University of Richmond Library Strategic Plan
2011-2012 Goals and Objectives

Goal 1: Spaces to inspire learning, innovation, connections, and discovery

- Transform space to more fully address needs of the University’s students, faculty and staff
  - **Media Resource Center:** Complete the project to repurpose the MRC lower level by August 15, 2011.
  - **Stacks:** Continue to work with weeding of journal titles that are represented in JSTOR or other electronic means paying careful attention to the science collection. The ultimate goal is to create room for our ever-expanding library of congress circulation collection.

- Create spaces to engage the greater Richmond community
- Adapt to changing student learning preferences
- Cultivate opportunities for additional space
  - **Library:** Staff will work with the Director of Outreach Services, Interim University Librarian and the V-P for Information Services to plan a process of campus-wide input on a library expansion.

Goal 2: Resources to promote learning, innovation, connections, and discovery

- Align curriculum and collections
  - **Media Resource Center:** Expand video collections of “feature films” and “documentaries” in support of film studies and Middle Eastern studies curriculums.
  - **BDS:** Continue the development of innovative digital collections through collaborations with local organizations such as the VHS, VFMA, and with internal partners such as the University Museums, Galleries, DSL, MRC, Music and Visual Resources.
  - **BDS:** Explore opportunities to collaborate with organizations in the Richmond community to provide access to and preservation of digital resources about the city, the University and their history.
  - **BDS:** Support archiving of the university’s digital scholarly resources through LASR.
  - **BDS:** Maintain awareness and involvement in new developments in digital libraries.
  - **BDS:** Digitize research materials for faculty and maintain equipment to support creation and use of digital content for research and teaching.

- Provide easy access to all collections
  - **BDS:** Assist University Archives in digitizing and providing access to materials from its collections, particularly as they may relate to First Year Seminars.
  - **BDS:** Continue current cleaning, cataloging and inventory projects with Boatwright Special Collections.
  - **BDS:** Continue to promote special collections and archives through exhibits of materials from
both areas as well as collaborative exhibits with museums and other local organizations.

**BDS:** Develop preservation policies for print and digital assets and create a permanent, functional space in the library for preservation activities.

**BDS:** Create RFP and determining criteria for the purchase of a Discovery Layer (Functionality Team).

**BDS:** Pursue a test of Patron Driven Acquisitions.

**BDS:** Pursue use of existDB as a repository for metadata for units across campus. Ultimate goal being to harvest and share that metadata via a discovery layer.

**Music:** Feature lesser-known or less accessible parts of the collection by temporarily relocating “back of library” materials to the Reading Room.

**IIS:** Develop Faculty Publication area for Research Commons to highlight books and articles published by UR faculty.

- **Assure collection reflects the needs of the University’s diverse and inclusive community**

- **Capitalize on potential of new technologies**
  
  **Media Resource Center:** Acquire iPod Touch and/or iPads for MRC staff members so we can become more familiar with how this device can be used for accessing our eAudio book (online) collection, video programming and library e-Book collection. In addition, these devices will offer benefits to staff work flow by providing mobile email access, media storage with transferability option, and access to various have the potential to improve our ability to provide enhance media services and perform our office duties.

  **Music Library:** Use digital signage to communicate with our users (recommend CDs and feature music resources.

  **IIS:** Explore expanded ipad use with liaison librarians to enhance reference/instruction offerings for faculty and students.

  **ILL:** Evaluate the use of Odyssey and other means of ILL document transfer for ease of the replacement of former client, Ariel, which is no longer supported.

- **Support continuous development of staff knowledge and commitment to service**

  **Music Library:** Enhance the student employee experience by inviting student employees to monthly brainstorming sessions, exploring how students’ interest can be used in the library, train students in preservation techniques and invite eighth blackbird to provide a presentation on collaboration.

  **IIS:** Enhance collaboration by establishing shared instructional resources among liaison librarians. Examples include creating a “toolbox” of resources for FYS and instruction classes for collaboration among librarians, LIBGUIDE for best practices, etc.

  **CS:** Customer Service Staff will review and update student consultant and assistant training that focuses on customer service and acceptable behaviors as outlined in University Libraries Handbook and Detailed Basic Expectations by examining the current training process, creating a modular set of replacement training components and developing competency assessments for each module.

  **Staff Development:** Work with Human Resources to discover the potential of the new e-learning software for library staff.

  **Administration:** Review all Administration Office procedures and forms with the new university
librarian to identify opportunities for improvements, beneficial changes, simplification, or elimination.

- **Ensure reliable access for library users to state-of-the-art equipment**
- **Adapt services and resources to the changing needs of the University community**

**Media Resource Center:** Analyze how students use the MRC for out-of-class viewing assignments (MRC in-house reserves, special showings in MRC classrooms, cable TV programming and on-demand video streaming) by the end of spring semester 2012.

**Music Library:** Assess our streaming media reserves program by evaluating and improving our streaming audio technology and procedures and continuing to research/pilot streaming video.

**IIS:** Update library website to include new designs/enhancements of university website for improved access and visibility.

**Customer Service:** Customer Service Staff will exhibit a more engaging presence in response to library users through library walk-throughs and active assistance.

**ILL:** The ILL department will conduct a satisfaction survey to users of the service.

**ILL:** ILL staff will resume work on and modify the interlibrary loan department workflow chart. This will help explain the ILL process to others and help diagnose problems in the ILL process.

**Administration:** Make all forms used to provide user services (e.g., locker requests, submissions for Jackson and Modlin awards) available through the library Web site.

- **Pursue opportunities for collaboration with internal and external partners**

**Assessment:** Work closely with the CTLT to analyze 2012 MISO Survey information on library services.

**BDS:** Continue the development of innovative digital collections through collaborations with local organizations such as the VHS, VFMA, and with internal partners such as the University Museums, Galleries, DSL, MRC, Music and Visual Resources.

**BDS:** Explore opportunities to collaborate with organizations in the Richmond community to provide access to and preservation of digital resources about the city, the University and their history.

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**Goal 3: Communication and education to accelerate learning, innovation, connections, and discovery**

- **Strengthen information literacy of library users.**
- **Communicate the opportunities offered by existing library resources and services**

**Media Resource Center:** Implement use of digital signage for promoting MRC and library services and programs by the beginning of fall semester, 2011 (August, 2011).

**BDS:** Review the BDS organizational model. Align positions and departments to better reflect our growing focus on digital asset management and creation.

**BDS:** Driven by faculty, student and research needs, collaborate with groups inside and outside of UR to develop and deliver a sustainable infrastructure that will support improved access to knowledge resources.

**Music Library:** Improve the Music Library’s visibility through social networking, digital signage,
Collegian ads, and collaborative exhibits with Boatwright.

**IIS:** Explore new technologies, innovative ways to communicate the availability of library resources to students in First Year Seminars. Examples include trading cards that highlight FYS librarians, online feedback on FYS LIBGUIDES, etc.

**Outreach:** Work closely with the MRC and CTLT to implement an effective digital signage program.

**Outreach:** Continue to maintain and an active marketing and library promotion plan for Boatwright Library. Specific new components for 2011-2012 include student podcasts; additional campus celebrity posters; engaging ECRSB marketing students to assist with library promotion efforts; exploration of producing a One Minute Video Series for the library.

**Administration:** Produce very brief video testimonials from current library student workers about their experience of working at Boatwright and its contribution to their educational experience. We will use this at the August student employment fair and make it available linked to our online student employment application form.

- **Educate the University community on the value and potential of expanded library services and resources**

  **Outreach:** Work closely with the Vice-President of Information Services and the Interim University Librarian to develop allies and build support for a new addition to Boatwright Library.