

2001

Rod Library Strategic Plan, 2001-2006

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ROD LIBRARY

STRATEGIC PLAN

2001 – 2006

Approved July 2004

ROD LIBRARY MISSION STATEMENT

The Rod Library is an active partner in the creation of a diverse, dynamic learning environment at the University of Northern Iowa. The Library applies professional values and expertise to support the instructional, scholarly, and outreach missions of the University. The Library is committed to providing innovative services and access to a focused collection of resources in a welcoming and supportive environment.

STRATEGIC GOALS

The strategic goals which have been identified for Library services and operations have been grouped in five categories: User Services, Collections and Resources, The Library in the Scholarly Community, Human Resources and the Organization, and Environment. Objectives and performance indicators associated with each goal appear in the following section.

User Services

- Goal 1 – Develop, promote, and deliver high-quality services to the UNI community of library users.
- Goal 2 – Teach library users to become independent lifelong learners by educating them to identify, locate, evaluate, and use information resources.

Collections and Resources

- Goal 1 – Build a collection that supports the curriculum and the ongoing research needs of the University community.
- Goal 2 – Ensure the visibility of the collection and facilitate ease of access to both local and remotely held resources.

The Library in the Scholarly Community

- Goal 1 – Participate in the creation and maintenance of a diverse, dynamic learning and working environment in the University community.
- Goal 2 – Cooperate with other libraries and organizations in resource and technology sharing.

Human Resources and the Organization

- Goal 1 – Recruit and train a well-qualified, diverse, productive faculty and staff.
- Goal 2 – Ensure high-quality services by maintaining a positive work environment which promotes faculty and staff creativity, innovation, achievement, development, and commitment.
- Goal 3 – Support the development of a highly qualified and knowledgeable faculty and staff.
- Goal 4 – Promote the active participation of Library personnel in professional organizations and programs.
- Goal 5 – Actively recruit and maintain a high-caliber student assistant work force, and contribute to the educational experience of student assistants.

Environment

- Goal 1 – Employ state-of-the-art technology to deliver programs and services.
- Goal 2 – Provide a safe, secure, and aesthetically pleasing building for Library staff and patrons.
- Goal 3 – Address Library climate and material preservation issues.

User Services

Goal 1. Develop, promote, and deliver high-quality services to the UNI community of library users.

Objectives

1. Educate users to identify, locate, evaluate, and use information resources irrespective of format or delivery mechanism.
2. Create and maintain a Library environment that addresses unique user needs in an atmosphere characterized by collegiality and respect.
3. Provide in-library and online service points in response to changing user needs and the nature of information resources. Target services for such audiences as remote users, distance education students, and individuals with disabilities.
4. Increase the number of user-initiated services.
5. Improve responsiveness to time-specific user needs.
6. Integrate user identification for library services with that used for other university services.
7. Develop evaluative mechanisms to assess user needs and to inform plans for changes in library services.

Performance Indicators

1. Measure awareness of existing library services and resources and gather opinions about desired services and resources; collect and evaluate data on library instruction and course reserves in 2004/2005.

Goal 2. Teach library users to become independent lifelong learners by educating them to identify, locate, evaluate, and use information resources.

Objectives

1. Provide a coordinated library-wide instructional program that addresses the needs of various University populations.
2. Offer specialized library instruction for undergraduate and graduate students; expand library instruction for research methods courses.
3. Employ an array of instructional approaches that incorporate critical thinking and active, engaged learning.
4. Publicize and promote library instructional services.

Performance Indicators

1. Explore effectiveness of various online survey tools such as pre-test, post-test instruments for assessing library instruction services.

Collections and Resources

Goal 1. Build a collection that supports the curriculum and the ongoing research needs of the University community.

Objectives

1. Ensure that high quality information resources that support the curriculum and the research needs of the university community are available on site or via remote access.
2. Encourage faculty and student input into collection development and assessment.
3. Seek state as well as grant funding to support the information needs of the University community, and to provide for inflation in the cost of information resources.

Performance Indicators

1. Identify all campus units that have libraries to determine their collecting policies in order to avoid unnecessary duplication of resources in 2004-2005.
2. Develop a plan for communicating information to the University community about funding issues and needs in 2004-2005.

Goal 2. Ensure the visibility of the collection and facilitate ease of access to both local and remotely held resources.

Objectives

1. Ensure that the Library's website and catalog are up-to-date and easy to use.
2. Continuously improve the local system to ensure optimal search and retrieval of local and remote resources.
3. Ensure that accurate information about the library's collection and its terms of use are readily available on the library's website.

Performance Indicators

1. Redo the WebOPAC user interface with an intuitive yet efficient design that incorporates recently acquired functionality.
2. Implement a revised Rod Library home page during 2004-2005.

The Library in the Scholarly Community

Goal 1. Participate in the creation and maintenance of a diverse, dynamic learning and working environment in the University community.

Objectives

1. Educate University faculty concerning the evolving crisis in scholarly communication.
2. Enhance the library's involvement in distance education initiatives.
3. Work with the University faculty and the larger library community to create new digital resources of broad interest and value.
4. Participate in the development of an integrated campus-wide system for information management.
5. Increase Library faculty and staff involvement in University governance activities.

Performance Indicators

1. Decide during 2004-2005 whether the Library should participate in the SPARC project.
2. Complete an agreement with ITS concerning policies to govern use of a campus video server during 2004-2005.

Goal 2. Cooperate with other libraries and organizations in resource and technology sharing.

Objectives

1. Pursue cooperative ventures related to resource sharing, reference and instructional services, interlibrary loan, government documents, and technology.
2. Play a leadership role in local and regional library technology- sharing ventures, including the Cedar Valley Library Consortium.
3. Pursue cooperative ventures with other Iowa and regional libraries.

Performance Indicators

1. Participate in the Iowa Heritage Digital Collections Project.
2. Work with other campus units to explore creation of an institutional repository at UNI or in cooperation with the other Regent libraries.

Human Resources and the Organization

Goal 1. Recruit and retain a well-qualified, diverse, productive faculty and staff.

Objectives

1. Enhance applicant pools and ensure effective search processes for faculty and staff.
2. Emphasize the value of the work of all Library employees, and recognize contributions made by those employees.
3. Promote a service orientation on the part of library faculty and staff.
4. Encourage library faculty and staff participation in HRS and other university training opportunities.

Performance Indicators

Goal 2. Ensure high-quality services by maintaining a positive work environment which promotes faculty and staff creativity, innovation, achievement, development, and commitment.

Objectives

1. Provide open and responsive channels of communication.
2. Involve faculty and staff in the establishment of Library priorities, organization of Library units and functions, and design and implementation of Library services.
3. Review the present evaluation processes for Library Faculty and staff.
4. Regularly assess staffing patterns in order to provide for evolving Library needs and balanced workloads.
5. Provide for flexibility in faculty and staff work schedules.

Performance Indicators

1. Hold all library staff meetings twice during the 2004-2005 year for Library faculty and staff to express ideas, ask questions, and make suggestions regarding Library issues.
2. Promote the idea that any library staff member may nominate qualified Library P&S and Merit employees for existing award programs on campus.
3. Investigate the desirability and feasibility of annual evaluations of administrators by non-administrative librarians and staff.
4. Assess the need for a Staff Council and establish one if warranted.

Goal 3. Support the development of a highly qualified and knowledgeable faculty and staff.

Objectives

1. Ensure the ongoing development of a productive and committed work force through training and continuing education programs.
2. Encourage and support faculty and staff involvement in research, scholarship, and creative work, and in service opportunities which relate to their areas of responsibility and expertise.
3. Develop clearly-defined criteria for funding of training and staff development, and provide adequate funding for such activities.
4. Develop job enrichment and cross-training programs to enhance employee satisfaction, productivity, and high levels of service, and to foster faculty and staff retention.

Performance Indicators

Goal 4. Promote the active participation of Library personnel in professional organizations and programs.

Objectives

1. Support the ongoing professional development of library personnel in order to improve library services and personal job satisfaction.
2. Enhance the role and recognition of the library in the academic community, state, region, and nation through Library faculty and staff involvement in professional activities.
3. Strengthen and expand personnel exchange relationships with other U.S. and International libraries and organizations.

Performance Indicators

1. Develop a more effective method for faculty and staff to share with Library colleagues what they have learned through professional involvement or continuing education.
2. Establish responsibility for publicizing faculty and staff contributions to professional organizations through such venues as campus publications and the Public Relations office.
3. Review the status of the Library's exchange relationship with the University of Klagenfurt.
4. Send at least one Library faculty or staff member to participate in the Library's exchange relationship with the Pedagogical University of St. Petersburg, as funding permits.

Goal 5. Actively recruit and maintain a high-caliber student assistant workforce, and contribute to the educational experience of student assistants.

Objectives

1. Develop a recruitment strategy to attract high-quality students to work in the Library.
2. Promote a learning environment in which student assistants develop core job skills and work habits.
3. Promote diversity among the student assistant work force.
4. Ensure the student assistant budget is adequately funded through University sources and/or reallocation of Library funds.
5. Encourage student assistants to discuss academic, career, and other concerns with Library faculty and staff.

Performance Indicators

Environment

Goal 1. Employ state-of-the-art technology to deliver programs and services.

Objectives

1. Update Library computer hardware and software to make appropriate use of evolving technologies.
2. Evaluate and expand linkages to the campus network.
3. Provide assistive technologies that address identified campus needs.

Performance Indicators

1. Implement wireless networking in public areas by fall 2004.

2. Install thirteen new computers in room 286 by fall 2004.
3. Create a new hands-on instruction room that will feature an instructor's workstation, a video projection system, an ELMO projection system, a LINK classroom control system, and at least 30 student computer workstations.

Goal 2. Provide a safe, secure, and aesthetically pleasing building for Library staff and patrons.

Objectives

1. Establish and communicate policies and procedures designed to ensure the safety of library staff and patrons.
2. Allocate space and facilities to meet the evolving needs of library users and staff.
3. Enhance the aesthetic environment.

Performance Indicators

1. Charge a committee to develop a safety and security plan for the Library which addresses issues such as problem patron behavior, staff and patron personal safety during 2004-2005.

Goal 3. Address Library climate and material preservation issues.

Objectives

1. Assess the Library climate and its effect on people and materials.
2. Review the preservation policy to keep the collection in good order.

Performance Indicators

1. Charge a committee during 2004-2005 to review and update the preservation policy from the 1980s.

4/29/03

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