



UWM Libraries

Strategic Planning 2011-12

Mission

The University of Wisconsin-Milwaukee Libraries advance the campus mission of teaching, learning, research and service by providing scholarly resources and services. We facilitate the discovery and exchange of ideas, and the creation, preservation, and sharing of knowledge. The Libraries help develop information-competent users and connect our community of users with information and knowledge to succeed in a diverse society.

Vision

The University of Wisconsin-Milwaukee Libraries is a future-oriented organization with the resources to:

- Expand access to an increasing wealth of materials critical for learning and research;
- Offer outstanding user-centered service;
- Provide collaborative and flexible environments where faculty and students create and learn;
- Expand its role as an academic partner in the intellectual life of the University;
- Provide leadership and expertise in fostering new modes for scholarly communication.

Goal 1 Action Items:

Proactive: Be an active partner in the mission of the University.

(Themes include **Partnerships, Globalization, & Communication**)

Strengthen and broaden the Libraries' relationships with the University community.

1.1 Pursue opportunities for collaboration with the UWM Bookstore.

Expand the role of the Libraries as an academic partner in campus recruitment and retention programs.

1.2 Working with other campus stakeholders, develop and implement a UWM Libraries outreach program.

Lead campus initiatives to preserve and make accessible campus research and publications.

1.3 Lead scholarly communication initiatives through implementation of Digital Commons as open access tool for campus; create working group to guide the process of implementation and to develop procedures.

1.4 Develop and implement a data curation plan with UITS and other stakeholders.

1.5 Create a plan to coordinate and develop preservation initiatives within the libraries, that will in turn benefit the campus community.

Goal 2 Action Items

User Focused: Respond to the changing information needs of our community.

(Themes include: **User Experience, Online Access, & Streamlining**)

Develop a collection that aligns with the research and teaching needs of the University.

2.1 Refine CCM collecting scope.

2.2 Update Libraries' collection policy to reflect new research and program offerings, as well as new formats (e-resources).

2.3 Develop metrics to ensure collections reflect and represent research and teaching on campus.

Lead campus initiatives to address information literacy (IL).

2.4 Pilot and assess the UWM Libraries/SOIS IL practicum.

2.5 Assess existing instruction and consultation services for inclusion of discipline-specific IL standards

Improve access to resources and services.

2.6 Develop a plan for "exposing hidden collections" in AGSL, Archives, and Special Collections online.

- Explore the possibility of putting Kwasniewski photo database online.
- Develop and implement a plan to create minimal catalog records for unprocessed holdings in Archives.
- Accelerate cataloging of AGSL rare books.
- Develop and implement a plan to catalog posters and wall-charts in Special Collections as series instead of items.

2.7 Pursue resource discovery.

2.8 Review the organization of DVD/VHS resources in the Media and Reserve Library to assure that optimal access for users is being provided.

2.9 Implement a service that provides electronic delivery of articles and chapters from print items in the UWM Libraries to UWM faculty, students, and staff.

2.10 Develop policy for selecting and maintaining controlled vocabularies across cataloging and metadata projects.

Maximize opportunities for resource sharing.

2.11 Partner with area libraries to develop and implement an in-person borrowing program across multi-type libraries in southeastern Wisconsin, utilizing online forms and a database to provide better patron service and eliminate the need for paper forms and manual statistics keeping.

Goal 3 Action Items

Engaging, Dynamic: Create a more engaging and dynamic environment both on campus and online.

(Themes include **Enhanced Spaces and Access**)

3.1 Refine web presence by taking advantage of social media tools

3.2 Better align physical space with needs of users

3.2.1 Explore providing additional 24/5 space for users

3.2.2 Review current building usage trends and adjust quiet and group study areas as needed

3.3 Develop plans for collaborative work/study commons for faculty and graduate students.

3.4 Develop the Media and Reserve Library into a more welcoming area, including group viewing facilities, ADA compliant viewing facilities and service counter, and work stations which enable students to create multimedia content.

3.6 Identify and shape library service models for remote campus locations.

3.7 Investigate options for improving environmental controls in Archives storage areas

3.8 Develop a plan for completing an inventory of the general stacks during 2012-2013

Goal 4 Action Items

Goal 4 Responsive: Increase, diversify and reallocate resources.

Themes include **Growth and Stewardship**

4.1 Increase funding and support by communicating the value of the Libraries.

4.1.1 Continue Fund Raising initiatives on expansion of digital preservation and access for collections in Archives, Special Collections, and AGSL.

4.1.2 Promote online resources to potential funders in part as a way to secure more funding for additional resources.

4.1.3 Collect data to document contributions to student/faculty success

4.1.4 Better market services to distance education students

4.2 Realign services and resources to reflect emerging trends

4.2.1 Assess and adjust staffing levels for library services and resources as possible to reflect the usage levels of the services and resources.

4.2.2 Undertake review of position descriptions to ensure reflections of appropriate knowledge of current and emerging technologies.

4.2.3 Develop collections to support new units and programs

4.2.4 Utilize indirect funding resources to meet campus growth areas and consider realigning funding designations

4.2.5 Reallocate funding for acquisitions to reflect patron driven demand

Goal 5 Action Items

Goal 5: Recruit, Develop, Retain, Diverse Personnel

5.1 Recruit & retain personnel from diverse backgrounds

- Promote available positions in a wide array of publications reflecting diverse population viewership
- Actively recruit at professional conferences targeting diverse populations
- Hold Staff Exchanges focused on issues of diversity
- Seek out and send to staff diversity programs on campus
- Secure funding for creation or expansion of programs to recruit diverse personnel in collaboration with SOIS

5.2 Implement initiatives to develop and retain staff

- Study policy for:
 - Flexible work scheduling
 - Telecommuting
- Continue to encourage professional development opportunities for all permanent staff

5.3 Empower personnel to adapt to change within the organization

- Keep staff current on trends in the field of librarianship
- Increase access to training and leadership opportunities

5.4 Foster a positive work environment and climate

- Implement creative ideas for staff recognition
- Support staff events at the Library