

**Tarleton State University Libraries
Strategic Plan 2007-2011**

MISSION:

As an integral component of the University, Tarleton Libraries provide relevant and effective user-centered services, collections, technologies, facilities, and personnel that facilitate the University's mission of creating "an academically challenging educational experience through effective teaching, scholarship, research, and service."

GOAL 1: SERVICES

We will serve our users in all settings by providing access, instruction, and assistance to facilitate intellectual endeavors and encourage lifelong learning.

Objective: Provide a welcoming and effective learning environment.

Strategy: Offer approachable and accessible service points that optimize access to library resources.

Measurement: Maintain "ease of use" at a level of 4.0 or higher as determined by the *General Satisfaction* survey.

Measurement: Maintain "overall satisfaction" at a level of 4.0 or higher as determined by the *General Satisfaction* survey.

Measurement: Increase number of building and distance service user contacts by at least 5% each year.

Measurement: Increase number of registered distance learners and TexShare card holders by at least 5% each year.

Strategy: Provide instruction services that facilitate research and information fluency.

Measurement: Achieve at least 90% agreement on the *Library Instruction* survey that instruction services had a "positive impact on research."

Measurement: Increase number of instruction sessions by at least 5% each year.

Objective: Assist library users with their information and research needs.

Strategy: Provide knowledgeable service desk personnel through training.

Measurement: Require that staff and student assistants attend at least one training session on customer service and one on privacy principles each year.

Measurement: Require that staff attend at least four training sessions/staff development opportunities each year.

Measurement: Require that student assistants attain a 95% or higher on all training handbook quizzes and assessments.

Strategy: Maintain standards that uphold professional best practices (e.g. confidentiality, copyright, etc.).

Measurement: Review and update Access Services policies and procedures by end of academic year.

Measurement: Review and pay all copyright liabilities each year.

GOAL 2: OUTREACH

We will expand and promote library programs to enhance learning and research, build collaborative partnerships, and strengthen community ties.

Objective: Foster student academic success, information fluency, and lifelong learning.

Strategy: Participate in campus initiatives to facilitate student learning.

Measurement: Require that Living/Learning Community library liaisons communicate with assigned communities at least six times each academic year.

Measurement: Participate in Department of General Studies and Testing activities and/or other student success initiatives at least twice a year.

Strategy: Plan and promote academic integrity initiatives regarding copyright, plagiarism, and ethical research practices.

Measurement: Participate in Division of Student Services activities and/or other academic integrity initiatives at least once a year.

Strategy: Identify or develop instructional tools that can be incorporated into campus, remote, and online courses.

Measurement: Provide at least two instructional tools each year.

Objective: Build collaborations that enhance library outreach through structured planning.

Strategy: Create a presence at off-campus instruction sites and online courses.

Measurement: Contact or visit all site coordinators prior to each semester.

Measurement: Embed library website link on 100% of online courses.

Strategy: Extend educational opportunities to the community.

Measurement: Co-sponsor at least one community education activity each year.

Measurement: Contact surrounding public schools within a 100 mile radius to improve student access to library resources.

Objective: Increase visibility of library resources and services.

Strategy: Develop a promotional plan.

Measurement: Form a promotional plan working group.

Measurement: Take action on working group's recommendations.

Strategy: Promote the library to our users.

Measurement: Advertise 100% of library activities via University and Library venues.

Measurement: Sponsor or co-sponsor at least four campus/community activities each year.

Measurement: Require that Library Liaisons contact at least 50% of departmental faculty during the year regarding pertinent library services and resources.

Measurement: Complete a new faculty library guide for distribution during the next academic year.

Measurement: Participate in 100% of orientations for new students, faculty, staff, and graduate assistants.

GOAL 3: COLLECTIONS

We will build collections that support our users' diverse information needs.

Objective: Acquire resources that support curricula, research, and intellectual inquiry.

Strategy: Ensure relevancy and currency of library resources with a collection development plan.

Measurement: Form a collection development plan working group.

Measurement: Take action on working group's recommendations.

Measurement: Increase collection usage by 10% each year.

Measurement: Increase database usage by 10% each year.

Measurement: Increase holdings by 10,000 items each year.

Strategy: Form campus collaborations for selection and de-selection of materials.

Measurement: Distribute selection tools monthly to faculty through the University Library Committee.

Measurement: Use the Library Liaison Program to increase communications with faculty regarding library acquisitions by 20% each year.

Measurement: Provide library assessments for 100% of academic program reviews assigned during academic year.

Strategy: Utilize resource sharing and collaboration to enhance collections with consortial alliances.

Measurement: Add to national bibliographic database (OCLC) a minimum of 5,000 holdings each year.

Measurement: Increase interlibrary loan participation by 5% each year.

Objective: Preserve and improve access to unique collections in the local and regional environment.

Strategy: Purchase and/or seek donations of relevant materials.

Measurement: Realize at least \$5,000 each year via gifts, grants, and donations.

Measurement: Increase records in the Cross Timbers Historic Images project by 5% each year.

Strategy: Develop a plan to improve access to university archives, research, and other significant collections.

Measurement: Collect and make accessible at least 40 faculty and student publications and/or research documents.

Measurement: Digitize at least 40 years of the J-TAC (student newspaper).

Measurement: Evaluate at least two archival collections for preservation.

GOAL 4: TECHNOLOGY

We will anticipate and address the changing technological needs of our users.

Objective: Capitalize on appropriate and relevant technology to enhance access to information and library resources.

Strategy: Provide computer resources, wireless networks, adaptive, and other technologies as appropriate.

Measurement: Expend 100% of technology funds in accordance with University technology standards.

Measurement: Provide at least four technology training sessions for staff each year.

Measurement: Host a meeting with Information Resources, CITDE, and/or other appropriate groups to synchronize campus technology initiatives.

Strategy: Address technological needs for retrieving materials.

Measurement: Support 100% of library material formats.

Measurement: Load 100% of available bibliographic records for electronic materials into the library catalog.

Measurement: Maintain 90% accuracy in bibliographic records.

Strategy: Investigate establishment of an information commons.

Measurement: Library Technology Task Force will review and report on three other universities' information commons.

Measurement: Library Technology Task Force will conduct a needs assessment for an information commons.

Objective: Implement methods to provide a secure online environment.

Strategy: Raise awareness of online security measures and compliance with campus network acceptable use policy.

Measurement: Post all policies and security alerts on library website and blogs.

Measurement: Offer at least one security program each year.

Strategy: Monitor use of technology and other resources by guest users.

Measurement: Track all guest usage of resources.

Measurement: Review all license agreements for access compliance.

GOAL 5: FACILITIES

We will provide accessible, flexible, and user-centered facilities that meet current and future needs.

Objective: Offer accommodations that facilitate study, research, respite, and group interaction.

***Strategy:* Provide suitable spaces for coursework, study, instruction/training, interaction, and meetings.**

Measurement: Form a facilities assessment working group.

Measurement: Take action on working group's recommendations.

Measurement: Maintain "ease of use" at a level of 4.0 or higher as determined by the *General Satisfaction* survey.

Measurement: Increase gate count by 3% each year.

Measurement: Increase reservable room usage by 3% each year.

Objective: Provide appropriate milieu to store, maintain, and preserve collections.

***Strategy:* Ensure space allocations meet demands of collection growth, accessibility, and usability.**

Measurement: Write a de-selection and remote storage criteria policy.

Measurement: Assign 25% of student assistant/staff hours to collections maintenance.

Objective: Ensure staff and public areas are comfortable, efficient, and secure.

***Strategy:* Assign and maintain staff and public areas for efficacy and safety.**

Measurement: Require that the Library Safety Committee conduct monthly building safety inspections.

Measurement: Create written procedures for building maintenance and security.

Measurement: Form a disaster recovery plan working group.

Measurement: Take action on working group's recommendations..

GOAL 6: PERSONNEL

We will hire, develop, and retain a diverse, professional, and knowledgeable staff.

Objective: Recruit and employ qualified individuals.

Strategy: Determine appropriate staff levels to meet program needs.

Measurement: Report existing staff numbers in relation to recognized standards and practices each year.

Measurement: Analyze workflow and time/task requirements for one department each year.

Measurement: Review departmental assignments/duties of student assistants each year.

Strategy: Seek appropriate salaries and advancement through periodic review of the comprehensive *Rank and Promotion Plan (RPP)*.

Measurement: Review *RPP* and compare to state and professional salary guidelines each year.

Objective: Foster staff communication and professional growth.

Strategy: Provide an environment that facilitates teamwork and discussion.

Measurement: Develop a mentoring program for new staff.

Measurement: Hold regular staff, departmental, and committee meetings.

Measurement: Review all training handbooks to ensure accuracy each year.

Measurement: Review all committee structures, charges, membership, etc. each year.

Strategy: Expect and encourage staff to participate in educational and skill enhancement opportunities.

Measurement: Offer a monthly staff development opportunity with an annual participation rate of 85%.

Measurement: Increase administrative support for attendance at local, regional, state, and national conferences by 5% each year.

Measurement: Expect 5% annual increase in staff attendance and participation in relevant regional, state, and national meetings/trainings.

Measurement: Require that staff members report on staff development activities at monthly staff meetings.

GOAL 7: ADMINISTRATIVE

We will employ appropriate management techniques to develop, implement, and evaluate library services, programs, and resources.

Objective: Use financial management strategies to optimize and enhance resources.

Strategy: Maintain and/or replace equipment and facilities as warranted.

Measurement: Submit annual requests to participate in “PC Replacement” program.

Measurement: Submit requests, when appropriate, to the University Facility Improvement and Construction Committee to address building deficiencies.

Strategy: Ensure sufficiency and appropriate use of library allocations and fees.

Measurement: Create cost/benefit analyses for the ten least used resources.

Measurement: Review budget allocations and actual expenditures each year.

Measurement: Implement a printing environment that minimizes waste and abuse by 8/31/2008.

Measurement: Establish a contingency fund.

Strategy: Augment funding by partnering with other entities and maintaining consortial memberships.

Measurement: Increase membership in the Friends of the Library by 3% each year.

Measurement: Maintain gifts, grants, and donations of at least \$5,000 each year.

Objective: Engage in systematic planning and assessment activities.

Strategy: Assess library programs, services, and resources to establish long & short-term priorities.

Measurement: Conduct *General Satisfaction* survey during odd-numbered years.

Measurement: Conduct *Materials Availability* survey during even-numbered years.

Measurement: Conduct *Reference Satisfaction* survey during even-numbered years.

Measurement: Conduct *Library Instruction* survey each year.

Strategy: Establish a systematic process to complete strategic planning and reporting cycles.

Measurement: Establish a strategic planning work group.

Measurement: Take action on working group's recommendations.