Explore and implement the learning commons construct to provide the most effective formats and technologies for reference, information literacy, document delivery and circulation services.
- Increase information literacy sessions to first-year University and upper level courses.
- Host faculty seminars on information literacy outcomes for faculty and graduate teaching assistants.
- Participate in national standardized information literacy assessment to improve learning outcomes.
- Provide spaces and scheduling for effective interaction between subject specialists and faculty, students and library colleagues.
- Monitor virtual reference services to determine optimal staffing and software configurations.
- Evaluate subject guides for usability and ADA compliance.
- Develop informational sessions and materials on document delivery services.

Measures

- Measure use, service quality and user satisfaction with services (e.g. LibQual+).
- Benchmark services with similar institutions.
- Conduct formal user studies to evaluate effectiveness of services.
- Assess impact of library instruction activities on student learning.
- Analyze user statistics including reference and gate counts.

***Build and maintain a robust technological infrastructure that is responsive to the changing needs of the Libraries' users and employees and that will support increased flexibility in the delivery of resources.***

Goals

- Improve resource discovery.
- Evaluate and apply innovative learning technologies.
- Support digital projects and new forms of scholarly communication.

Objectives

- Extend the Libraries' catalog by developing integrated interfaces that provide direct and seamless access to library resources in diverse formats and from a variety of sources; participate in collaborative open-source projects aimed at extending the OPAC and developing new resource-discovery tools.
- Improve the Libraries' web site and its tools and services.
- Institute a program of regular usability testing for the web site and related services.
- Incorporate library resources into Auburn University's course management system.
- Expand the Digital Resource Laboratory and integrate it with the projected Learning Commons.
- Work with faculty, students, and other campus units to develop, assess, and promote the integration of technology used in teaching, learning, and research.
- Experiment with podcasting and video podcasting for educational and instructional purposes; participate in Auburn University's podcasting initiative.
- Set up a space—a "sandbox"—where librarians, students, and faculty members can experiment with new information technologies.
- Expand the libraries' digital collections, adding at least one major collection each year; work with faculty to promote the use of digital collections in teaching and research.
- Play a leading role in setting up a distributed digital preservation network for Alabama.
- Work with other campus units to promote open-source scholarly-communication software.
- Work with other campus units to set up an institutional repository for Auburn University, starting with a database of electronic theses and dissertations.

Measures

- Measure use, service quality and user satisfaction with technology services including the Digital Resource Lab (e.g. LibQual+).
- Benchmark technology with similar institutions.
- Capture systems data to analyze use and effectiveness of information technology systems.

***Build and sustain collections that support the university mission and provide convenient, seamless access to information resources in optimal formats.***

Goals

- Identify research needs of scholarly programs at Auburn University and provide access to supporting materials.
- Build strong budgetary support for all library collections.
- Improve access to resources through electronic description.
- Provide access to unique local materials through innovative and ongoing digitization and description initiatives.
- Encourage partnering between Auburn University instructors, professors, students, and book stores to promote student access to required texts and readings.
- Create a preservation strategy for library collections.
- Collect unique and rare materials that distinguish our Libraries and support the research and teaching missions of Auburn University.

Objectives

- Increase faculty involvement in planning for Library support and funding for academic programs and research needs.
- Identify, evaluate and implement technology to move toward seamless access to electronic resources.
- Identify preservation needs in the collections and develop strategies to address them.
- Work with faculty to augment use of traditional and e-reserves to improve student access to required readings and texts.
- Identify collections needing enhanced access through digitization or electronic description.
- Assess, define and build multi-media services.

Measures

- Measure user satisfaction with collections (e.g. LibQual+).
- Benchmark collections with peer Libraries.
- Capture systems data to analyze the use of electronic resources.
- Analyze growth and use of collections including digital content.
- Assess preservation strategy implementation progress.
- Track level of resources available to the Subject Specialists for responding to user needs.

***Redesign the Libraries' space to provide a dynamic, comfortable learning environment that is conducive to productivity, yet flexible enough to meet the varied needs of our staff and users.***

Goals

- Adapt the Library space to changing information needs by discerning trends, exploring potential uses, and integrating new technologies for collaboration, learning and reflection.
- Plan for continued collection growth and services.
- Develop a library space use plan with input from users and staff that makes the library the destination of choice as the academic "third place."

Objectives

- Update infrastructure to meet the changing needs of all library users.
- Create an adaptable assembly and presentation space.
- Create a comfortable and inviting environment conducive to collaboration and studying.
- Build a presentation practice space.
- Provide study areas for both group and individual study.
- Re-evaluate the individual study carrel policy to optimize use.
- Evaluate the possibility of providing secure temporary storage for use by patrons.
- Examine signage and navigability throughout the library.
- Evaluate and expand storage capacity.
- Efficiently manage the collection as it affects physical space.
- Re-evaluate workflow and physical space requirements of library departments to determine optimum resource placement and utilization.

Measures

- Measure use, quality and user satisfaction with facilities (e.g. LibQual+, formal user studies and informal user survey activities).
- Benchmark facilities with similar institutions.
- Assess use and growth of space.

***Recruit and retain well-trained, diverse and talented staff who are dedicated to the mission of Auburn University and Auburn University Libraries and to the service of the Libraries' users.***

Goals

- Promote the active participation of library faculty and staff in professional organizations and programs.
- Maintain a positive work environment that supports and rewards faculty and staff originality, development, commitment, diversity and achievement.
- Actively employ and train a student assistant workforce that is an asset to the AU Libraries.
- Create an environment that encourages and supports professional development for both faculty and staff.

Objectives

- Provide appropriate information through e-mail and print about local, regional, and national programs and professional organizations.
- Provide job enhancement opportunities for faculty and staff.
- Promote funding for appropriate ongoing learning, research, professional travel and developmental activities.
- Create an internal self-check on goals.
- Assess user and staff feedback regarding student assistants.
- Continuously improve student assistant training.
- Provide all library employees with library career information.
- Conduct and assess exit interviews.
- Actively recruit for diversity and create programs that support the University's diversity strategic plan.

Measures

- Measure use, service quality and user satisfaction with facilities and services (e.g. LibQual+).
- Track diversity-related programs and outreach.
- Measure employee satisfaction and morale via climate surveys.
- Analyze hiring and staff retention.
- Track attendance at leadership and supervisory programs and courses.
- Track and evaluate programs and job enhancement opportunities offered to faculty and staff.