

CUL Strategic Plan Goals for September 2014 – 2016

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

Space

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)

Complete Hamon lobby renovation project. Prepare for merging of print and AV circulation service points. Continue assessment of newly combined reference and circulation service desk and make refinements to training as necessary. (4.1, 4.2, 5.1, 5.4)

Continue Hamon Library space assessment currently underway and leverage opportunities to move low-use collections offsite. (4.1, 4.2, 4.3, 4.5)

In conjunction with the Hamon Arts Library 25th Anniversary, rebrand Hawn Gallery and the former Limited Access Collection area (Rm. 3250, 1250 SF) into venues that strengthen the library's connection with the curriculum of the Meadows School of the Arts. (3.5, 3.6)

Implement space planning and renovation projects for the Fondren Library Center. (4.1, 4.2, 4.3)

Implement offsite storage. (4.4, 4.5)

Evaluate and/or implement FLC projects outside the renovation (including but not limited to the ones listed below):

- Refresh the FLC 2nd floor link with new carpet and furniture.
- Repurpose the space reclaimed from the SMU Press for utilization by the DeGolyer Library.
- Refresh the FLE 323 classroom including carpet, furniture, projectors, speakers, and computer hardware.
- Relocate the first floor University classrooms to the renovated Information Commons.
- Modify the FLE 322 space in order to open the area to the public for collections and new study space.

Services

Continue to examine the possibilities of further harmonizing Circulation policies across CUL. (1.4, 5.1)

Increase fill rate and improve turnaround time for interlibrary borrowing and lending operations. (1.4, 5.1)

Continue to increase access to Meadows' music recordings in legacy formats, including open reel tapes and cassette tapes, through development of a program of preservation and digitization. (1.3, 2.5)

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Evaluate usage of Kanopy and Digital Campus streaming video services and investigate additional options for expanding streaming video content. (1.4, 2.1, 2.2)

Develop and implement a plan for a combined Fondren Library Center service desk (circulation, reference, and IT) including adequate training, staffing, and referral system. (5.1, 5.4, 5.5)

Promote the use of Credo information literacy course modules for IL tagged courses. (5.3, 5.8)

Package content for distance students and online courses via website and BlackBoard. (3.7, 5.1)

Hire enough librarians to adequately serve all academic programs. (3.1, 3.4)

In collaboration with campus stakeholders, assess the need for GIS, data management services, and digital scholarship support; establish and support needed services. (3.1, 3.2, 3.5)

Continue collaborations with CTLC Affinity Groups to build collaboration opportunities in the Digital Humanities and Public Services. (3.2)

nCDS to develop and implement an information/directory/way finding touch technology solution (using equipment awarded by the Friends grant) in conjunction with SRRS. (5.1, 5.2, 5.3)

Continue to develop and refine the creation and implementation of digital exhibit technology and practices. (2.1, 5.5)

Implement document delivery and/or paging services. (5)

Collections

In consultation with liaison librarians, develop a collection development policy that is aligned with curricular needs and the changing landscape of scholarly publishing. (1.1)

Finalize weeding of print journals and monographs in preparation for renovation and offsite storage. (1.4, 4.1)

Increase use of ShelfLister for improved inventory control, gathering unified data about misshelved items, damaged items, cataloging problems, etc. (1.4)...

Develop policies and procedures for transfer of targeted collections to offsite storage and for patron access to such collections after they have been sent to storage. (1.3, 1.4)

Complete weeding of the Hamon Arts Library Limited Access Collection and identify portions of the collection for offsite storage. (1.3, 1.4, 4.1)

Complete revamp of public version of chart for gift collections awaiting cataloging in order to assist collection development staff decisions. (1.4, 1.6)

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Continue with transition of management and oversight of Jones collection to special collections staff in Hamon. In conjunction with stakeholders, identify ongoing needs and seek funding opportunities. (1.4, 4.5, 7.3)

Continue training and utilization of the RDA cataloging standards including response to the evolving status. (1.4, 6.3)

Plan for a future migration to a next generation library system to replace Voyager.

- Continue Data Cleanup Task Force work on cleanup projects and evaluation of new endeavors. (1.4)
- Continue the exploration of migration options allowed by the 2-year contract renewal of the Summon discovery product. (1.4)

Expand scope of DDA (demand driven acquisitions) to include streaming video (Kanopy) and broaden to include vendors ebrary and EBL with EBL as preferred vendor. Promote DDA program and ebooks as part of a broader promotional campaign for e-resources. (1.1, 1.2, 3.7, 7.4)

Continue efforts to expand content of the SMU Digital Repository in the following areas: Dedman School of Law student law journals, Tower Center conference proceedings and videos, Clements Center publications, and electronic theses and dissertations. Investigate the possibility of additional content such as Geothermal Lab publications.. (1.7, 2.2, 2.3, 2.4, 2.5, 3.2, 4.6)

Complete implementation of the Electronic Resources Management system (ERM) (including entry of contract information) to enhance management of electronic resources and better understand electronic usage. (1.1)

Implement recommendations of the Hamon Arts Library Music Special Collections Task Force Final Report as staffing capacity allows. (1.3, 4.5, 7.3)

Continue to evaluate concert recordings of the Meadows School and Voices of Change in obsolete formats in order to identify the most pressing needs for intervention. Work with nCDS to prioritize the digitization of concert recordings from the Meadows School of the Arts. (1.3, 4.5)

Continue with proof of concept project with nCDS for loading a set of recently curated and professionally digitized Meadows records (MSO and Voices of Change) into ContentDM. Leverage the small curated collection into grant funding opportunities aimed at addressing the larger need for processing and preservation of these legacy collections. (4.5, 8.7)

Remove a group of recently identified nitrate films from the vault of the Jones Film and Video Collection in Hamon Arts Library and rehouse at an appropriate institution. (4.5)

Financial

Continue to raise funds to support priorities. (8.5)

Expand CUL donor base by 25%. (8.5, 8.7)

Outreach

Provide training and support for liaisons on open access, copyright, and other trends in scholarly communication; best practices for supporting faculty grant funding applications; and best practices for supporting digital scholarship and data management/curation. (3.4)

Continue to promote services of the liaison librarians to faculty and students through strategic outreach and marketing efforts. (3.4, 5.3)

Continue outreach to campus programs including the Academic Bridge Program, the Center for Teaching Effectiveness, the Altshuler Learning Enhancement Center, the Master of Liberal Studies program and the Residential Commons. (3.6)

Use new technologies to communicate collections, services and events to the SMU and outside community. (3.6)

Continue redesigning and upgrading all the CUL websites, adding and improving services, and reorganizing content, with responsive design being top priority. (3.3, 5.6)

Test and offer virtual desktop access to several major campus systems (including Voyager) (in partnership with OIT) in order to streamline procedures and provide access to systems remotely during renovation or disaster recovery. (2.2, 2.4)

Implement engaging programs to invite prospective new Friends members and effectively market CUL to the community. (3.6, 3.7)

Market and track the success of the alumni portal to provide access to selected new electronic resources in partnership with Alumni Relations. (5.6)

Continue the work of the Marketing Advisory Group in order to standardize the professional image of CUL and to provide marketing support for CUL. (3.7)

Develop a comprehensive communication plan for the CUL renovation project and effectively communicate plans and updates to all CUL constituents. (4.)

Solicit user feedback through social media about library services, collections, and facilities. (1.2)

Continue the momentum of the Year of the Library platform by developing consistent campus engagement opportunities to be implemented by the newly-formed Campus Engagement Committee. (3.6, 3.7)

Prepare for the launch of the Hamon Arts Library's 25th Anniversary in late 2015 / early 2016. Develop events aimed at maximizing publicity. (3.6, 3.7, 8.7)

Culture/Staffing

Provide targeted staff training and development opportunities. (6.3)

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- Assistant Deans to assess and implement specific training needs for each division (6.3)
- Provide archival matting training to staff across CUL. (6.3)
- Re-convene the Student Employment Committee and implement improvements to student hiring, training, and expectations as required
- Develop expanded orientation procedures for new hires to include checklists and mentoring for new employees
- Support management development opportunities for supervisors by offering a discussion forum for managers.
- Continue to support managers to complete at least two or more courses in HR Manager Orientation program.

Assess staffing needs and related budget requirements in light of strategic goals. (6.2, 6.4)

Respond proactively to recommendations made by the OE2C initiatives. (7.3, 7.4, 7.5)

Enhance internal and external customer service. (5.4)

Develop and maintain a culture of open communications and foster a culture of civility within the CUL work environment. (7.1)

Provide opportunities for staff involvement in renovation planning. (7.1, 7.3)

Raise employee salaries to be competitive with those in other SMU divisions. (8.1, 8.2)

Fill CUL positions as needed. (6.1, 6.2)

Assessment

Foster a culture of assessment within the library. (7.3, 7.4, 7.5)

- Support departments in developing their data recording and reporting processes. (7.3, 7.5)
- Support departments in building cross-departmental data sharing and accessibility. (2.1, 7.5)

Develop an assessment plan and a robust data collection and assessment program. (7.5)

- Identify and track desirable and measurable metrics for each department and CUL as a whole. (3.6, 3.7, 7.5)
- Identify industry-established survey instruments and tools for tracking desirable metrics, and/or develop local solutions. (3.6, 3.7, 7.5)
- Establish real-time data reporting to enable process improvements and to enable marketing of strengths and improvements to users. (3.6, 3.7, 7.5)

Promote and support CUL's role in institutional effectiveness and institutional assessment. (1.7, 5.8)

- Promote and support CUL's role in advancing institutional buy-in for COGNOS. (2.1, 2.2)