University Library MISSION AND GOALS 2011
02/25/2011

MISSION
The University Library’s mission is to establish, promote, and maintain quality services to support the UW-Stout’s commitment to teaching, research, scholarship, and service.

GOALS

**Information Resources:**
Provide information resources in appropriate formats that support the programmatic needs of the UW-Stout learning community through collaborative leadership in evaluation, acquisition and organization.

Actions:
1. Weed EMC Text Collection. (EMC)
2. Weed the Archives Collection. (ARC)
3. Weed EMC Curriculum Guides Collection. (EMC)
4. Evaluate need for EMC Software Collection. (EMC)
5. Improve organization and access to the EMC Puppet Collection. (EMC)
6. Identify print periodicals to move online where prudent. (CD)
7. Insure online access to available journals is current, and develop procedures to maintain accuracy of journal holdings in SFX. (CD, CAT, ERA)
8. Establish video games collection. (CD, EMC)
9. Evaluate e-book providers. (CD)
10. Identify relevant updates for standards collection. (CD)
11. Begin withdrawing microfiche/film periodicals. (CD)
12. Prioritize current periodical subscriptions for retention. (CD)
13. Prioritize databases for retention. (CD)

**Distance Education and E-Learning:**
Provide the University’s distance and e-learning communities with equivalent levels of information access and service as provided to the on-campus community.

Actions:
1. Develop learning tools for distance learning population including mobile technology. (DE)
2. Contact all distance learning instructors to promote a personal and library presence. (DE)
Information Services Organization:
Effectively organize all Library materials for maximum access by all Library Patrons and Users.

Actions:
1. Barcode inactive periodical fiche to assist Collection Development in use statistics. (CAT)
2. Recatalog records to conform to genre headings. (CAT)
3. Remove cataloging records for titles identified as missing by inventory. (CAT)
4. Withdraw limited retention journal titles according to established schedule (i.e. withdraw JSTOR paper issues if they duplicate what is available online). (CAT)
5. Manage downloading and maintenance of cataloging records for electronic collections (Specifically, monitor bulk import process for e-book records and correct problems; update holdings for electronic serials collections that are cataloged: JStor, Muse). (CAT, LS)
6. Update Cataloging Work Group manual. (CAT)
7. Monitor developments in the implementation of RDA and transition to new rules if adopted. (CAT)
8. Continue working with Graduate School on thesis process. (CAT)
9. Review changes in thesis cataloging resulting from conversion of print to electronic thesis. (CAT)
10. Determine what short and long term changes will be made as a result of the retirement of one of our catalogers. (CAT)
11. Incorporate additional technology tools into workflow to improve efficiency and quality of cataloging (MARCEdit, Gary Strawn's programs). (CAT)
12. Identify and update coding in new or existing bibliographic records to current standards. (CAT)

Facilities:
Provide within the University Library a physical environment conducive to study, research, reflection, community learning and work.

Actions:
1. Purchase a new larger capacity shredder. (ARC)
2. Arrange furniture for optimal laptop power and Ethernet connectivity. (LS, Admin, RWG)
3. Facilitate upgrade of building wireless network. (LS)
4. Investigate upgrade of building wired network. (LS)
5. Move library servers out of 308 to new location. (LS)
7. Update EMC signage. (EMC)
8. Modify bulletin boards (Library Instruction Lab 111) and publications displays (Lobby & Reference areas) for effective communication with library learners. (IWG)
9. Improve the physical learning environment of the Library Instruction Lab 111. (IWG)

10. Continue developing the Reference Area into an Info Commons. (RWG)

**Assessment:**
Provide continuous quality assessment of all services, encourage innovative approaches, and ensure efficient utilization of human and material resources.

**Actions:**
1. Conduct a web usability study with students not employed in library and with faculty. (WEB)
2. Complete the Biennial IES Survey of Academic Libraries. (Admin)
3. Successfully complete the Educational Support Unit Review in the spring of 2011 for the Library. (Admin)
4. Review EMC Survey and develop action items. (EMC)
5. Review and update EMC collection development policies. (EMC, CD)
6. Review and update EMC mission statement. (EMC)
7. Assess reference services. (RWG)
8. Collect survey data from UW-Stout faculty and teaching staff to explore how information literacy is currently integrated into curriculums across campus. (IWG)
9. Assess curriculum and outreach of the library instruction program based on survey results (#1), implementing appropriate changes. (IWG)
10. Analyze statistical data to identify trends in the library instruction program. Simultaneously assess statistical reports and procedures for consistency, accuracy and efficiency. (IWG)

**Collaboration:**
Emphasize the University Library’s role as primary information provider through collaboration at the campus, state, national, and international levels.

**Actions:**
1. Participate in Professional Development Day library activities. (All Work Groups)
2. Promote cooperation with Teaching and Learning Center to orient new teaching faculty to library resources. (New Instructor Workshop) (IWG)
3. Work with campus web group on advanced features in CommonSpot. (WEB)
4. Continue to work with John Russell and local genealogists/historians to expand existing ARC databases. (ARC)
5. Work with T&N to coordinate software versions and loading on library PCs. (LS)
6. Work with T&N to maintain print stations. (LS)
7. Facilitate transfer of older public computers to use in campus departments. (LS)
8. Finish implementation plan for transferring library fine and fee collection to the University Business Office. (AS, LS)
9. Organize an Ad Hoc Library Space Committee to develop a long term space use plan for the Library. (Admin)

10. Continue to advocate for information literacy instruction at UW-Stout through departmental outreach and campus participation. (IWG)

**Staff:**
Attract and retain staff dedicated to achieving the University Library’s mission and goals. Provide opportunities for staff development and participation in planning and implementation of services in a team environment.

**Actions:**
1. Move IS Technicians to shared space in 103. (LS)
2. Send library staff to ELUNA conference for updating and training at UW-Milwaukee in May 2011. (LS, ERA)
3. Hire and train extra student employees to cover additional 15 hours the Library will be open spring semester 2011. (AS)
4. Complete the search for a new IRS Director. (Admin)
5. Continue to work to organize library staff for optimum effectiveness. (Admin)

**Teaching:**
Teach learners information literacy skills for lifelong learning.

**Actions:**
1. Transition print publications to new design. (IWG)
2. Evaluate and develop learning tools for information literacy instruction, including but not limited to D2L, multi-user virtual environments (e.g. Second Life), web 2.0 technologies and augmented reality technologies. (IWG)
3. Evaluate content and organization of online tutorials and subject guides for maximum usability and consistency across access points (library webpage, Xerxes, Libguides). (IWG, WEB, ERA)
4. Provide professional development opportunities for library instructors to maintain and increase excellent teaching and learning. (IWG)
5. Meet with additional offices to inform them on changes in records management. (ARC)

**Technology:**
Make optimum use of technology and incorporate its use as appropriate for supporting the University Library’s mission and goals.

**Actions:**
1. Implement changes in upgrade to CommonSpot version 6 to library web pages. (WEB)
2. Redesign library banners and Libguides based on 2010 revision of Stout publication guidelines. (WEB)
3. Evaluate Archives’ database web pages on ezproxy server. (WEB)
4. Implement enhancements to public catalog to better serve user’s needs. I.e. collapsible table of contents, link to RefWorks, shelf list feature and related bookshelf. (LS)
5. Create and add a database to the web, as well as maintain existing ARC databases. (ARC, LS, WEB)
7. Monitor and maintain upgrades to the Ex Libris Metalib system. (ERS, LS)
8. Implement the new version of Ex Libris SFX 4.0 in Summer 2011. (ERA, LS)
9. Implement Xerxes the new front end system for Metalib. (ERA, LS)
10. With the installation of a new Assistive Technology station, create a new point-of-use instruction manual for the assistive software. (ERA)
11. Create a new instruction manual for the new scanners, transparency scanning and photocopier scanner. Train ALD students in scanner alternatives. (ERA, RWG)
12. Create a new long-term database (possibly recipes). (ARC)
13. Provide access to purchased online data for the UW-Stout community including; maintaining licensing agreements, upgrading EZ Proxy, and monitoring logs for misuse. (LS, ERA, CD)
14. Ensure library staff has the most current compatible versions of software on their computers to work with specialized library databases and programs. (LS)
15. Evaluate, acquire and set up new computer equipment. (LS)
16. Install and support move to current version of campus software. (LS)
17. Replace domain server (out of warranty 1/2009). (LS)
18. Resolve the scanner problems and replace as necessary. (RWG, LS, ERA)
19. Evaluate moving domain servers to Windows Server 2008 software. (LS)
20. Configure and support circulating laptops for use with transcription software. (LS)
21. Complete the upgrade of the Library wiring closet in order to bring the Library wireless network up to campus standards. (Admin, LS)
22. Enhance online response to reference questions by utilizing screen capturing tools (Snag It and Snip It). (RWG)
23. Investigate use of Smart Phones /QR code and Augmented Media to promote reference services and for just-in-time point-of-use instructions. (RWG)
24. Adapt ECHO presentations to new campus lecture capture software. (DE)
25. Revise/cleanup CommonSpot web pages after implementation of campus web redesign. (WEB)
26. Redesign the remaining library web site (ARC ezproxy pages and LIBGuides) to reflect changes in campus web design. (WEB)
Service:
Establish, promote, and maintain quality services that support the University Library’s mission and goals.

Customer Service Mission Statement:
We, the University Library staff, are committed to providing world-class service which consistently meets and exceeds the needs and expectations of our customers.

Service Commitments:

- We provide excellent service.
- We provide professional and technical expertise.
- We offer accurate, complete, diverse and current resources.
- We continuously seek and implement innovations to benefit our customers.
- We provide policies, procedures, and structure to accommodate individuals.
- We teach our customers transferable information literacy skills which enable them to independently locate and identify quality resources.

Actions:
1. Improve access to library resources by developing/providing access by mobile devices. (WEB, LS)
2. Improve online interlibrary loan (ILL) services by revamping ILL web pages and forms. (WEB, AS)
3. Solve problem of Super Search not linking to specific Stout Library Catalog record for book holdings. (ERA)
4. Implement expanded Library hours beginning with the spring 2011 semester. (Admin, AS)
5. Develop new sign-in procedures (enhanced security) for patrons. (ARC)
6. Propose to Student Technology Fee Committee purchasing digital video projectors to replace and enhance circulating equipment. (AS)
7. Develop long-range outreach plan in response to Reference Services Assessment. (RWG)
8. Sponsor a customer service workshop. (RWG, Admin)
9. Concentrate on well established presence with instructors and students in all online research courses. (DE)
10. Work with program director, instructors and students of the Technical and Professional Communication Program. (DE)
11. Work with Information and Communication Technology program director to update library presentation component. (DE)
12. Propose campus-wide task force to address printing issues. (Admin, LS, RWG)