

## **Mission Fit Part B**

**The following documentation illustrates how the Rohrbach Library attempted to fulfill its mission and the goals and principles that accompanied the mission for the review period of 2000-2005.**

*Note: The Audiovisual Center was incorporated into the library in Fall 2002. Previous to that, while the AVC was housed in the library, it was under the auspices of the College of Education.*

**The following missions and goals/principles were in place during the review period of 2000-2005:**

### **Library Mission (2000– 2004)**

- ⇒ To be the central campus information resource, and a companion source for local, regional, state, national, and international users.
- ⇒ To be a dynamic academic system devoted to programs and services which emphasize the investigative and information management skills of locating, evaluating, organizing, using, and presenting information.

### **Principles (2001-2002)**

1. The library is an intellectual environment. It organizes and offers information to complement the curricula. It provides learning opportunities for users to augment classroom experience, to inspire independent learning, to reach intellectual and academic independence, and to gain personal enrichment.
2. The Library plays an integral role in the academic process. It supports faculty with their research and classroom information needs. It provides students with instruction that strengthens critical thinking and information retrieval skills, providing a foundation for lifelong learning.
3. The Library critically selects the information it acquires to uphold the mission of the University. It endorses the American Library Association's Library Bill of Rights while continuing to operate within the intellectual freedom model.
4. Quality service is ensured by the accessibility to professionally trained staff, capable of providing prompt response to information needs.
5. The Library is committed to maintaining efficient, effective information management regardless of where the information is located or in what format it appears.
6. The Library is continually searching to best utilize the most appropriate technology or medium for managing the ever-evolving state of information.

### **Library Goals (2002-2003)**

#### Academic Excellence

1. Strive to integrate information literacy competence as part of the curriculum.
2. Enhance Institutional service to distance education.

#### Academic Effectiveness

1. Effectively use the web to expand and share access to resources.
2. Increase library service visibility on campus.
3. Support University and System mission, vision, and initiatives.

#### Academic Efficiency

1. Maximize expertise by expanding professional development opportunities, strengthening communication and increasing personnel productivity.
2. Contribute to the health of the University.

### **Library Mission (Feb 2004 – present)**

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

#### **Principles:**

- Offer services with the highest regard for library users and their needs.
- Gather, organize, and prepare for dissemination scholarly information, regardless of format, that supports the curriculum of the University, intellectual freedom, and cultural exploration.
- Operate effectively, efficiently, and with integrity.
- Create and provide the tools that help users to access universal knowledge.
- Teach library research skills of critical thinking and retrieval, evaluation and synthesis of information that will empower students to continue learning and performing research throughout their lives.
- Provide a place for study, interaction, collaboration, consultation, and reflection.
- Cooperate professionally with others on campus, throughout the state, nationally, and internationally.
- Invest in the professional growth and development of the library staff and faculty.
- Create a genuine spirit of cooperation and teamwork based on courtesy and mutual respect.
- Remain open and flexible to innovation in meeting our mission and in supporting the mission of the University.
- Foster the pursuit of knowledge, intellectual and ethical integrity, excellence in teaching and learning, respect for inquiry and diverse points of view.
- Uphold the American Library Association’s Bill of Rights and all that it entails

### **Library Mission (2000– 2004)**

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### **Library Mission (Feb 2004 – present)**

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**The following tables focus on the mission fit of the goals and principles that accompany the mission statements:**

### **Table 1: Collection Organization and Access**

“It organizes and offers information to complement the curricula.” (2001-2002)

“Gather, organize, and prepare for dissemination scholarly information, regardless of format, that supports the curriculum of the University, intellectual freedom, and cultural exploration.” (2004-2005)

“Create and provide the tools that help users to access universal knowledge.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean's Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
Reserves	Acquisitions	Acquisitions	Signage	Quick Start Guides	Database Web pages	Web page	Acquisitions		Maintaining library book collection policies and gift policies
Inventory Control	Inventory Control	Website	Public-access computers	In-Depth Training Packets	Database handouts	Print handouts	Cataloging and classification of all materials (not maps 2004-)		Assist with allocating book budgets to academic departments
Stacks maintenance	Stacks maintenance	Handouts (print and PDF)		Website	Assistive Technology Center	Map cataloging (2004-2005)	Map cataloging (Dec 2001-2004)		Sorting and distribution of publishers'
Signage	Signage	Signage		Bulletin Boards	Document Delivery & Article ILL service and equipment selection	Development of Reference Collection & Government Documents	Reclassification of Dewey classified items to LC		
Main service point for library	Bulletin Boards	Stacks maintenance		Pathfinders	Print Periodical Collection	Reference interviews & services	Withdraw from library catalog and process discards		
Gate count	Handouts	Deselection from Center			Microforms	Consultations	Repairs and binding		
Patron count	Deselection From Center	Bulletin boards			Service Point for second floor	Tours	Preparing items for bindery		
ILL	Reserves				TOC service	Bulletin Boards	End processing of items		
Voyager module	"Lost Status" return program				Map cataloging (2000-2001 Dec)				
Archives & Special Collections	Circulate media production tools				Acquisitions				
Dornish Collection	Circulate laptops and				Federated search engine				



**Table 2: Information Literacy and Instruction**

“It provides learning opportunities for users to augment classroom experience, to inspire independent learning, to reach intellectual and academic independence, and to gain personal enrichment.” (2001-2002)

“The Library plays an integral role in the academic process. ...It provides students with instruction that strengthens critical thinking and information retrieval skills, providing a foundation for lifelong learning.” (2001-2002)

“Strive to integrate information literacy competence as part of the curriculum.” (2002-2003)

“Teach library research skills of critical thinking and retrieval, evaluation and synthesis of information that will empower students to continue learning and performing research throughout their lives.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean's Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
	Instruction on use of AVC Technology	CMC instruction	IL instruction	Faculty Training Workshops	Provides handouts	Reference interview	IL for Library Science courses – presentations on tech services and related topics		Back up for cultural liaison IL (2004- )
	Handouts	PowerPoint Introduction	IL Task Force	Individualized Faculty Training	Instruction for ADA needs	IL classes			WST IL (fall 2004- )
	Provide tech lab for production & information access tools	Handouts (print and PDF)		“Teachnology” Training	On-demand instruction	IL orientation for faculty			
						Tours			
						IL Committee			
						Off-campus IL classes			

**Table 3: Faculty Support**

“The Library plays an integral role in the academic process. It supports faculty with their research and classroom information needs.” (2001-2002)

“Foster the pursuit of knowledge, intellectual and ethical integrity, excellence in teaching and learning, respect for inquiry and diverse points of view.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Development</b>
eReserves (2002-)	Process requests for non-print materials	Website	Develops and maintains budget for departmental allocations	Quick Start Guides	Document Delivery & Article ILL	Reference interviews & services	Process requests for materials		Academic a liaison coord
ILL	New acquisitions notification	PowerPoint Introduction	Notify academic chairs & library liaisons of AVC allocations and balances	In-Depth Training Packets	CET participation	Consultations & Research Support	Maintain ledgers for departmental allocations		Campus-wi exchange pr
Reserves	Preview availability notification	New item lists	Liaison Program	Faculty Training Workshops	Vendor demos		Notify library liaisons of budget balances		Collaborate academic de for gallery t student assi and projects
PET meeting space	Assist faculty in locating needed non-print titles	collection reviews with faculty		Individualized Faculty Training	Faculty training		Rush processing		
Notify faculty when items are available for check out	Maintain budget and ledgers for departmental allocations	CMC Connection (newsletter)		“Technology” Training	E-mail updates		Assist faculty in locating needed titles		
	Reserves of non-print items	Handouts		CET Partnership	Handouts		Resource verification		Planned and welcome fo faculty won 2003)
	Website			Pathfinders	Website		Adjusted library profile for approval program		design WST Web site
	CET Participation				TOC service		Provide class instruction and demonstrations on OCLC/Tech Services/Cataloging to		

							Library Science courses		
	Faculty training and consultations								
	Handouts								
	Vendor Demos								
	Departmental AV repairs								



	purchase instructional technology for circulation								
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**Table 5: Ethics and Integrity**

“It endorses the American Library Association’s Library Bill of Rights while continuing to operate within the intellectual freedom model.” (2001-2002)

“Uphold the American Library Association’s Bill of Rights and all that it entails.” (2004-2005)

“Operate effectively, efficiently, and with integrity.” (2004-2005)

“Gather, organize, and prepare for dissemination scholarly information, regardless of format, that supports the curriculum of the University, intellectual freedom, and cultural exploration.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
	Maintaining budget ledgers		Library and Library Dept Staff meetings				Maintaining budget ledgers and providing reports documenting budget expenditures		Diversity focus in materials selection
			Library and Library Dept Policies				Uncensored acquisitions		Motto that runs across VCC Web and promotionals
			Training						“About” and “Curriculum Support” pages
			Patron Confidentiality						
			Uncensored services						
			Equitable service to all						
			Commitment to diversity in hiring student workers						

**Table 6: Quality of Service**

“Quality service is ensured by the accessibility to professionally trained staff, capable of providing prompt response to information needs.” (2001-2002)

“Offer services with the highest regard for library users and their needs.” (2004-2005)

“Operate effectively, efficiently, and with integrity.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
Primary service point	Presence of a service point	Presence of a service point	Presence of a service point	Presence of a service point	Proctoring for ADA needs	Accessibility (phone, email, desk, hours)	Presence of a service point	Presence of a service point	Presence of a service point
Discontinue book fines (2001)	Collect fines & fees	Student training	Website	Specialized training of student workers	Equipment maintenance	Scheduling (coverage of ref desk)	No significant backlogs in acquisitions or cataloging		
eReserves (2002-)	Summer preventative maintenance program	Computer/printer maintenance	LibQUAL	Almost year-round access as of 2004	2 <sup>nd</sup> floor Computer lab management	Equipment and supply maintenance	Record upgrades (such as Table of Contents)		Student job descriptions
ILL		Staff meetings		High-end equipment	Staff meetings	Staff meetings	Authority control		Web presence
Staff meetings	Staff meetings	Displays	Staff meetings	Staff meetings	Presence of a service point	Presence of a service point	Staff meetings		Staff meetings & training
Emergency/First Aid primary contact	Distribute instructional supplies	Centralized desk	Suggestion Box	CET Partnership	ILL		Adjusted library profile for approval program		University of Pittsburg MIS Student market project site and manager (spring/summer 2005)
Library displays	BearBucks redemption service			Maintain the Learning Technologies Center Lab			Database cleanup		
Reserves	Suggestion box						Updated AVC accession numbers		
	Closed collection						Repairs and binding		

## **Table 7: Information Management**

“The Library is committed to maintaining efficient, effective information management regardless of where the information is located or in what format it appears.” (2001-2002)

“Maximize expertise by expanding professional development opportunities, strengthening communication and increasing personnel productivity.” (2002-2003)

“Remain open and flexible to innovation in meeting our mission and in supporting the mission of the University.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
eReserves (2002-)	Non-print reserves	Signage		Website	Paper list of periodical subscriptions	CD database maintenance	Generate reports		Annotated bibliographies posted to RL Events page and archived on VCC Web pages
Signage	Signage	Website		Assist faculty with website development	Catalog records of periodical subscriptions	Website list creation and maintenance	Added bibliographic records for the LEL and LAC microform sets to the catalog		
Systems (2000- Spring 2004)	Website				Online database list	Training and workshops	Cataloging and Classification of library materials		
Generate reports	Preview Service				e-journal list		End processing		
	Maintain current instructional formats				Serials Solutions		Provides classification notes to CMC for locating materials		
	AVC coordinated Vendor workshops						Database records and links added to catalog		

**Table 8: Technology**

“The Library is continually searching to best utilize the most appropriate technology or medium for managing the ever-evolving state of information.” (2001-2002)

“Effectively use the web to expand and share access to resources.” (2002-2003)

“Gather, organize, and prepare for dissemination scholarly information, regardless of format, that supports the curriculum of the University, intellectual freedom, and cultural exploration.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean's Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
eReserves (2002- )	Maintain microcomputer lab with assorted peripherals	Computer and printer maintenance	blog	CET Partnership	Assistive Technology Center	Website	Maintains photocopiers		Created concept for Web pages
Maintain first floor computers and printers	Maintain circulating collection of technology	Website		Website	Website	Resource pages	Website		Abridge 2002-2004
Website	Maintain KU owned AV equipment campus wide	Online handouts and PowerPoint		Maintain the Learning Technologies Center Lab	Equipment maintenance and upgrades	Virtual Information Desk, QuestionPoint			Instruction to faculty and students on multicultural databases
Maintain circulating laptop collection	Website user support			Assist faculty and departments in the use of technology	Federated search tool	Email reference			A Tribute to Rosa Parks bibliography (fall 2005)
	AV media library reflecting current instructional formats			Assist Students with Technology Problems	Open source tools	CD database maintenance			Contributions to library events and blog
	Offers technology training in groups and one-on-one			Specify and Purchase Hardware and Software	Maintain circulating laptop collection	Website list creation and maintenance			
	AVC coordinated Vendor demos and workshops			Manage Center Hardware and Software.					



**Table 9: Distance Education**

“Enhance Institutional service to distance education.” (2002-2003)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
eReserves (2002-)	Website	Website	Represented KU on the PA Adult Distance Learning Consortium	Provide training on asynchronous and synchronous teaching tools	Remote access to databases	Telephone and Email reference services	Online catalog		Web presence
ILL	Circulating technology collection	PowerPoint		Provide training on Course Management Systems (Blackboard)		Off-campus IL classes	Website		
Website	Handouts			Provide instruction in faculty website development		Training			
Coordinates Distance Ed Services (Fall 2004-)				Website		Website			

**Table 10: Professional Development**

“Maximize expertise by expanding professional development opportunities, strengthening communication and increasing personnel productivity.” (2002-2003)

“Invest in the professional growth and development of the library staff and faculty.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
	CET Partnership		Staff Meetings	CET Partnership	Universal Borrowing Task Force			Universal Borrowing Task Force	
			Attend annual PASSHE Meetings (General and Dept Specific)	Statewide Blackboard/Distance Education group				Annual Voyager meetings	
			ACRL National and Regional Meetings						
			PaLA Meetings						
			ALA Meetings						
			Voyager Users Group meetings						
			KU Staff professional development committee						
			Library is a member of ACLCP, librarians attend meetings and programs						
			PALINET workshop and meeting attendance						
			Deliver Local and Regional Conference Presentations						
			Attend Local and Regional Conferences relevant to job responsibilities						
			Create and/or moderate statewide						

			listservs						
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**Table 11: Upward Support**

“Support University and System mission, vision, and initiatives.” (2002-2003)

“Contribute to the health of the University.” (2002-2003)

“Cooperate professionally with others on campus, throughout the state, nationally, and internationally.” (2004-2005)

“Remain open and flexible to innovation in meeting our mission and in supporting the mission of the University.” (2004-2005)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
Berks Union List of Serials (ask Sue)	Endorse ACRL / ALS guidelines for media resources in academic libraries	Dornish Collection dedication	Annual reports & statistics	CET Partnership	Participation in cooperative networks	Annual SSHE Reference meetings	Catalog materials for Hawk Mountain Sanctuary and place records in our catalog for public access		Host gallery exhibits and talks for campus and civic communities (2003- )
Follow consortial, national, state ILL standards	Provide technology expertise to academic departments	Created statewide CMC listserv	Annual PASSHE meeting	Permanent seat on the University Academic Technology Committee	Selection, Purchase, and use of equipment for document delivery	Annual Gov Docs Conference	Planning and collaboration to assist PA German Heritage Center with cataloging of their materials-- Records to be placed in our catalog.		Provided bibliography and tri-folds of KU’s committee for SSHE annual conference
Follow national archival standards	Coordinate and present technology showcases, workshops, and classes	Member of and list owner for SSHE CMC listserv	KLN Council		Berks Union List of Serials	Annual ACLCP meetings	Leadership role in statewide initiatives (ex: authority control grants)		SSHE Frederick Douglass Institute- KU charter member
Dornish Collection dedication and management	State & national presentations	Follow CMC national standards from ACRL/ALS	ACRL National and Regional Meetings		Follow consortial, national, state ILL standards		Provide model and technical assistance to colleagues statewide		Helped to host and organize student session for KU’s 1 <sup>st</sup> Frederick Douglass Fellow
Scanning of postcards from Archives as part of a state	National Gallery of Art Affiliate	CETP collaboration – became CETP Center – serve	PaLA Meetings				Cataloged CETP materials for inclusion in the CMC collection (CETP is part of a		“Meet the Author,” Bamboula LTD planning and

digitization grant (year?)		as CETP Center Director					statewide grant needing institutionalization)		promotion
	Provided technology for SSHE annual conference		ALA Meetings						ACRL meetings
			SSHELCO Deans' Meetings						University of Pittsburg MIS Student marketing project manager (spring-summer 2005)
			Campus committee membership						Professional memberships
									Collaborate with campus' Performing Artists Series



**Table 13: Collegiality and Professionalism**

“Create a genuine spirit of cooperation and teamwork based on courtesy and mutual respect.” (2004-2005)

“Maximize expertise by expanding professional development opportunities, strengthening communication and increasing personnel productivity.” (2002-2003)

<b>Access Services</b>	<b>AVC Fall 2002-</b>	<b>CMC</b>	<b>Dean’s Office/ General Library</b>	<b>LTC</b>	<b>Periodicals &amp; Electronic Resources</b>	<b>Reference &amp; Maps</b>	<b>Technical Services</b>	<b>Systems &amp; Webmaster</b>	<b>VCC &amp; Collection Dev.</b>
Handouts	Handouts	Handouts	Workshops and training	Handouts	Handouts	Handouts	Sorting and delivering mail to all people in building	Library Events on Website (2002-2007)	Handouts
Trading circ desk hours			Donate travel funds to colleagues		E-mail updates about electronic resources		Collaboration on authority control grant	System librarian collaboration	KU’s Women’s World Discussion leader (fall 2005)
			Announcement of hours – web, poster						Provided VCC items for International Student Organization annual banquet display (spring 2005)
			Cooperative Publishing & Presentations						Planned and help host welcome for new faculty women (2002-2003)
			Internships for KU Library Science students						Collaborate with campus’ Communication Design faculty
			Website						
			Communicate with Academic Departments						
			Orientation for new Rohrbach Library faculty and staff						
			New Faculty & New Employee orientations						
			Trading Ref Desk Hours						
			Specialized staff and student training						
			Library newsletter						

			and blog						
			Regular staff meetings						
			Provided an internship for an MLS candidate from the University of Pittsburgh						
			Provided Independent Study opportunity for Library Science student						
			Initiated 1 <sup>st</sup> ADA library staff workshop (fall 2000)						