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Transforming Collections and Services for the 21st Century: DeWitt Wallace Library Strategic Planning for 2001-2006

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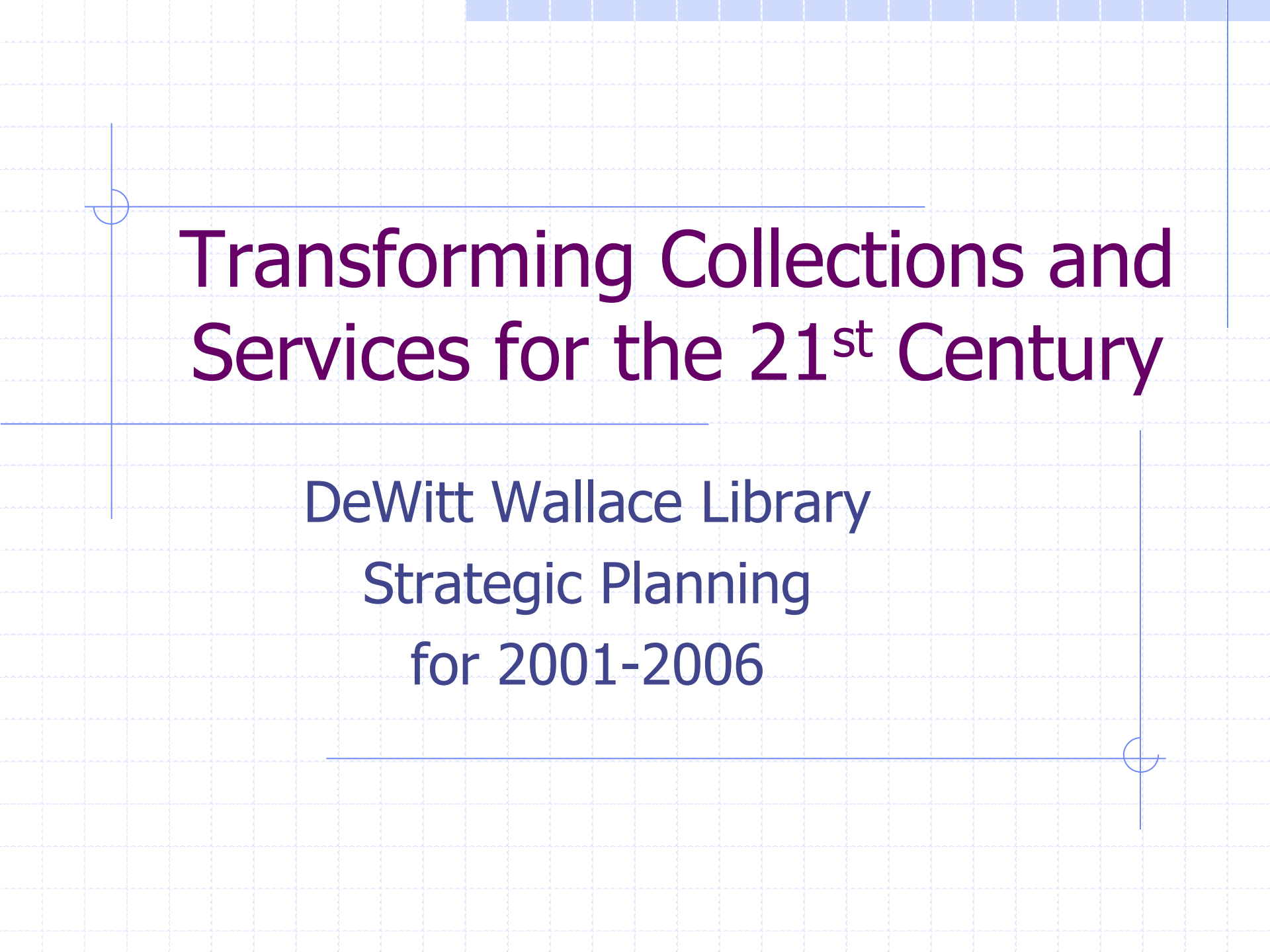
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Transforming Collections and Services for the 21st Century

DeWitt Wallace Library
Strategic Planning
for 2001-2006

Basic Assumptions

- ◆ During the next five years, the overall objective will be to increase the visibility of the library in campus life
- ◆ Seek opportunities to promote the library as a place that the community can gather to discuss ideas and generate discussion

Overall goal:

A complete integration of library services into campus life so that the library becomes the premiere information resource and essential service to the Macalester community.

We believe we can...

Make the library indispensable

- ◆ We can provide all the information needs for our campus community
- ◆ We will provide personal, individual attention
- ◆ If we don't have it, we will get it
- ◆ We will find ways to be available 24 X 7 and respond within 48 hours to all requests
- ◆ Certain transformations will occur in order to do this...

Transforming collections

- ◆ Ebooks will not replace print books, but we will continue to add and evaluate
- ◆ More ejournals and fulltext
- ◆ Expanding collections in multimedia formats – DVD's, MP3, CD's
- ◆ Cataloging web sites
- ◆ Preservation of digital formats as well as print

Transforming Services

- ◆ Library as information portal
- ◆ Virtual reference service
- ◆ Desktop delivery for ILL
 - Potential for less ILL with more fulltext
- ◆ Ereserves may change with more links to ejournals and ebooks

Expectations:

- ◆ **Continue to maintain personal, individual service, focusing on excellence and customer satisfaction**
- ◆ We will continue to:
 - Select and acquire
 - Organize and classify
 - Provide access and preserve
 - Provide instruction

How we do this may change...

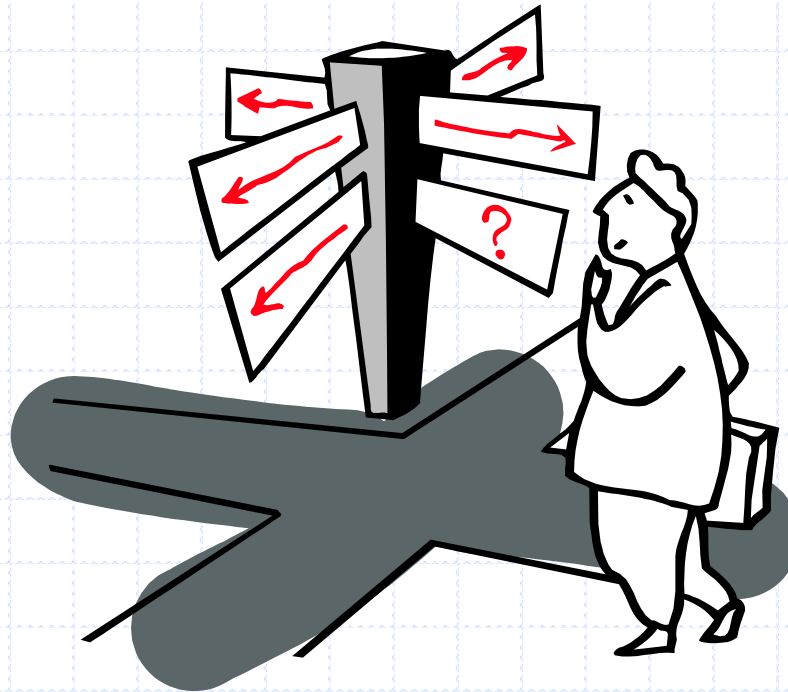
Increased **opportunities** for **Collaboration** and **Cooperation**

- ◆ Cooperation within the library among working groups
- ◆ Collaboration with faculty to develop closer ties for instructional and collection development purpose
- ◆ Cooperation with consortium and regional networks for collection development, licensing, new services

Constraints

- ◆ Limited staff size
 - Evaluate options for outsourcing
- ◆ Limits in funding
 - How can we generate revenue
- ◆ Limits in space
 - Access Center vs compact shelving
 - Staff space needs
- ◆ Our own comfort with digital
- ◆ Need for professional development and ongoing training

So where are we heading...



Brainstorming Draft

- ◆ The following goals are based on a review of the Strategic Directions for the college
- ◆ Starting point for discussion, not a final plan
- ◆ Remember: ***FIVE YEAR PLAN***, not immediate implementation

Strategic Directions

- ◆ **OBJECTIVE: To establish new initiatives that completely integrate library services into the campus life in ways that**
 - Enhance the curriculum
 - Improve the student experience
 - Contribute to academic excellence
 - Enable faculty/student research
 - Contribute to a campus climate that celebrates diversity
 - Creates an environment that encourages library staff innovation and rewards process improvement and meritorious service

Enhance the Curriculum

- ◆ 100 % participation in First Year Seminars
- ◆ Establish closer working relationship with Curriculum committee
- ◆ Foster educational excellence through collection that is known for quality of scholarly resources
- ◆ Integration of MyInfo into research management by students
- ◆ Collaborative partnerships with departments for web-based discipline based resource guides
- ◆ Increased involvement with faculty for collection development

Improve the Student Experience

- ◆ Beginning with the Admissions Tour
 - Training the guides or do it ourselves
 - Glossy handout
- ◆ Partner with Career Development
 - Developing ebook collection for career information
 - Mentoring students interested in library careers (Alumni too)
- ◆ Partner with Learning Center
 - Workshops on research, writing, time management (MyInfo Calendar feature)
- ◆ Partner with Student Development
 - Student Organizations – sponsor a workshop on promoting their group on the web

Contribute to Academic Excellence/Enable faculty & student research/Challenge Students to Expand their Intellectual Limits

- ◆ Promote consultative services
 - Ad in student newspaper
 - Personal invitation
 - Name the program and “market the [heck] out of it”
- ◆ Business cards for every staff member
- ◆ Changes in interlibrary loan service

Contribute to a campus climate that respects diversity

- ◆ Diverse collection
- ◆ Promote Harmon Room
 - Discussions, meetings
 - Book of the month discussion with Council for Multicultural Affairs
- ◆ Encourage student suggestions for book/material purchases for collection

Create an environment that encourages library staff innovation and rewards process improvement and meritorious service

- ◆ Review of working groups – just-right or streamline
- ◆ Working smarter
 - Priorities
 - Staff allocation
 - Outsourcing
 - Take advantage of local resources – partner with St. Kate's for interns and practicums
- ◆ Staff rewards
- ◆ Revenue streams – discarded materials
- ◆ Promote new microlab for staff training opportunities
- ◆ Refurnish Harmon Room to become a reading lounge/coffee café – comfy furniture, new books display, guest lectures

Additional goals

- ◆ Ongoing goals that need to be included
- ◆ Implementation of new system is a given
- ◆ Things we didn't want to forget, and possibly are repeats

To continue the transition to a digital collection and paperless services while maintaining the print collection

- ◆ Digital format becomes the form of choice for journals
- ◆ Eliminate paper requests for ILL
- ◆ Integrate commercial document delivery providers into ILL
- ◆ Collaborate with CIT to prepare a plan for cost recovery for printing
- ◆ Partner with CLIC/MINITEX for cooperative licensing
- ◆ Catalog meta data
 - Enable reference staff to catalog web sites

To develop a program of assessment based outcomes

◆ Assessment issues

- Collect data
- Performance measures
- Surveys
 - ◆ Every three years
 - ◆ Feedback to solicit process improvement
 - ◆ Periodical Use Study

◆ Assessment for student, faculty and staff outcomes

To address preservation issues related to electronic content as well as print

- ◆ Digital archiving of subscription materials
- ◆ Digital archiving of existing print materials
- ◆ Archiving campus web site
- ◆ If we don't have additional periodical shelving, where do we put print journals...

To expand web technology issues

- ◆ III system and library web site
- ◆ Campus portal – MyInfo
- ◆ New initiatives – SFX and open URL technology
- ◆ The next “big thing”...

Next steps...

- ◆ Questions?
- ◆ Discussion
- ◆ Refinement
- ◆ Review
- ◆ Final report – July 2001
- ◆ Questions?

