

Strategic Planning

University Library

September 18, 2001

Strategic Planning and Evaluation: Library

Mission Statement

As a component of The University of Texas-Pan American, the University Library plays a critical role in the commitment of The University of Texas-Pan American to academic excellence in a balanced program of teaching, research, and service. Its main function is to provide educational support for The University of Texas-Pan American, and accordingly, library programs are focused upon securing informational resources relevant to the university curriculum and making them available for students and faculty use. The library actively assists instruction programs by providing students with library use instruction both on an individual and group basis. The Library facilitates scholarship by acquiring access to resources, reference materials, and facilities to students and faculty. The University Library serves as the chief information center on campus and also plays a strong role as a regional information center; making its resources accessible to area residents, in accordance with The University of Texas-Pan American mission statement.

Goal 1:

Provide students with high quality bibliographic instruction in support of the University's curriculum.

Measurable Objectives

1. Attain a satisfaction level of 80% of the students who attend library instruction classes.

Strategies

- Use selective student surveys to obtain satisfaction rating.
- Engage in classroom feedback to measure the level of student learning
- Survey faculty members who used bibliographic instruction services for their students to evaluate the effect of these classes on students' performance.

(Goal 1, Measurable Objectives Continued)

2. Instruct 100% of incoming students within 5 years.

Strategies

- Meet with new faculty as they arrive on campus and alert them to the availability of library instruction.
- Arrange for meetings with all teachers of freshmen English composition classes and promote library instruction.
- Collaborate with the Office of Dean of Students to arrange for new student orientations.
- Collaborate with faculty to develop useful library assignments for students.

3. Contact 100% of UTPA Faculty members annually to promote awareness of the library instruction program.

Strategies

- Send fliers with information about library instruction campus-wide via campus-mail.
- Send email messages to all faculty members.
- Publicize benefits of library instruction in Library Newsletter and Campus Report.

4. Increase the level of support for online and distance education students.

Strategies

- Offer electronic reference service via email.
- Outreach to faculty who teach online courses to collaborate with the library.
- 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.

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.
- Saturate professional library-associated listservs with job vacancy announcements.
- Promote competitive salaries.
- Ensure that job searches are performed in a timely manner.

2. Retain 30% of new staff for 5 years.

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.
- Institute Library Staff Awards and Recognition program for outstanding performance.

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 monographic collection by 6% each year.

Strategies

- Justify funds for the purchase of new materials and for a percentage increase in the annual budget.

2. Improve and expand the number of online research materials by 10% for the next five (5) years.

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.

3. Increase the number of classroom instruction to graduate students and faculty who are engaged in the research activities by 10% each year.

Strategies

- Announce new electronic research materials to faculty and students through campus wide e-mail.
- Attend departmental chair meetings each year.
- Have library liaisons and new faculty meetings each year.
Continue encouraging librarians to help faculty and graduate students on a one to one basis on their subject specialty, or in a classroom setting.

(Goal 3, Measurable Objectives Continued)

- Send librarians with laptops to departments during the activity periods to show relevant electronic sources and show faculty how to search these databases.

4. Solicit and make the Library facilities available to students and faculty for a lecture series, and display their 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.

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. Increase opportunities for professional and support staff to be involved in professional organizations activities by 50% for the next five (5) years.

Strategies

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

2. Encourage an increase in the number of professional and support staff involved in a 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.

Goal 5:

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

Measurable Objectives

[Recruitment aspect]

1. Be involved with student recruitment.

Strategy

- Work with university recruitment and orientation office to include library on campus tours
- Ask Admission Office to include Outreach Service Librarian in their tour of are high school to promote library services.

[Development aspect]

2. Increase librarian and staff involvement in student development activities by 25% in two (2) years.

Strategies

- Coordinate with other divisions to provide student development programs and activities designed to promote and serve a diverse student population.
- Advertise Term Paper Advisement service offered by the library.
- Initiate a graphics room in library media area to help students prepare visuals for classroom presentations.

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.

Strategy

- Design or re-design user satisfaction 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.

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.

Strategies

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

2. Apply for one (1) or two (2) grants 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.

Strategies

- Encourage faculty and community leaders to use facilities.

(Goal 7, Measurable Objectives Continued)

4. Find appropriate space for Special Collections and Archives 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.

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

Strategies

- Request money to fund new positions.

6. Ensure that salaries are parallel to the national average.

Strategies

- Request money to fund competitive salaries.

Goal 8:

Create an environment for emerging leaders within the library.

Measurable Objectives

1. Increase involvement of librarians in professional meetings and publications by 25% in two (2) years.

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 by 15% in two (2) years.

Strategies

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

(Goal 8, Measurable Objectives Continued)

4. Increase the opportunities for librarians and library staff to enhance their leadership skills by 25% in two (2) years.

Strategies

- Seek opportunities for leadership training.
- Provide resources for leadership training.

5. Upgrade the DRA system by the next two years and increase or upgrade the number of public used computers by 5% each year.

Strategies

- Request money to purchase DRA TAOS software
- Increase and upgrade computers either through Technology fee, or through TIF grants when offered.