

STRATEGIC DIRECTIONS
Central University Libraries
Southern Methodist University

Annual Goals 2001-2002

A. SUPPORT SMU'S ACADEMIC, RESEARCH AND COMMUNITY PROGRAMS

1) Develop, manage, organize and preserve collections to support the University's instructional and research programs

a) *Optimize purchasing power for collections*

- (1) Identify additional opportunities for consortial agreements
- (2) Partner with campus schools and departments to secure additional resources
- (3) Evaluate and reduce duplicate resources
- (4) Review periodicals listings in targeted science and engineering departments

b) *Improve collection management efforts to increase user satisfaction*

- (1) Identify and replace missing materials where appropriate
- (2) Rethink current reshelving processes so as to return books to the stacks more quickly
- (3) Develop a program to collect meaningful in-house use data
- (4) Revise collection development policies as needed

c) *Merge Science and Fondren collections where appropriate*

- (1) Standardize processing and shelving policies throughout the Fondren Library Center (FLC)
- (2) Rethink current use of collections space throughout the FLC
- (3) Conduct a vigorous weeding initiative of unaccessioned, little-used and duplicate material
- (4) Merge collections as needed
- (5) Evaluate Electronic Resource Center applications and databases

d) *Define and plan a library of digital resources integrated with traditional formats*

- (1) Refine processes for acquisition, organization and management of digital resources
- (2) Address collection development issues, particularly in the sciences.
- (3) Work with campus departments to prepare for SMU's move toward digital theses and dissertations
- (4) Expand current collections of digitized images

e) *Create a vigorous preservation and conservation program*

- (1) Draft a comprehensive preservation program statement for CUL
- (2) Assess preservation needs in all formats across libraries
- (3) Develop financial and staffing support for this program
- (4) Provide adequate physical facilities for centralized preservation unit
- (5) Promote education and training for CUL staff in conservation/preservation techniques
- (6) Improve conservation/mending workflow and record-keeping
- (7) Expand cooperation among campus libraries on preservation/conservation practices
- (8) Work with library consortia, such as AMIGOS, to optimize preservation efforts

f) *Develop a separate University Archives Department*

- (1) Secure funding for a full-time position and operating budget allocation
- (2) Secure appropriate space for both public study areas and staff processing and storage
- (3) Work with University legal office and other campus units to obtain appropriate and relevant SMU archival documents on a regular basis
- (4) Start planning to prepare for SMU's centennial in 2011

2) Facilitate access to a wide variety of resources and services for use by SMU's faculty, students, staff and affiliated users

a) *Promote CUL resources to the SMU community*

- (1) Provide more publicity about existing materials
- (2) Expand current user education workshops to reach the widest possible audience
- (3) Increase promotion of library resources to the faculty, focusing on electronic resources and services in particular
- (4) Market NCMIT services to campus departments and schools not currently served

b) *Develop the CUL web site as the gateway to all information needs*

- (1) Increase access to resources and services via the CUL web pages
- (2) Add and promote electronic information literacy tutorials
- (3) Assess current web pages to ensure they meet users' needs, in particular those of the satellite libraries and community services
- (4) Increase access to print and e-resources through web-based subject or collection user guides

c) *Increase and improve delivery of services to CUL users*

- (1) Develop tools to assess user needs
- (2) Promote and enhance services to distance students
- (3) Assess library policies and modify them as necessary to be more responsive to users' needs
- (4) Improve the quality of the bibliographic database through addition of new records and ongoing maintenance

3) Assist users in their research; work to help them increase their ability to use information resources

a) *Enhance reference services*

- (1) Assess the electronic reference service and modify where necessary
- (2) Enhance the subject specialization services of reference staff, to include faculty liaison responsibilities
- (3) Assess use of DeGolyer Library for the past 5 years and adjust service levels as needed

b) *Assess current User Education programs and work to increase user participation*

- (1) Promote to all faculty
- (2) Customize programs for targeted student populations with an emphasis on online tutorials
- (3) Develop ways to involve staff from all library departments
- (4) Expand information literacy program efforts

c) *Develop campus partnerships to increase information literacy efforts*

- (1) Seek partnerships with academic departments and offices for expansion of library's role in information literacy instruction
- (2) Develop involvement in curriculum planning for both graduate and undergraduate courses where appropriate
- (3) Expand library outreach to educate and provide opportunities to unique SMU student populations (e.g. international, graduate, honors, President's Scholars)

4) Develop outreach and community programs

a) *Increase campus awareness of library exhibits and events*

- (1) Work on exhibits with other campus groups to highlight academic areas
- (2) Publicize CUL activities in campus press, targeted local publications, and on SMU's home web page ("What's Making News" and "This Week at SMU")

b) *Analyze Industrial Information Services and its mission in serving the business community*

- (1) Revamp public relations materials, such as web page and information brochures

- (2) Develop expanded marketing plan
- (3) Aggressively expand customer base
- (4) Look at ways to streamline document delivery services
- (5) Develop more efficient business practices

c) *Develop outreach efforts with both campus and community groups*

- (1) Promote library internships for neighboring library schools
- (2) Develop partnerships, as needed, with area schools, colleges, libraries, museums and other cultural organizations
- (3) Work with Alumni Office to develop joint initiatives
- (4) Continue working with CUL Student Advisory Council to assess CUL services, collections and facilities
- (5) Use the Friends of the Libraries for joint sponsorship opportunities

B. IMPROVE CUL SYSTEMS, SERVICES AND FACILITIES TO MEET USER NEEDS

1) Develop quality human resources and organizational structure to support user needs

a) *Recruit, develop, and retain an excellent and diverse staff. Support and encourage professional development and training opportunities*

- (1) Increase salaries and improve benefits to become more competitive
- (2) Develop and encourage participation in staff mentoring program; evaluate annually
- (3) Promote advantages of the university environment during the hiring process
- (4) Provide training for cross-functional work to accomplish efficient and effective delivery of services and processing of library materials
- (5) Provide opportunities for timely and targeted dissemination of information from professional conferences and workshops
- (6) Solicit staff input regarding training needs; provide, publicize and support necessary technical training
- (7) Review and revise CUL-wide training for student workers in public services departments
- (8) Revamp hiring, promotion and reclassification procedures
- (9) Develop CUL-wide orientation materials for new staff
- (10) Promote staff retention and manager training through support of continuing education and staff development opportunities
- (11) Recognize staff for both individual and collaborative efforts

b) *Organize CUL staff to effectively support library services*

- (1) Assess user needs, staff workload demands, and building configurations to determine any restructuring of the organization and/or reallocation of staff
- (2) Enhance or strengthen relationships with other SMU Libraries and campus departments
- (3) Streamline workflow and policies across CU libraries in particular in the binding function
- (4) Reassess processes in light of Voyager integrated information systems and collaborative efforts
- (5) Develop policies for providing services for CUL's many varied categories of users
- (6) Develop assessment and evaluation tools; collect and use data to improve library services in light of SACS recommendations

2) Improve and enhance library information systems and related technologies to support the University's instructional and research programs

a) *Improve and expand library information management system (PONI/Voyager)*

- (1) Evaluate and implement future Voyager modules as appropriate
- (2) Explore new ways to streamline technical processing tasks
- (3) Strive for continued improvement with upgraded public interfaces and new systems releases
- (4) Initiate electronic business transactions through the use of EDI
- (5) Develop more useful OPAC and database usage statistics

- (6) Upgrade network capability in conjunction with ITS to improve speed of access to electronic resources
- (7) Investigate use of e-mail notices
- (8) Develop Voyager reports, to include title-by-title lists of periodicals, standing orders, and books arranged by fund and/or subject with price

b) *Integrate library information systems with other campus/non-campus systems*

- (1) Implement wireless networking technologies to enhance access to resources
- (2) Enhance public printing and copying capabilities
- (3) Work with appropriate campus groups to upgrade and maintain technology in classrooms and to develop plans for funding these upgrades
- (4) Develop and implement plans to make the SMU campus cable system as functional as possible until the Belo grant is fully implemented; contribute as needed to redesign plans

c) *Develop CUL's ability to support digitizing, imaging and archiving services*

- (1) Identify possible sources of funding for digital library projects
- (2) Purchase software/hardware to expand capacity for program support
- (3) Cooperate/coordinate with other SMU departments on digitization projects

3) Create an environment conducive to quality education and work

a) *Provide adequate space for users, operations and collections*

- (1) Develop a unified Fondren Library Center complex where one can move within that complex without having to go outside
- (2) Develop strategies to reclaim space currently in use by non-library tenants (e.g. Digital Commons, Academic Computing, Computer Science dept.)
- (3) Complete the relocation and combination of current periodicals sections in Fondren and Science into a comfortable space conducive to research and study with convenient copying and related services
- (4) Review space in all libraries on a continual basis; formulate plans to relieve space shortages in all libraries as needed
- (5) Assess and improve building security in all libraries
- (6) Overhaul current disaster planning process and procedures
- (7) Update fire emergency evacuation plans and distribute to all staff; conduct regular fire drills; review emergency exit signage

b) *Provide equipment and furnishings that enhance the productivity of users and staff and secure regular building maintenance services*

- (1) Assess and improve current microfilm location, services and equipment
- (2) Develop plans and obtain funding for compact or off-site storage of lesser-used materials where needed
- (3) Renew and refurbish CUL buildings as needed and opportunity permits to ensure that all buildings are welcoming, safe, and well functioning environments
- (4) Provide adequate workspace with ergonomic furniture and equipment for staff members to carry out their duties
- (5) Provide user-friendly, reliable service from CUL change machines and copy card vending machines

c) *Maintain and upgrade equipment, furniture, and appearance of physical environment*

- (1) Obtain a new roof for SEL and improve Fondren roof maintenance
- (2) Maintain and upgrade library classrooms, offices, public equipment, furniture, carpeting, paint, and physical appearance on a scheduled basis
- (3) Develop a climate-controlled environment for proper preservation and storage of all rare and unique collections

4) Develop the necessary fiscal resources to augment collections, systems, staffing, and facilities

a) *Work with campus partners to make most effective use of fiscal resources*

- (1) Enhance current working relationship with Annual Fund staff to increase CUL gift accounts

(2) Work with the SMU Library Executive Board to develop its potential and capability for fund raising

b) ***Engage in a vigorous program of fund-raising and library development***

- (1) Expand the membership and fund raising initiatives of the Friends of SMU Libraries
- (2) Investigate the concept of a young friends group
- (3) Develop funding plan to endow appropriate library positions e.g. Central University Librarian, Director of the Hamon Arts Library
- (4) Designate significant dates in CUL history as fund raising opportunities
- (5) Pursue the addition of fund raising capabilities to the CUL web site
- (6) Develop short-term plan to raise money for design document for a renovated and refurbished Fondren Library Center
- (7) Expand and consolidate stewardship efforts
- (8) Position CUL to play a greater role in the next SMU capital campaign