

Strategic Planning and Evaluation: Library

2003/2004-2007/2008

Goal 1:

Continue to provide bibliographic instruction and reference services in support of the university's academic programs.

Measurable Objectives

1. Contact UTPA Faculty members throughout the year to promote awareness of the library instruction program and reference services.

Strategies

- Send fliers with information about library instruction campus-wide via campus-mail.
- Send email messages to faculty members.
- Publicize library instruction in Library Newsletter, Campus Report, or The Pan American.
- Have meeting with new faculty and alert them to the availability of library instruction.
- Contact instructors of freshman English composition classes and promote library instruction.
- Communicate with faculty to develop useful library assignments for students.

2. Continue to support bibliographic instruction and reference services for online and distance education students.

Strategies

- Offer electronic reference service via email.
- Provide access to library content as requested.
- Offer online tutorials.

Goal 2:

Recruit and retain highly qualified librarians and staff by providing an environment that rewards excellence in instruction, service, cataloging, collection development, systems, and student success.

Measurable Objectives

1. Post advertisements for each professional position in at least 5 publications, listservs, or Web sites.

Strategies

- Recruit at conferences of such associations as TLA, ALA, etc.
- Advertise position vacancies in publications that are aimed toward academic librarians.
- Provide adequate funding for high quality, well written job vacancy announcements in a number of professional journals.
- Send job vacancy announcements to professional library-associated listservs.
- Promote competitive salaries.
- Ensure that job searches are performed in a timely manner.

2. Increase staff retention.

Strategies

- Provide opportunities for librarians and staff to continue to develop professionally.
- Provide rewards to librarians and staff members for outstanding contributions to the library mission.
- Continue the Library Staff Awards and Recognition program for outstanding performance.
- Promote competitive salaries for non-professional staff.
- Submit appropriate job reclassification requests annually.

Goal 3:

Facilitate excellence in scholarship, research, and/or creative activities for the faculty, students, and community members.

Measurable Objectives

1. Increase the size of the monographic collection by 6% each year.

Strategies

- Justify funds for the purchase of new materials and for a percentage increase in the annual budget.
- Implement an approval book-purchasing plan.

2. Evaluate and improve the library's online research materials.

Strategies

- Continue to collaborate with UT System Digital Library to obtain access to online research oriented materials.
- Continue to collaborate with UT Austin in the expansion of electronic books.
- Analyze database usage statistics in order to evaluate which databases may be candidates for de-selection.
- Contact faculty members for their input on possible new database selection in their disciplines.

3. Support faculty who are engaged in research activities.

Strategies

- Announce new electronic research materials to faculty through campus wide e-mail.
- Attend departmental chair meetings each year.
- Have library liaisons meetings each year.

- Continue encouraging librarians to help faculty on a one to one basis on their subject specialty.
- Send librarians to departments during the activity periods to show relevant electronic sources and show faculty how to search these databases.

4. Make the Library facilities available to students and faculty for lecture series and displays of artistic works at least 2-3 times a year.

Strategies

- Through the Friends of the Library Committee, invite faculty to the Library to speak about their latest research, display artwork, and /or play a musical instrument.
- At the annual National Library Week, invite locally or regionally known speakers or performers to the library to promote their works.

5. Increase the usage of the Ingenta Current Awareness Service on an ongoing basis.

Strategies

- Notify library liaisons about the availability of the Ingenta Service.
- Contact the high-volume faculty users of ILL, and inform them of the Ingenta Service.

6. Increase the accessibility of the Government Documents Collection.

Strategy

- Retroactively catalog 130,000 un-cataloged government documents by AY 2005-2006.

Goal 4:

Encourage and support ongoing professional, library, university, and community services activities among library staff that enhance their knowledge and quality of work.

Measurable Objectives

1. Provide opportunities for professional and support staff to be involved in professional organization activities.

Strategy

- Provide funding for library staff to attend conferences, seminars, and workshops to enhance their knowledge.

2. Encourage an increase in the number of professional and support staff involved in committee work within the library and university by 60% over the next five (5) years.

Strategies

- Encourage and reward committee work in the library and in the university.
- Recognize any committee work in the professional organizations through the library newsletter, and university's publications.

3. Encourage all support staff to participate in community work related to the support of the library, and university.

Strategies

- Recognize community work of the staff in the library's newsletter.
- Recognize community work of the staff in the staff meetings.

4. Seek recognition for library staff at University Awards ceremony.

Strategies

- Nominate library staff for a university-wide award.
- Reschedule the Library Staff Awards and Recognition program for the January preceding the annual April university-wide Awards ceremony.

Goal 5:

Continue to partner with other University units to provide effective development programs designed to promote and serve a diverse student population.

Measurable Objectives

1. Be involved with development and promotional programs through Student Outreach Services.

Strategy

- Work with Student Outreach Services office to include the library on campus tours.

2. Continue librarian and staff involvement in student development activities.

Strategy

- Coordinate with other divisions to provide student development programs and activities designed to promote and serve a diverse student population.

3. Facilitate increasing the pass rate for each teacher certification area to 90% in three (3) years.

Strategy

- Update ExCET materials in library collection.

Goal 6:

Develop and coordinate ongoing planning, evaluation, and dissemination activities in the library.

Measurable Objectives

[Planning]

1. Develop a systematic planning and evaluation process for the library by AY 2003.

Strategy

- Establish a planning committee composed of librarians and library staff.

[Evaluation]

2. By AY 2003, implement procedures to systematically evaluate library services.

Strategies

- Design or re-design user satisfaction surveys.
- Use focus groups composed of typical user groups to evaluate proposed and existing library services.
- Design and implement library-success surveys.

[Dissemination]

3. Implement a systematic cycle of reporting the results of academic assessment by AY 2003.

Strategies

- Produce progress reports for the Provost and various audiences.
- Post information on the Web.
- Improve annual IPEDs reporting.
- Produce an annual report for the library.
- Disseminate important library policies, reports, forms, etc. via library Intranet.

Goal 7:

Identify, increase availability, and ensure appropriate utilization of resources that support library services, librarians, staff and students.

Measurable Objectives

1. Increase money for travel by 15% in two (2) years.

Strategy

- Allocate more money for travel funds for those with duties and obligations at local, national, and state level meetings.

2. Apply for at least one (1) grant each year.

Strategies

- Encourage all librarians to attend grant application workshops and seminars.
- Cooperate with faculty in grant writing.
- Cooperate with the University grants office.

3. Make library facilities available for community service, students and faculty several times a year.

Strategy

- Encourage faculty and community leaders to use facilities.

4. Find appropriate space for Special Collections, Archives, and Interlibrary Loan within five (5) years.

Strategies

- Allocate building space for Special Collections and Archives.
- Allocate money to maintain the building space for Special Collections and Archives.
- Relocate Interlibrary Loan from technical services to a more accessible public space.

5. Seek new positions at the rate of one (1) professional, two (2) support staff for every 1,000 students, above 12,000.

Strategy

- Request money to fund new positions.

6. Ensure that salaries are parallel to the national average as determined by the American Library Association.

Strategy

- Request money to fund competitive salaries.

7. Apply for scholarships for attendance at professional workshops, conferences, and conventions on a continuous basis.

Strategy

- Monitor and investigate eligibility for scholarships via professional listservs, professional literature, and conference announcements.

Goal 8:

Create an environment for emerging leaders within the library.

Measurable Objectives

1. Increase involvement of librarians in professional meetings and publications.

Strategies

- Offer increased incentive on performance evaluations for activity in professional organizations, presentations, and publications.
- Acknowledge librarians and library staff at annual meetings.

2. Increase the role of the library administration in fostering leadership.

Strategies

- Mentor librarians.
- Continue to seek appropriate funding based on the previous goals.
- Collaborate with other departments and schools on campus.

3. Increase involvement of librarians and staff in library and University committees.

Strategies

- Offer increased incentive on performance evaluations for activity in library and University committees
- Encourage participation on at least one library committee.

Goal 9:

Provide support for the use of technology in emerging academic and research platforms.

Measurable Objectives

1. Migrate from the DRA system to a new library automation system.

Strategies

- Request money to migrate to a new library automation system.
- Examine and evaluate competitive library automation systems.
- Upgrade staff computers.

2. Continuously improve public-access computers.

Strategies

- Use money from the technology fee.
- Apply for various grants.
- Initiate and promote a graphics room in the library media area to help students prepare visuals for classroom presentations.

3. Redesign library website.

Strategies

- Establish a website redesign committee.
- Seek input from website users.

4. Contract with 1 or 2 book vendors for the pre-processing of purchased books by AY 2003-2004.

Strategies

- Contact the Library's firm-order book vendor.
- Contact the Library's approval-plan book vendor.