

# **Rohrbach Library Kutztown University Strategic Plan**

**Fall 2008 to Fall 2011**

Revised 4/15/09



***Toward an Information Commons...***

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# **Rohrbach Library Strategic Plan 2008-2011**

## **Mission Statement**

The Rohrbach Library of Kutztown University of Pennsylvania is a dynamic, intellectual environment actively dedicated to supporting the University's mission by providing library and information services of the highest quality and meeting the information needs of the University's community, both local and distant. The library is committed to contributing to the flourishing academic community and fostering excellence in its staff, services, programs, collections and facilities.

## **Vision Statement**

The Rohrbach Library will be the intellectual heart of the KU campus by providing technological leadership to all constituencies with respect to access, awareness, and utilization of information resources.

## Values Statement

1. Stewardship of Collections
  - a. Maintain and keep the library's diverse collections in the best possible order, condition, and environment
  - b. Cultivate exemplary collections reflective of curricular and co-curricular needs
  - c. Integrate updates to and deselect from the collection regularly
  - d. Maintain knowledge of current professional and popular subject headings and their usage
2. Service excellence to all patrons
  - a. Pay professional attention to each patron's needs, requests, and requirements in an efficient and timely manner
  - b. Assess and update our service goals periodically
  - c. Give respect and show commitment to all individuals, ethnicities, languages, races, sexes, ages, and appearances
  - d. Apply the principles of the American Library Association's Bill of Rights
  - e. Maintain and improve the library as an inviting and comfortable place for research and study
3. Leadership in Information Literacy
  - a. Be proactive in the research and implementation of new pedagogy in Information Literacy
  - b. Commit to teaching, learning, and academic inquiry through the incorporation of critical literacy components such as thinking, reading, writing, listening, viewing, and talking
  - c. Guide collaborative efforts with faculty to integrate Information Literacy across the curriculum
  - d. Develop library online support for instruction
4. Leadership in the utilization of current and innovative technologies
  - a. Research, implement, synthesize, and continually reevaluate and assess technologies that keep the library community and academic disciplines current and up-to-date
  - b. Guide the integration of technologies into all relevant aspects of academic and professional pursuits
5. Collaborative and cooperative work environment
  - a. Follow conscientiously the American Library Association's Code of Ethics
  - b. Foster a professional and supportive atmosphere where integrity and engaging dialog are prevalent and respected.

## **SWOT Analysis**

1. Strengths
  - a. Access to extensive information and technology service to support the academic mission.
  - b. Students use the library and its services.
  - c. Staff committed to high level of service.
2. Weaknesses
  - a. Staffing limitations.
  - b. Financial limitations.
  - c. Facilities limitations.
  - d. Communication.
  - e. Organizational structure (lack of unifying integrating plan).
3. Opportunities
  - a. Well regarded by KU administration and community (collaborative/cooperative efforts).
  - b. Active member of state consortia.
  - c. Information Commons model.
  - d. Emerging technologies.
4. Threats
  - a. University growth.
  - b. Costs of information resources, especially electronic.
  - c. Cost and maintenance of technology.
  - d. Glut of information, both print and electronic.
  - e. KU decentralized budget initiative.

## **Initiative 1: Information Literacy**

**Vision: Establish an Information Literacy Plan that initiates information literacy across the Curriculum.**

Summary of objectives:

- Objective 1: Reestablish the Information Literacy Task Force, ideally as a campus-wide committee.
- Objective 2: Increase opportunities for the University community to receive direct instruction in the use of library resources, including: presenting information literacy instruction in the classroom; presenting direct-targeted student workshop/training sessions; and developing a program with assessment for follow-up sessions with plans for enhancements.
- Objective 3: Advocate for the addition of Information Literacy as a General Education component.
- Objective 4: Increase training for academic faculty in information literacy standards, skills and curriculum.
- Objective 5: Initiate innovative curriculum development projects, including investigation of an information literacy-intense course, complementary IL component for existing courses, IL enrichment for syllabi, and IL modules for specific classes.
- Objective 6: Provide a continual technological infrastructure for the Information literacy instruction in the library.
- Objective 7: Increase the number and scope of online Information Literacy instruction tools for students.
- Objective 8: Advocate for assessment of Information Literacy skills across the curriculum; develop a plan to assess the efficacy of Information Literacy instruction as provided by librarians.

### **1 : Initiative 1: Information Literacy across the Curriculum**

**1.1: Information Literacy Initiative, Objective 1: Reestablish the Information Literacy Task Force, ideally as a campus-wide committee.**

**1. 1.1: Action Step 1: Petition the Provost to sponsor this committee, as it relates to Middle States concerns, specifically assessment of IL across the curriculum.**

- a. Preparatory Step: Meet with Dean to outline goals and objectives of the Task Force, its main goal being the addition of Information Literacy as a General Education component (objective 2), its second goal being the

establishment of an institutional IL assessment plan (part 1 of objective 7).

- b. Measure: Task Force is established, with input from the Provost.
- c. Semester project begins: Fall 2009.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: K. Prock & R. Perkins
- f. Strategic Planning Committee Contact: Krista Prock.

**1.2: Information Literacy Initiative, Objective 2: Increase opportunities for the University community to receive direct instruction in the use of library resources, including: presenting information literacy instruction in the classroom; presenting direct-targeted student workshop/training sessions; and developing a program with assessment for follow-up sessions with plans for enhancements.**

**1.2.1: Action Step 1: As a part of a Rohrbach Library Instruction Literacy Plan, develop in collaboration with faculty, information literacy lessons that may be presented in the instruction classroom. Thereby, increasing the number of classes that may have scheduled information literacy instruction.**

- a. Preparatory Step: Develop a pilot project that includes timelines and assessment that delineates library skills that are useful for classroom assignments based upon reference inquiries
- b. Measure: Data from pilot
- c. Semester project begins: Fall 2009
- d. Cost: Faculty Time
- e. Action Step Owner: S. Czerny, R. Perkins, D. Stafford.
- f. Strategic Planning Committee Contact: Krista Prock

**1.3: Information Literacy Initiative, Objective 3: Advocate for the addition of Information Literacy as a General Education component.**

**1.3.1: Action Step: Recommend librarian for membership on future General Education committees.**

- a. Preparatory Step: Maintain contacts in University Senate to keep abreast of General Education Committee development.
- b. Preparatory Step: IL Task Force prepares arguments for the inclusion of IL in General Education, including rubrics, standards, etc, that the committee member can use in defense of this idea.
- c. Measure: Librarian is on General Education Committee.
- d. Semester project begins: Whenever this committee is established.
- e. Cost: Faculty time and existing resources.
- f. Action Step Owner: K. Prock, E. Long, R. Flatley.
- g. Strategic Planning Committee Contact: Krista Prock.

**1.4: Information Literacy Initiative, Objective 4: Increase training for academic faculty in information literacy standards, skills and curriculum.**

**1.4.1: Action Step 1: Offer faculty workshops.**

- a. Preparatory Step: Instruction librarians shall determine yearly list of workshops to be offered. For example, workshops to be offered in the 2009-2010 academic year shall be planned in Spring 2009.
- b. Measure: Workshops offered, beginning with 2 per semester, increasing as attendance warrants.
- c. Semester project begins: Fall 2009 – first workshops.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: K. Prock.
- f. Strategic Planning Committee Contact: Krista Prock.

**1.4.2: Action Step 2: Apply for PASSHE FPDC grant to offer stipends for faculty who integrate IL into their courses. [Or petition administration for funds].**

- a. Preparatory Step: Discuss grant idea with Director of Grants and Sponsored Projects.
- b. Measure: Grant application submitted. [NOTE: This grant proposal was submitted in January 2008 and was selected as one of five proposals from KU to go forward to PASSHE. The proposal was not funded, the primary reason being that the faculty member applying (the Information Literacy librarian) would not be undergoing much professional development. The idea behind this proposal is that the information literacy librarian coordinates a program helping teaching faculty become more proficient in information literacy, thereby coordinating a professional development effort. Grant can be re-submitted.] Would suggest petition of administration for funds (via IL Task Force) if second application is not funded.
- c. Semester project begins: 2010.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: K. Prock.
- f. Strategic Planning Committee Contact: Krista Prock.

**1.5: Information Literacy Initiative, Objective 5: Initiate innovative curriculum development projects, including investigation of an information literacy-intense course, complementary IL component for existing courses, IL enrichment for syllabi, and IL modules for specific classes.**

**1.5.1: Action Step 1: Develop sample IL-intensive credit course in order to investigate the feasibility of required information-literacy intensive credit courses as a way to meet an information literacy degree requirement.**

- a. Preparatory Step: Investigate course development process, work with current library contact on Curriculum Committee.

- b. Measure: Sample course developed
- c. Semester project begins: Spring 2011.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: K. Prock.
- f. Strategic Planning Committee Contact: Krista Prock.

**1.5.2: Action Step 2: Develop models of course-integrated information literacy assignments or projects (and assess them for their efficacy in increasing the level of student learning of IL knowledge and skills).**

- a. Preparatory Step: Gather any assignments that have been developed by librarians, contact teaching faculty who might share their assignments.
- b. Measure: Models shared in a CET presentation by Fall 2010.
- c. Measure: Models used by teaching faculty, and student IL skill retention assessed, by Fall 2011.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: R. Flatley, K. Prock.
- f. Strategic Planning Committee Contact: Krista Prock.

**1.6: Information Literacy Initiative, Objective 6: Provide a continual technological infrastructure for the Information literacy instruction in the library.**

**1.6.1: Action Step 1: Maintain, enhance and expand as needed Library classrooms and classroom software and equipment including computers, printers, data projectors, and audiovisual equipment.**

- a. Preparatory Step: Inventory current technology in RL 29 and available in RL 200 (equipment cart, screen, etc.).
- b. Measure: Yearly evaluation of resources and functionality of equipment.
- c. Semester project begins: Inventory complete Fall 2009, yearly meetings of instruction librarians to determine needs, functionality.
- d. Cost: TBD.
- e. Action Step Owner: K. Prock and D. Stafford.
- f. Strategic Planning Committee Contact: Krista Prock.

**1.7: Information Literacy Initiative, Objective 7: Increase the number and scope of online Information Literacy instruction tools for students.**

**1.7.1: Action Step 1: Develop new online tutorials and videos related to plagiarism, keyword development and the use of some specific online resources. Will be part of new Information Commons website.**

- a. Preparatory Step: Prepare list of possible tutorials.
- b. Measure: First tutorials available online.
- c. Semester project begins: Fall 2010.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: S. Czerny, B. Jensen.

- f. Strategic Planning Committee Contact: Krista Prock.

**1.8: Information Literacy Initiative, Objective 8: Advocate for assessment of Information Literacy skills across the curriculum; develop a plan to assess the efficacy of Information Literacy instruction as provided by librarians.**

**1.8.1: Action Step 1: Investigate an institutional assessment tool for IL.**

- a. Preparatory Step: IL Task Force investigates and provides rationale for obtaining institutional assessment.
- b. Measure: Report sent to the Dean of Library Services.
- c. Semester project begins: Fall 2010.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: R. Perkins.
- f. Strategic Planning Committee Contact: K. Prock.

**1.8.2: Action Step 2: As part of a Rohrbach Library Assessment Plan, develop a method or instrument to assess efficacy of IL instruction.**

- a. Preparatory Step: Work with librarians creating Rohrbach Library Assessment Plan, determine what percentage (sample size) of IL classes shall take assessment.
- b. Measure: Instruction librarians using instrument in classes.
- c. Semester project begins: Fall 2010.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: R. Perkins.
- f. Strategic Planning Committee Contact: Krista Prock.

## **Initiative 2: Outreach**

**Vision: Rohrbach Library will promote information resources and services to the KU community through the use of publications, advertising, and the Web.**

Introduction: This initiative was adapted from the Rohrbach Library Outreach Plan developed by Karen Wanamaker, Outreach and Curriculum Materials Center Librarian, and submitted to and approved by Dr. Barbara Darden, May 2008. Copies of this plan can be obtained by contacting Karen Wanamaker.

Summary of objectives:

Objective 1: Develop a written outreach plan for Rohrbach Library.

Objective 2: Investigate and recommend staff needed to implement the outreach plan.

Objective 3: Develop a tagline for use in library publications and advertising.

Objective 4: Develop a list of successful, recent outreach activities from all areas of the Library as a basis for future outreach efforts.

Objective 5: Begin to revise/update or create library brochures related to the library's resources and services.

Objective 6: Advertise library services and resources to students.

Objective 7: Investigate and utilize innovative Web technologies to promote and deliver library resources and services to the library's stakeholders.

Objective 8 : Continue to support the Voices and Choices Center (VCC) as a recognized resource for, and a partner with, campus organizations for diverse and underrepresented populations.

### **2: Initiative 2: Outreach**

#### **2.1: Outreach Initiative, Objective 1: Develop a written outreach plan for Rohrbach Library.**

##### **2.1.1: Action Step: Use ACRL Advocacy documentation to create a written outreach plan for Rohrbach Library.**

- a. Preparatory Step: Review ACRL documentation.
- b. Measure: The library will have a written outreach plan.
- c. Semester project completed: May 2010.

- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: K. Wanamaker.
- f. Strategic Planning Committee Contact: K. Wanamaker.

**2.2: Outreach Initiative, Objective 2: Investigate and recommend staff needed to implement the outreach plan.**

**2.2.1: Action Step: Review the written plan to determine and recommend the staff needed to implement it.**

- a. Measure: a recommendation for staffing has been completed.
- b. Semester project begins: Fall 2009.
- c. Cost: Faculty and staff time and existing resources.
- d. Action Step Owner: K. Wanamaker.
- e. Strategic Planning Committee Contact: Karen Wanamaker.

**2.3: Outreach Initiative, Objective 3: Develop a tagline for use in library publications and advertising.**

**2.3.1: Action Step: Develop a tagline for use in library publications and advertising.**

- a. Measure: The library will have a tagline in use for publications and advertising.
- b. Semester project begins: May 2009.
- c. Cost: \$200.
- d. Action Step Owner: K. Wanamaker.
- e. Strategic Planning Committee Contact: Karen Wanamaker.

**2.4: Outreach Initiative, Objective 4: Develop a list of successful, recent outreach activities from all areas of the Library as a basis for future outreach efforts.**

**2.4.1: Action Step: Create a list of successful outreach activities used in recent years.**

- a. Preparatory Step: Contact all librarians and staff and request a list of all successful outreach efforts that were done in recent years.
- b. Measure: Completed list.
- c. Semester project begins: Fall 2008.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: K. Wanamaker.
- f. Strategic Planning Committee Contact: Karen Wanamaker

**2.5: Outreach Initiative, Objective 5: Begin to revise, update or create library brochures related to the library's resources and services.**

**2.5.1: Action Step: Revise, update, or create brochures related to the**

**library's resources and services.**

- a. Preparatory Step: Talk with library employees to identify brochures that
- b. need to be updated during this time period and prioritize them to get the order in which they will be updated.
- c. Preparatory Step: Create templates for use with library brochures and handouts to coordinate the look and feel of library publications. NOTE: needs to translate easily to the Web.
- d. Measure: The identified library's brochures will be updated.
- e. Semester project begins: Prioritized list by Fall 2008; competed revisions by May 2011.
- f. Cost: \$700 (paper and ink, or printing costs).
- g. Action Step Owner: K. Wanamaker.
- h. Strategic Planning Committee Contact: K. Wanamaker.

**2.6: Outreach Initiative, Objective 6: Advertise library services and resources to students.**

**2.6.1: Action Step: Create a student-focused newsletter to be sent out at least once each semester to student mailboxes on campus.**

- a. Measure: A student-focused newsletter has been created and is being delivered to students at least once each semester.
- b. Semester project begins: Fall 2008.
- c. Cost: \$500/year for printing costs.
- d. Action Step Owner: K. Wanamaker.
- e. Strategic Planning Committee Contact: Karen Wanamaker.

**2.7: Outreach Initiative, Objective 7: Investigate and utilize innovative Web technologies to promote and deliver library resources and services to the library's stakeholders.**

**2.7.1: Action Step: Investigate and utilize innovative Web technologies to promote and deliver library resources and services to the library's stakeholders.**

- a. Preparatory Step: None.
- b. Measure: New interactive web pages.
- c. Semester project begins: Fall 2010.
- d. Cost: Faculty time.
- e. Action Step Owners: K. Wanamaker.
- f. Strategic Planning Committee Contact: Karen Wanamaker.

**2.8: Outreach Initiative, Objective 8 : Continue to support the Voices and Choices Center (VCC) as a recognized resource for, and a partner with, campus organizations for diverse and underrepresented populations.**

**2.8.1 Action Step: Promote projects, performances and exhibits. book talks, readings, discussions and lectures with these organizations.**

- a. Preparatory step: Identify and list organizations for diverse and underrepresented populations.
- b. Measure: Number of projects and/or attendance at sessions.
- c. Semester project begins: Spring 2009. Date completed: Spring 2011.
- d. Cost: TBD for each project.
- e. Action step owner: B. Jensen and K. Wanamaker.
- f. Strategic Planning Committee Contact: K. Wanamaker.

### **Initiative #3: Service and the Information Commons**

**Vision: The Rohrbach Library will provide a combination of services to the students, faculty and members of the KU community, which will represent a model of "best practice" for a medium-size academic library.**

Summary of Objectives:

Objective 1: Expand on the Information Commons model of student-centered service by developing an Information Commons Area that provides students with a seamless, integrated package of services, technology and research help.

Objective 2: Insure students who do not take courses on the campus receive the same level of service as students who are on campus.

Objective 3: Incorporate recommendations of Program Review Committee that directly relate to this Service Initiative.

Objective 4: Develop a library technology replenishment schedule for the areas under the Dean of Library Services.

#### **3: Service and the Information Commons Initiative**

**3.1: Service and the Information Commons Initiative, Objective 1: Expand on the Information Commons model of student-centered service by developing an Information Commons Area that provides students with a seamless, integrated package of services, technology and research help.**

**3.1.1: Action Step 1: Initiate an internal strategy group for primary internal stakeholders directly involved in implementation, keeping all members involved and informed.**

- a. Preparatory Step: Develop Information Commons Group.
- b. Measure: List of meetings and accomplishments in an annual report to the Dean and Strategic Planning Committee.
- c. Semester project begins: Spring 2009.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: B. Darden
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.1.2: Action Step 2: Develop a list of core services and competencies for the primary internal librarians and staff directly involved in the Information Commons, providing on-going training in new skills, resources and technologies.**

- a. Preparatory Step: Meet with and survey all primary stakeholders.
- b. Measure: a) List of core services in the IC; b) the list of skill sets needed in each position to provide the services; c) a list of strengths and interests of persons currently in IC.
- c. Measure: Training schedule in new skills in anticipation of user demand for new services, resources, and technologies based on the above three lists.
- d. Semester project begins: Ongoing.
- e. Cost: Faculty and staff time and existing resources.
- f. Action Step Owner: Information Commons Group.
- g. Strategic Planning Committee Contact: Sue Czerny.

**3.1.3: Action Step 3: Create an awareness campaign that disseminates information about the IC to all stakeholders in the library and on the campus.**

- a. Preparatory Step: Meet with the Public Relations Committee and collaborate on a plan to develop a multi-level awareness campaign for different stakeholder groups.
- b. Measure: Materials produced. Increased Gate Count. If possible, a short satisfaction survey.
- c. Semester project begins: Spring 2009.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: S. Czerny and Karen Wanamaker.
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.1.4: Action Step 4: Create a model of informal instruction with the goal of developing students who are self-sufficient researchers, including research skills, IT skills, and other skills as non-library support is incorporated into the IC model.**

- a. Preparatory Step: Access Services, Electronic Resources, Reference, and Library Tech Support meet to develop a strategy.
- b. Measure: Attendance figures and assessment feedback from students.
- c. Semester project begins: Spring 2009 for Fall 2009 implementation.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: S. Czerny and S. Pham.
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.1.5: Action Step 5: Create agile, formal, and informal collaborative study scenarios for students in the ICA.**

- a. Preparatory Step: Deconstruction of photocopy rooms, removal of reference desk project.
- b. Measure: Lack of walls.
- c. Semester project begins: When scheduled by University Facilities department.

- d. Cost: TBD by the Dean.
- e. Action Step Owner: B. Gottschall.
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.1.6: Action Step 6: Continue to incorporate new technologies for students in the learning space of the Information Commons Area (ICA).**

- a. Preparatory Step: Inventory of all equipment; poll students for additional needs; meet with ITS to establish limitations on this action step.
- b. Measure: Student satisfaction, usage statistics, demand for more services.
- c. Semester project begins: Ongoing.
- d. Cost: Tech fee monies and other resources.
- e. Action Step Owner: S. Czerny and D. Reimer.
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.1.7: Action Step 7: Increase and broaden technology training opportunities for library employees, providing training as needed to improve skills and meet core competencies.**

- a. Preparatory Step: Determine core competencies as directed in 3.1.2; identify trainers; develop and offer workshops.
- b. Measure: Librarians, staff and students able to provide effective assistance when asked for help on technology issues. Training requests by employees are met with consultation or workshops.
- c. Semester project begins: Fall 2009.
- d. Cost: Faculty time & existing resources.
- e. Action Step Owner: S. Czerny, D. Stafford.
- f. Strategic Planning Contact: Sue Czerny.

**3.1.8: Action Step 8: Develop a methodology for receiving, processing and responding to user feedback concerning the Information Commons that is submitted each semester.**

- a. Preparatory Step: Coordinators in the Information Commons Area meet with the Dean to assess the current guidelines for accepting, processing and responding to user feedback.
- b. Measure: Final plan working smoothly with positive impact on both users and those who work in the Commons Area. Effectiveness of procedure should be assessed, and adjustments made, at least once each semester for the duration of this plan.
- c. Semester project begins: Spring 2009.
- d. Cost: Faculty time & existing resources.
- e. Action Step Owner: S. Czerny.
- f. Strategic Planning Contact: Sue Czerny.

**3.2: Service and the Information Commons Initiative, Objective 2: Insure students who do not take courses on the campus receive the same level of service as students who are on campus.**

**3.2.1: Action step 1: Design and mount a new interactive Library 2.0 website for the KU community.**

- a. Preparatory Step: Meet with stakeholders in the ICA (Access Services, ER, Reference) to develop a methodology for collecting input on design from users.
- b. Measure: New web pages for Information Commons.
- c. Semester project begins: Fall 2009.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: S. Czerny and B. Jensen.
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.2.2: Action Step 2: Investigate a virtual (chat) reference service and other Library 2.0 services that serve distance and remote learning.**

- a. Preparatory Step: Define Library 2.0 services.
- b. Measure: Usage statistics from Chat Services.
- c. Semester project begins: Spring 2011.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: R. Perkins.
- f. Strategic Planning Committee Contact: Sue Czerny.

**3.3: Service and the Information Commons Initiative, Objective 3: Incorporate recommendations of Program Review Committee that directly relate to this Service Initiative.**

**3.3.1 Action Step 1: Review the recommendations and report back to the Strategic Planning Committee with suggestions by April 2009.**

- a. Measure: Report with recommendations.
- b. Semester project begins: April 2009.
- c. Cost: Faculty and staff time and existing resources.
- d. Action Step Owner: R. Perkins.
- e. Strategic Planning Committee Contact: Sue Czerny.

**3.4: Service and the Information Commons Initiative, Objective 4: Develop a library technology replenishment schedule for the functional areas under the Dean of Library Services.**

**3.4.1: Action Step: Information Commons group develops a technology replenishment strategy.**

- a. Preparatory Step: Information Commons Group gathers data, develops an inventory.
- b. Measure: Replenishment plan.
- c. Semester project begins: Fall 2009.
- d. Cost: Time and existing resources
- e. Action Step Owner: Information Commons Group
- f. Strategic Planning Committee Contact: Sue Czerny

## **Initiative #4: Collection Development**

**Vision: The Library will provide patrons with a diverse collection of resources, both in topic and format that is responsive to the needs of the Kutztown University community.**

Summary of Objectives:

Objective 1: Complete the reclassification of the Dewey Decimal materials in the Main Collection through outsourcing.

Objective 2: Investigate ways to enhance cataloging and processing of new book orders.

Objective 3: Explore the concept of creating subject specialist librarians.

Objective 4: Develop collections, print, media, and electronic, based on the growth areas of research at KU, including new programs, initiatives and collaborations.

### **4: Initiative 4: Collection Development**

**4.1: Collection Development Initiative, Objective 1: Complete the reclassification of the Dewey Decimal materials in the Main Collection through outsourcing.**

**4.1.1: Action Step 1: Outsource the cataloging and processing of a sufficient number of new library materials to enable both professional and paraprofessional catalogers to spend more time on the Dewey Decimal to Library of Congress reclassification project.**

- a. Preparatory Step: Develop cataloging profiles with Yankee Book Peddler and Baker & Taylor, the library's primary vendors, and revise the materials ordering process to initiate the outsourced cataloging process.
- b. Measure: Progress in the reclassification project at the rate of at least one section (300s, 400s, 700s, 800s, 900s) of the remaining Dewey collection each year.
- c. Semester project begins: Ongoing.
- d. Cost: Outsourcing cost to be determined plus staff time.
- e. Action Step Owner: S. Steely, C. Andrews, and E. Dailey.
- f. Strategic Planning Committee Contact: Stephanie Steely

**4.2: Collection Development Initiative, Objective 2: Investigate ways to enhance cataloging and processing of new book orders.**

**4.2.1: Action Step 1: Investigate outsourcing the cataloging and processing of a new library books to speed the process of having new books shelf ready upon arrival in the library.**

- a. Preparatory Step: Develop cataloging profiles with Yankee Book Peddler, Baker & Taylor, and OCLC. Revise the materials ordering process to initiate the outsourced cataloging process and shelf ready book process.
- b. Measure: Books arrived cataloged and processed (shelf ready).
- c. Semester project begins: Set-up procedures in Spring 2009; implement in Fall 2009.
- d. Cost: Outsourcing costs.
- e. Action Step Owner: S. Steely
- f. Strategic Planning Committee Contact: Stephanie Steely

**4.3: Collection Development Initiative, Objective 3: Explore the concept of creating subject specialist librarians.**

**4.3.1: Action Step 1: Prepare a report to the Dean of Library Services on how some current duties of library faculty could be reassigned/realigned and/or additional faculty or staff positions obtained to enable the creation of librarian subject specialists in broad disciplinary areas who would focus on collection development, information literacy instruction, reference and other specialized services.**

- a. Measure: Completion of report to Dean of Library Services.
- b. Semester project begins: Fall 2010-Spring 2011.
- c. Cost: To be determined.
- d. Action Step Owner: S. Steely and S. Pham.
- e. Strategic Planning Committee Contact: Stephanie Steely

**4.4: Collection Development Initiative, Objective 4: Develop print, media, and electronic collections, based on the growth areas of research at KU, including new programs, initiatives and collaborations.**

**Action Step 1: Purchase new materials for the library collection that reflect the university's traditional academic and interdisciplinary strengths and emerging programs in order to develop the areas of the collection that are most used.**

- a. Preparatory Step: Develop a formula or method for allocating library financial resources based on existing strengths and new programs to replace the current formula based almost exclusively on the number of students enrolled in departmental courses.
- b. Measure: Revised fund allocation plan to be implemented in 2010-2011 academic year.
- c. Semester project begins: Spring 2010.
- d. Cost: Staff time.
- e. Action Step Owner: S. Steely.
- f. Strategic Planning Committee Contact: Stephanie Steely.

## **Initiative #5: Electronic Collections**

**Vision: The Rohrbach Library will develop and maintain high quality electronic collections that support the educational and instructional needs of the Kutztown University community.**

Summary of Objectives:

- Objective 1: Develop a state of the art method for managing the library's burgeoning electronic resources collections.
- Objective 2: Review, assess, and update library's e-resources collection development policy every three years.
- Objective 3: Develop e-collections based on growth areas of research needs at KU (e.g. new programs, new initiatives, new collaborations, etc).
- Objective 4: Make decisions regarding purchase/cancellation of e-resources based on quantitative and qualitative data.
- Objective 5: Develop and expand digital collections that will serve the KU community.
- Objective 6: Develop a program for simplifying access to e-resources (e.g. web portal, federated searching, Google Scholar, Facebook, etc - getting our resources to where our users are).

### **5: Initiative 5: Electronic Collections.**

**5.1 Electronic Collections Initiative, Objective 1: Develop a state of the art method for managing the library's burgeoning electronic resources collections.**

#### **5.1.1: Action Step 1: Investigate and/or develop an electronic resources management system.**

- a. Preparatory Step: Research ERMS options, including proprietary and in-house systems.
- b. Measure: Reviewed the options and made decision
- c. Semester project begins: Spring 2009.
- d. Cost: Staff time, or on-going subscription costs.
- e. Action Step Owner: R. Flatley.
- f. Strategic Planning Committee Contact: Bob Flatley.

#### **5.1.2: Action Step 2: Implement the ERMS.**

- a. Preparatory Step: Gather necessary information to populate ERMS including licensing agreements, costs, renewals, vendor info, etc.
- b. Measure: Developed or implemented ERMS.
- c. Semester project completed: Spring 2010.

- d. Cost: Staff time
- e. Action Step Owner: R. Flatley
- f. Strategic Planning Committee Contact: Bob Flatley.

**5.2: Electronic Collections Initiative, Objective 2: Review, assess, and update library's e-resources collection development policy every three years.**

**5.2.1: Action Step: Review and update electronic resources section of current collection development policy every 3 years.**

- a. Preparatory Step: Maintain copy of current collection development policy.
- b. Measure: Up-to-date e-resources section of Collection Development Policy.
- c. Semester project completed: Fall 2010.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: R. Flatley.
- f. Strategic Planning Committee Contact: Bob Flatley.

**5.3: Electronic Collections Initiative, Objective 3: Develop e-collections based on growth areas of research needs at KU (e.g. new programs, new initiatives, new collaborations, etc).**

**5.3.1: Action Step: To purchase or develop e-collections that meet the growth needs of KU.**

- a. Preparatory Step: Make appropriate contacts at KU to determine new programs and growth needs.
- b. Measure: E-collections that support new programs.
- c. Semester project begins: December 2010.
- d. Cost: TBD.
- e. Action Step Owner: R. Flatley and B. Jensen.
- f. Strategic Planning Committee Contact: Bob Flatley.

**5.4: Electronic Collections Initiative, Objective 4: Make decisions regarding purchase/cancellation of e-resources based on quantitative and qualitative data.**

**5.4.1: Action Step: Review usage statistics and qualitative feedback from faculty and student users of e-resources.**

- a. Preparatory Step: Assemble past usage statistics; develop means for capturing qualitative feedback.
- b. Measure: Quantitative and qualitative usage reports.
- c. Semester project begins: Fall 2009.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: R. Flatley and B. Jensen.
- f. Strategic Planning Committee Contact: Bob Flatley.

**5.5: Electronic Collections Initiative Objective 5: Develop and expand digital collections that will serve the KU community.**

- a. **5.5.1: Action Step 1: Continue to build the library's image collections through new and existing software.**
- b. Preparatory Step: Meet with appropriate campus constituencies to determine needs for digital collections.
- c. Measure: Completed digital projects.
- d. Semester project begins: Spring 2011.
- e. Cost: Faculty time and existing resources, with the possibility of new ongoing costs for new products.
- f. Action Step Owner: M. Weber.
- g. Strategic Planning Committee Contact: Bob Flatley.

**5.5.2: Action Step 2: Investigate and recommend the establishment of an institutional repository.**

- a. Preparatory Step: Research options for institutional repositories.
- b. Measure: Operational KU institutional repository.
- c. Semester project begins: Spring 2009.
- d. Cost: To be shared among the different contributors on campus.
- e. Action Step Owner: S. Czerny and M. Weber.
- f. Strategic Planning Committee Contact: Bob Flatley.

**5.6: Electronic Collections Initiative Objective 6: Develop a program for simplifying access to e-resources (e.g. web portal, federated searching, Google Scholar, Facebook, etc - getting our resources to where our users are).**

**5.6.1: Action Step: Develop a plan in concert with the PR committee to push our resources using web-based technologies to our student users.**

- a. Preparatory Step: Query students & research literature as to best practices for simplifying access to e-resources.
- b. Measure: Implementation of web-based technologies to accomplish this goal.
- c. Semester project begins: Spring 2009.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: K. Wanamaker.
- f. Strategic Planning Committee Contact: Bob Flatley.

## **Initiative #6: Space Allocation**

**Vision: The Rohrbach Library will provide flexible and technology-equipped areas throughout the building that create inviting, innovative, and functional physical spaces that support students, faculty and staff in their research and learning. The Library will also provide flexible and functional spaces in the library staff work areas.**

Summary of Objectives:

- Objective 1: Transform and develop library public areas to meet the needs of patrons by incorporating flexible learning spaces that include: quiet areas; noise-tolerant areas where groups can interact; display spaces; and public engagement spaces that determine the “library as place.”
- Objective 2: Review the floor plans of library staff work areas to determine efficiency in relation to functions and services provided.
- Objective 3: Create a policies and procedures manual regarding university use of the library building.
- Objective 4: Prepare for future space needs and trends.

### **6: Initiative 6: Space Allocation.**

**6.1: Space Allocation Initiative, Objective 1: Transform and develop library public areas to meet the needs of patrons by incorporating flexible learning spaces that include: quiet areas; noise-tolerant areas where groups can interact; display spaces; and public engagement spaces that determine the “library as place.”**

#### **6.1.1: Action Step 1: Establish defined quiet areas, noise-tolerant areas, display areas, and public engagement spaces throughout the building**

- a. Preparatory Step 1: Create subcommittee to review all recently collected data on patrons’ needs in relation to the services we offer in the context of the current floor plan. Collect more data if needed. Identify critical space needs.
- b. Preparatory Step 2: Submit to the full library staff for review and suggestions.
- c. Preparatory Step 3: Submit to the University Senate Library Committee for review and suggestions.
- d. Preparatory Step 4: Subcommittee revises the plan.
- e. Measure: Approved floor plan.
- f. Semester project begins: Fall 2009.

- g. Cost: Faculty and staff time and existing resources.
- h. Action Step Owner: B. Gottschall.
- i. Strategic Planning Committee Contact: B. Gottschall.

**6.2: Space Allocation Initiative, Objective 2: Review the floor plans of library staff work areas to determine efficiency in relation to functions and services provided.**

**6.2.1: Action Step 1: Evaluate and repurpose library back office areas to increase efficiency of workflow.**

- a. Preparatory Step: Create subcommittee to gather all documents and data regarding review of services and identify critical same needs, collecting more data, if needed.
- b. Measure: recommendation of subcommittee.
- c. Semester project begins: Fall 2009.
- d. Cost: Faculty and staff time and existing resources.
- e. Action Step Owner: B. Gottschall.
- f. Strategic Planning Committee Contact: B. Gottschall.

**6.3: Space Allocation Initiative, Objective 3: Create a policies and procedures manual regarding university use of the library building.**

**6.3.1: Action Step 1: Research, organize, write, and maintain a manual delineating specific information and instructions on the university wide use of the library building.**

- a. Preparatory Step: Create subcommittee to gather all documents regarding university wide use of the library building.
- b. Measure: The completed Policies and Procedure Manual.
- c. Semester project begins: Spring 2009.
- d. Cost: Faculty time and existing resources.
- e. Action Step Owner: B. Gottschall.
- f. Strategic Planning Committee Contact: Dr. E. Long.

**6.4: Space Allocation Initiative, Objective 4: Prepare for future space needs and trends.**

**6.4.1: Action Step 1: Library Space Allocation Committee develops floor plans based on collection development decisions.**

- a. Preparatory Step: Create permanent committee.
- b. Measure: Committee creation.
- c. Semester project begins: Spring 2009.
- d. Cost: Committee members' time and existing resources.
- e. Action Step owners: B. Gottschall.
- f. Strategic Planning Committee Contact: B. Gottschall.