University of Arkansas Libraries 20/20
Strategic Initiatives and Goals
March 9, 2012

Note: This document with assignments and notes from the ALA standards is posted on Homer/_library/library collaborative/general library info.

1. Adopt assessments that are based on outcomes aligned to the University's overarching goals and regularly modify—or discontinue—programs based on these assessments.

   1.1 Identify by June 30, 2012 and implement by June 30, 2013 assessments of current library services and collaborations in order to evaluate their effectiveness. The Law Library will conduct a similar assessment by December 31, 2013.

   1.2 Establish a regular schedule for conducting surveys and reviewing the results (e.g., LibQUAL or ClimateQUAL) by June 30, 2012. The Law Library will establish a similar schedule for conducting local and national surveys. Report survey results annually circa September 1.

   1.3 Post on the Collection Development StaffWeb site available pertinent data and narratives pertaining to the accreditations of campus departments and programs by June 30, 2012.

   1.4 Conduct at least one web usability study each year to determine effectiveness of various library web sites, implement by June 30, 2012.

   1.5 Develop comprehensive suite of assessment tools for library instruction and post in a central location on the Web site by June 30, 2013.

   1.6 Assess the use of mobile applications that provide access to library information, annually beginning June 30, 2012.

2. Extend the Libraries' role in scholarly communication.

   2.1 Work with University Information Technology Services (UITS) and Research and Sponsored Programs (RSSP) in planning a data management program to assist researchers by December 31, 2012.

3. Extend the Libraries' role in digital curation including providing access to born digital resources.

   3.1 Establish a workflow and catalog records for the Honors papers for the Library Catalog by June 30, 2012.

   3.2 Provide access to The Traveler and other digital publications and materials by December 31, 2014.

   3.3 Investigate and evaluate potential participation of the National Digital Newspaper Project (see http://www.neh.gov/grants/guidelines/ndnp.html) by June 30, 2012.

   3.4 Identify the partners and the software to use and build a common database of campus art and
other institutional images by June 30, 2013.
4. Implement practices and programs that make the Libraries more fiscally sustainable.

4.1 Identify and pursue appropriate opportunities for grant applications, beginning fiscal year 2013.

4.2 Increase donations to the Annual Fund for the Libraries by a minimum of 5% annually, beginning fiscal year 2013.

4.3 Publicly acknowledge joint funding with academic departments annually, by January 31, 2012.

4.4 Participate in campus annual “Thank a Donor Day.”

4.5 Participate in the annual “Red, White, and True” Development Office campaign.

5. Implement practices and programs that make the Libraries environmentally sustainable.

5.1 Reduce consumption of paper within the Libraries annually by 10% with 2011 as a baseline beginning January 1, 2013; evaluate the program to determine if further reductions can be achieved.

6. Develop and sustain key collaborations that enable the Libraries to fulfill their goals and objectives and raise the profile of the Libraries.

6.1 Develop a comprehensive list of library collaborations including contacts and post on the StaffWeb by March 1, 2012.

6.2 Participate selectively in state, regional, and national print repositories.

6.3 Re-evaluate how we market the Libraries’ collections and services to campus administrators and develop LibGuides and other services for major administrative units on campus by June 30, 2013.

6.4 Assign two librarians to participate systematically in the activities of the Teaching and Faculty Support Center to develop library research activities for specific classes and to integrate service opportunities with the Center by June 30, 2013.

6.5 Identify and plan implementation for a project that would have statewide benefit with the Libraries in a leadership role by June 30, 2013.

7. Realign existing services to assist the learning needs of the University’s students, and the teaching and research needs of the University’s faculty.

7.1 Review the ACRL “Standards for Proficiencies for Instruction Librarians and Coordinators” (http://www.ala.org/ala/mgrps/divs/acrl/standards/profstandards.cfm) and the ARL “Standards for Proficiencies for Instruction Librarians and Coordinators: A Practical Guide” (http://www.ala.org/acrl/sites/ala.org.acrl/files/content/standards/profstandards.pdf) and develop local guidelines and expectations to reflect these national standards. TBD.
7.2 Develop ways to train librarians in techniques and methods to meet these standards and evaluative instruments for assessing their progress towards meeting those standards. TBD.

7.3 Conduct an inventory of information literacy, for example, ProjectSAILS, in the fall semester of 2012. Assess the data to determine future goals.

7.4 Examine best practices for the subject specialists’ collaboration with teaching and research faculty and adopt appropriate best practices for the Libraries’ liaison program by June 30, 2012.

7.5 Create interactive instructional tools that address predetermined learning outcomes. Develop instruction and training in modes (e.g. Elluminate) that anticipate and address the special challenges faced by the unprecedented growth of the campus, beginning in FY2012.

7.6 Assess the need for LibGuides for each on-line course offered through BlackBoard, and create guidelines and protocols for creating guides, and assign personnel to create guides as appropriate by March, 2012.

7.7 Integrate services of the University Libraries into BlackBoard (e.g. course reserves) by creating modules that faculty could select for use in their BlackBoard courses by September 1, 2012.

7.8 Develop guidelines for collaboration with campus faculty and others regarding ways to incorporate library collections and services into effective education experiences for students by January 1, 2013.

7.9 Expand document delivery of articles from branch library locations and of book delivery to on campus addresses by June 30, 2014.

8. Promote the excellence of the Libraries’ personnel.

8.1 Develop a rigorous training program administered by the LHRO that places library skills (e.g., use of Millennium) at the forefront and yet includes training on broader topics (e.g., recruitment) by June 30, 2012.

8.2 Identify opportunities for cross-training and implement a program as indicated by the adopted plan from the Organizational Structure Committee by January, 2013.

8.3 Make sufficient progress in developing assessments (see Goal 1.1) and send appropriate representative to participate (submit paper, participate in panel, etc.) in the ARL Library Assessment Conference of Fall, 2014 (http://www.libraryassessment.org/). Review progress in 2013.

9. Increase the diversity of the Libraries’ personnel and collections.

9.1 Recruit more aggressively for library positions starting now.
9.2 Survey Special Collections, especially the Rare Books Collection, to identify diversity in the collection by June 30, 2012, and develop a plan to build under-represented collections by June 30, 2013.

9.3 Survey the collections to identify diversity in the collection by June 30, 2012, and develop a plan to build under-represented Libraries’ collections by June 30, 2013.

10. Apportion the resources of the Libraries in a manner that balances the current needs of all constituents and anticipates future demands.

10.1 Assess library space and facility needs annually in conjunction with the growth of enrollment and expanded academic programs.

10.2 Review the operations of branch libraries on a quinquennial basis by using a cost-benefit analysis and qualitative measures, beginning June 2014.

10.3 Complete a long-range plan for building projects to be funded through the University’s proposed capital campaign. TBD.


10.5 Visit academic libraries to explore firsthand best practices and innovative programs as warranted and invite other libraries to visit our library.