

CUL Strategic Goals 2011–2013

The planned renovation is a major factor driving many goals, and should be considered as we prioritize goals and consider new projects.

Space

- Find stable, permanent space for large format photography (4.3)
- Assess the use and distribution of space in DeGolyer, ensuring that we move all our materials no more than we have to in conjunction with proposed renovation (4.5)
- Assess the use of spaces in the Hamon Library, including shelving needs, user spaces, etc. Plan reorganization of spaces for 25th anniversary of the Hamon in 2015 (4.1, 4.2, 4.3, 4.5)

Collections

- Ensure that collections are weeded to the extent possible and arranged in such a way to facilitate renovation and collection moves (4.1, 1.4)
 - Collections management task force to reconvene to prioritize pre-renovation collections projects (1.4)
 - Continue to move collections into more logical arrangements in order to facilitate renovation moves (1.4)
- Develop timetable for processing the Helgason video gift; develop enhanced cataloging for all video materials (1.4, 1.6, 3.2)
- Update and prioritize gift collection processing housekeeping list (1.4, 1.6)
- Allocate funds for materials in consideration of renovation
 - Collection development will prioritize print collections for replacement by electronic products in order to withdraw print collections (1.4)
- Implement patron-driven acquisitions model for electronic books during FY2012 in order to meet user needs and to maximize use of collection; if successful, consider implementing patron-driven plan for part of print collections in FY2013 (1.1, 1.2, 7.4)
- Create and organize the digital repository in order to support SMU's expanded research agenda (1.7, 3.2)

Financial

- Raise funds to support priorities (8.5)
- Expand CUL donor base (8.5, 8.7)
- Complete funding for Archives of Women of the Southwest project (8.5, 8.8)
- Secure major gifts for the Fondren Library Renovation project (8)
- Increase Tables of Content net revenue by 25% (8.5, 8.7)
- Seek transparency in financial issues wherever possible (7.1, 7.2)
 - Develop program to communicate budget issues to staff (7.1, 7.2)
 - Assure that budgeting and expenditures for acquisitions funds are transparent to all involved; provide training for collections staff as backup to AD (6.3, 8.4)

- Utilize all funding sources properly and effectively (8.3, 8.4)
 - Embark on projects only after determining total costs (7.2, 8.4)

Outreach

- Strengthen the subject liaison program (3.4)
 - Develop standard liaison job description to include expectations for outreach (3.6)
 - Provide training and support for liaisons to be active partners with faculty in addressing information literacy proficiencies in the new University Curriculum (3.5, 5.8)
- Continue outreach to campus programs including the Academic Bridge Program, the Center for Teaching Effectiveness, the Altshuler Learning Enhancement Center, and the Master of Liberal Studies program (3.6)
- Use new technologies to communicate collections, services and events to the SMU and outside community (3.6)
 - Establish policies for posting and responding to postings on Fondren Facebook page (3.6)
- Implement the digital repository as a strategic technology that reflects the priorities of SMU while serving the broader scholarly community. Establish processes for inclusion of scholarly materials that reflect the priorities of students and faculty for online access to digital versions of SMU scholarly materials (2.1, 2.3, 4, 4.6)
- Continue redesigning and upgrading all the CUL websites, with the mobile website being top priority (5.6)
- Develop a thin client or virtual desktop solution (in partnership with OIT) so that we can more nimbly change public computer settings and offerings to better server library users (2.2, 2.4)
- Increase Friends of SMU Libraries membership by 10% (8.5, 8.7)
- Implement engaging programs to invite prospective new Friends members and effectively market CUL to the community (3.6, 3.7)
- Develop and publish a “centennial” DeGolyer guidebook/coffee table book (3.7)
- Complete CUL branding project (3.7)

Culture/Staffing

- Provide targeted staff training and development opportunities (6.3)
 - Implement SRRS quarterly training evaluation meetings for supervisors and staff
 - Identify training needs for SRRS staff; follow up by SRRS department heads
 - Add training components to SRRS division meetings
 - Provide at least one training session for student supervisors
 - Complete Student Employee handbook and distribute to all new student employees
 - Expand orientation template for new employees
 - Support management development opportunities for supervisors
 - Offer a discussion forum for managers
 - Managers complete at least two HR Manager Orientation classes

- Begin development of core competencies for specific areas, including reference and technology (6.3)
- Enhance internal and external customer service (5.4)
 - Investigate effective customer service training and provide for all CUL staff (5.4, 6.3)
 - Establish best practices for patron referral in circulation and reference (7.5, 4.5)
 - Simplify and rewrite policies for circulation, interlibrary loan, and Map Library; make policies readily available to public on the website and to staff via inside.smu (7.5, 4.5)
 - Document and clarify internal policies and procedures in DeGolyer (7.3)
- Develop and maintain a culture of open communications within the library (7.1)
 - Provide information for all committees in the library on Inside.SMU, including charge, membership and terms of service, meeting agendas and notes (7.1, 7.3)
- Foster a culture of assessment within the library
 - Hire new director of assessment and develop a robust assessment program (7.5, 6.3, 6.6)
 - Assess staffing needs and related budget requirements in light of strategic goals (6.2, 6.4)
- Revise performance review form (6.5)
- Survey and enhance employee engagement (6.4)
- Raise employee salaries to be competitive with those in other SMU divisions (8.1, 8.2)