

Strategic Goals and Objectives of the Pfau Library

Fall 2015

Access

GOAL 1: Improve access to collections and services. (Supports the University's Faculty and Staff Success and Student Success goals)

- A. Consider appointing an Access Services Librarian (or Assistant/Associate Dean) to oversee Circulation, Reserves, and Interlibrary Loan
- B. Hire a permanent staff member in Circulation
- C. Install a self-checkout stations for patrons at the circulation department. (Supports the University's core value of Innovation)
- D. Extend Interlibrary loan services to new types of materials. Ex. Chapters, eBooks, etc.
- E. Provide additional cataloging resources to prevent backlogs, process media, and catalog special collections and archives material
- F. Promote open access and ScholarWorks during Open Access Week
- G. Explore expanding the library's hours. (Supports the University's Identity goal, objective 2)

Assessment and Evaluation

GOAL 2: Regularly assess public services and instruction as well as evaluate internal services, workflow, policies, and morale. (Supports the University's core value of Transparency)

- A. Appoint an Assessment Taskforce Leader.
- B. Form an Assessment Taskforce to draft an assessment plan, including basic methodology, timeline, and appropriate data collection and publishing standards (to be done in consultation with public service and instruction leaders). (Supports the University's Student Success goal, objective 2)
- C. Assess and/or evaluate all services (internal and external facing)
- D. Conduct an Annual Library Progress Survey with all library faculty, staff, and student assistants to evaluate progress and morale (preferably hire a consultant). (Supports the University's Student Success goal, objective 3)
- E. Form a Taskforce to perform workflow, processes, and policies analysis and document findings (preferably hire a consultant), including, seeking ways to improve internal communication; advocate for better food accommodations, Starbucks, catering, etc.; and analyze the workflow lifecycle of resource acquisition from selection to access.
- F. Act on findings from Objectives C, D, and E, including making recommendations regarding possible hires, appointments, and reassignments.
- G. Library Strategic Planning Committee meets periodically to track progress of strategic plan implementation

Building

GOAL 3: Evaluate and respond to ongoing and unforeseen building issues. (Supports the University's Student Success and Identity goals)

- A. Form a standing Library Space Planning Committee to address existing needs and future ad hoc space issues
- B. Create flexible study space on the 1st floor.

- C. Investigate possible flexible instruction space.
- D. Find suitable central location for a standalone device lending service point (laptops, iPads, etc.) –
- E. Explore feasibility of creating a Learning Commons.
- F. Provide additional electrical outlets throughout library study spaces
- G. Explore feasibility of an afterhours study space
- H. If G turns out to be feasible, prepare proposal for funding by administration
- I. Consider future shelving options in the Pfau Library
- J. Address need for additional group study space, including smart study rooms and options for making more rooms reservable
- K. Replace or reupholster worn out furniture
- L. Explore options to address noise issues
- M. Consult with facilities to improve performance of elevators
- N. Continue adding hanging signage and update existing directional signage
- O. Document in the wiki the basic contents of storage spaces across the library and recommend how to handle current and future storage needs
- P. Advocate for the return of all or portions of the 2nd floor and its refurbishment, which would allow for expansion of group study as well as moving staff and faculty out of the basement
- Q. Maintain a commitment to accessible space (virtual and physical). (Supports the University's core value of Social Justice and Equity)

Collections

GOAL 4: Increase funding for and further develop collections of monographs, serials, online subscriptions, and locally produced digital sources. (Supports the University's Faculty and Staff Success and Student Success goals)

- A. Continue inventory of print materials.
- B. Continue to fill gaps in monograph holdings, including works that focus on underrepresented and marginalized groups, have an international perspective, or challenge conventional thinking. (Supports the University's core value of Inclusivity)
- C. Draft a serials acquisition policy and use it as the basis for acquiring new subscriptions. (Supports University's core value of Transparency)
- D. Bolster program to expand acquisition of textbooks as well as promote open education resources. Install the requisite shelving to house this growing collection
- E. Explore subscribing to additional streaming video collections, both academic and popular titles
- F. Expand PDC's print collection with duplicate gift items, while finding a solution to Hixson's shelving impaction
- G. Continue and expand library collection digitization projects.
- H. Continue and expand campus collection digitization projects in ScholarWorks, such as publishing CSUSB-hosted open access journals and conference proceedings, collecting faculty publications and student work
- I. Explore options for filling online database gaps. Ex. primary resources and statistical packages.

Fundraising

GOAL 5: Establish multiple lines of funding and materials acquisition outside of regular campus appropriations. (Supports the University's Resource Sustainability & Expansion goal and core value of Sustainability)

- A. Hire a Director of Development (request funding from Provost)
- B. Set up a Development Board to provide advice and assistance with development activities. (Supports the University's Resource Sustainability & Expansion goal, objective 2)
- C. Develop a list of naming opportunities
- D. Continue our materials donation program and strengthen our focus on acquiring recent publications
- E. Partner with other units on campus to acquire direct funding and draft grant proposals.
- F. Expand existing and establish new stand-alone giving programs.
- G. Explore other grant opportunities. (Supports the University's Resource Sustainability & Expansion goal, objective 5)

Instruction

GOAL 6: Expand instruction offerings to meet the needs of teaching and learning while continuously promoting critical information literacy across campus. (Supports the University's Student Success goal and core value of Social Justice and Equity)

- A. Develop an online Critical Information Literacy Lab and market this resource to faculty and Instructors. (Supports the University's core value of Innovation)
- B. Develop and provide a slate of webinars to complement/supplement workshop series
- C. Ensure that the marketing team regularly promotes the Critical Information Literacy program across all channels of communication to stakeholders across campus (graduate coordinators, deans, program chairs, faculty, instructors, adjuncts, staff, students, etc.)
- D. Continue to advocate for the integration of critical information literacy in General Education, first year seminar, and/or other campus curricula. (Supports the University's Student Success goal, objectives 1 and 2)
- E. Continue to provide professional development opportunities for teaching faculty in critical information literacy. (Supports the University's Faculty & Staff Success goal, objective 1)
- F. Consider hiring/appointing a GE librarian (contingent on campus developments in the area). (Supports the University's Faculty & Staff Success goal, objective 7)

Marketing

GOAL 7: Develop and implement a strategic marketing and outreach plan to promote library resources and services and increase library visibility on campus and in the community. (Supports the University's Community Engagement & Partnerships and Identity goals)

- A. Appoint a marketing committee leader and consider hiring someone with marketing expertise
- B. Establish a standing Marketing Committee. (Supports the University's Identity goal, objective 1 and 4)
- C. Draft a strategic marketing and outreach plan; establish and create a budget for marketing efforts such as printing, advertising, or promotional items. (Supports the University's Community Engagement & Partnerships goal, objective 2)
- D. Make use of peer student marketing campaigns, ex. Library Ambassadors
- E. Create additional partnerships with community organizations

Preservation and Conservation

GOAL 8: Increase the library's preservation and conservation efforts. (Supports the University's core value of Sustainability)

- A. Consider hiring an archivist [librarian]. (Supports the University's Faculty & Staff Success goal, objective 7)
- B. Hire a permanent Institutional Repository Assistant
- C. Consider hiring a Scholarly Communications Librarian. (Supports the University's Faculty & Staff Success goal, objective 7)
- D. Create a line item in the budget for Special Collections to process and preserve/conservate current and new collections
- E. Create and implement a digital preservation policy (Supports the University's core value of Transparency).
- F. Expand our planning and capacity to respond to collections emergencies and disasters.
- G. Evaluate partnering in LOCKSS-DOCS, either on our own or as part of a CSU initiative.

Professional Development

GOAL 9: Develop a professional development program for staff, faculty, and student assistants. (Supports the University's Faculty & Staff Success goal)

- A. Appoint a taskforce to recommend individual and unit level professional development plans in conjunction with library needs, findings in Goal 2, and the implementation of the ULMS and strategic objectives
- B. Provide adequate funding for professional development, training, and workshops in support of the staff/professional development program. (Supports the University's Faculty & Staff Success goal, objective 3 and 5)
- C. Provide customer service training and professional development opportunities for librarians, staff, and student assistants that include information about the policies and procedures of other library units. (Supports the University's Faculty & Staff Success goal, objective 3 and 5)
- D. Continue to provide professional development opportunities for teaching librarians. (Supports the University's Faculty & Staff Success goal, objective 3 and 5)

Security

GOAL 10: Evaluate and improve all areas of security in the library. (Supports the University's core value of Wellness and Safety)

- A. Ensure that all precautions are taken to protect patrons and library staff from threats, acts of violence, and property crimes (seek campus funding to carry out these activities). (Supports the University's Identity goal, objective 4)
- B. Follow CSUSB security standards and industry best-practices to maintain a secure computing environment. Educate patrons on measures they can take to protect their privacy
- C. Expand our planning and capacity to respond to emergencies and disasters beyond the basic campus plan, including writing a disaster recovery and business continuity plan.

Service

GOAL 11: Continuously assess and seek input from library personnel and patrons to maintain a collaborative, responsive, and patron-focused service ethic. (Supports the University's core values of Transparency, Respect, and Integrity)

- A. Conduct market needs assessment and explore possibility of creating new services in conjunction with Goal 2. (Supports the University's Identity goal, objective 2)
- B. Establish "listening posts," i.e., point-of-service feedback forms, etc.

- C. Create services that use student-to-student model (e.g. reference desk and instruction) (Supports the University's Identity goal)
- D. Advocate for needed changes to systems and policies outside of the direct control of the library. Ex. GoPrint, wireless access, etc.
- E. Assess the viability of offering drop-in or scheduled consultations in a location away from the Research Assistance Desk, but more accessible than librarian office space (ex. PL-2005)

Technology

GOAL 12: Improve and expand technology-related services and infrastructure, seek opportunities for innovation, and leverage emerging technology in the library. (Supports the University's Identity goal, objective 2; Student Success goal; and the core value of Innovation)

- A. Consider creating a stand-alone service point for laptop lending and basic technology support
- B. Continue expanding laptop inventory
- C. Build an Innovation Lab as a creative/collaborative space with new technologies
- D. Install device charging stations on all floors
- E. Design and build 2-3 smart group study rooms that can be reserved.
- F. Redesign library Website following User-Centered Design practices.
- G. Consider hiring a full-time Web developer
- H. Seek opportunities to lend additional cutting edge devices and technology
- I. Create a refresh-cycle staff plan to address currency of public and staff/librarian computing

Unified Library Management System (ULMS)

GOAL 13: Implement new ULMS. (Supports the University's Student Success goal; Faculty & Staff Success goal; and core value of Innovation)

- A. Work on in-house pre-migration clean-up projects such as deleting obsolete reserve records, on-the-fly records, withdrawn orders, etc.
- B. Create structures to ensure a smooth migration such as implementation committees, documenting decision making on wiki
- C. Document current workflow processes
- D. Consult with ITS and Purchasing/Accounting as needed for 3rd party software integration (PeopleSoft, IDMS, etc.)
- E. Consider sending bibliographic data to vendor for further cleanup including updated headings, RDA elements, and other massaging
- F. Train staff in ALMA & Primo functions. This may include on-site training by Ex Libris, CSU training, in-house training, as well as web-based training
- G. Perform full test load of data into Alma. Configure and refine specifications based on feedback
- H. Migrate final data load, transition staff to new system and go live
- I. Work on any post-migration cleanup
- J. Marketing campaign