

NSU Libraries' Strategic Plan for 2006-2009

VISION

The libraries will be:

- an international leader in the provision of library services for NSU students, faculty, staff, alumni, and Broward County residents, regardless of geographic location.
- an integral part of the University's teaching, research, and service pursuits (locally and globally).
- a system that places high priority on staff development and multicultural diversity.
- a collaborator and partner with various constituents in South Florida.
- an effective and efficient entity through the use of advanced telecommunications systems and modern technology.
- a creative leader and committed steward in providing access to and retrieval of a rich array of information resources.
- an active leader in the University's and Broward County's lifelong learning endeavor.

MISSION

To support, enhance, and collaborate in the instructional, research, and service activities of a diverse faculty, students, staff, alumni, and the Broward County community, by acquiring, organizing, preserving, communicating, and making readily available collections of scholarly materials and other learning/recreational resources and programming.

NSU Libraries' Strategic Plan for 2006-2009 Goals, Objectives, and Strategies

	06/07	07/08	08/09	Responsibility Assigned	Resources Required	Status Update
GOAL I:						
To provide professional direction and support in the use of the Libraries' resources, services and policies.						
<i>A. Ensure that NSU's Libraries' circulation, document delivery, reference, and other respective department services are promoted to eligible users.</i>						
1. Continue to inform appropriate libraries and library organizations of NSU Libraries' services via tours, presentations, attendance at meetings, press releases, and networking.	X	X	X	DIRS, Staff & DCOM	Staff time	
2. Develop a BCL staff training program and take it to individual BCL branches.	X			DPLS HREF	Staff time	
3. Provide information about the NSU Libraries at NSU new staff orientation using handouts and participating in the HR presentation.	X	X	X	DIRS & DPLS	Staff time	
4. Continue to liaison with faculty; do welcome mailing to new faculty; take part in faculty training and orientation; develop formal liaison program.	X	X	X	DIRS & DPLS	Staff time	
5. Establish a new book and/or serials area in each library; Using NovaCat, provide an online monthly list of new books and other types of media for each library.	X			DIRS & DPLS	Staff time; Funding	
6. Create subject blogs for Tech Services, Reference, Document Delivery/ILL, Public Library Services, Collection Development, Circulation, and other relevant department's issues accessible by all Libraries staff.	X			AULS	Staff time	
7. Work with OIT and other NSU appropriate entities to ensure that the NSU electronic kiosk has appropriate content about the NSU Libraries. Ensure that each library has a kiosk installed.	X			AULS	Staff time	
8. Enhance Libraries webpage with more information about Libraries and ensure that it is linked from appropriate NSU webpages.	X	X		AULS, DIRS, DCOM & LWA	Staff time	
9. Evaluate library signage and need for a library signage committee	X			DCOM, VP/UL & DIRS		
<i>B. Encourage development of creative solutions to promote/improve services and resource to library users.</i>						
1. Establish a task force that will provide guidelines for rewarding staff who offer creative suggestions for improving library services.	X			VP/UL, DIRS & DPLS	Staff time funding	
2. Develop online form for suggestions and comments from users and establish a committee that would review and respond.	X			DIRS, DPLS, AULS & DCOM	Staff time	
<i>C. Develop new services that will provide expanded resources and easier access for all users.</i>						
1. Implement self-service checkout option in each library where applicable.	X	X	X	AULS, DIRS & DPLS	Staff time; funding	

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2. Explore providing fee based fax service for library users.	X	X		AULS	Staff time; funding	
3. Acquire, promote and provide portable, check-out DVD players in each library where applicable.	X	X		AULS & DCOM	Staff time; funding	
4. Develop Libraries and library specific maps and directional information and provide online.	X			DIRS, DPLS & DCOM	Staff time	
5. Working with the NSU ADA Coordinator, develop Libraries' policy and list of resources for assisting disabled and special need patrons.	X	X	X	DIRS & DPLS	Staff time	
GOAL II:						
To advance information literacy for all NSU students, faculty, staff, alumni, and Broward County residents.						
<i>A. Provide information literacy training to Broward County residents and the NSU community.</i>						
1. Integrate information literacy/literacy instruction into the curriculum.	X	X	X	HDILS & ILC	Staff time	
2. Develop and provide research-based instruction to Broward County schools, community groups, and residents as well as training the trainers.	X	X	X	HDILS, ILC, HREF & DPLS	Staff time	
3. Promote the offering of on-demand instruction on and off campus.	X			HDILS, HREF, DPLS, DCOM & ILC	Staff time	
<i>B. Foster cooperation and collaboration among the NSU schools and centers to advance information literacy initiatives.</i>						
1. Explore and share new instructional technology and techniques with stakeholders.	X	X		DPLS, ILC & AULS	Staff time	
2. Develop and implement Web-based instruction where possible in response to the University's corrective action plan for Comprehensive Standard 3.8.2.	X			HDILS, ILC & HREF	Staff time	
3. Establish and encourage interdepartmental and intra-library communication among instructional librarians at NSU.	X			DIRS	Staff time	
<i>C. Promote information literacy initiatives to the NSU community and to Broward County residents.</i>						
1. Market reference services and research instruction to Broward County public and private high schools.	X	X	X	HDILS, DPLS, HREF & DCOM	Staff time	
2. Work with the Director of Marketing to explore innovative avenues for publicizing information literacy instruction and programs for the NSU community and Broward County residents.	X	X	X	HDILS, DPLS, HREF, ILC & DCOM	Staff time	
3. Explore ways to promote external communication with constituents where they are located and to promote more collaboration in outreach initiatives.	X			DCOM & DPLS	Staff time	

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<i>D. Provide outcome-based BI/library training and promote the use of "authentic assessment" in NSU programs.</i>						
1. Work with programs to get "authentic assessment" integrated into courses.	X	X	X	HDILS & ILC	Staff time	
2. Track outcomes-based assessment and coordinate statistics of all NSU libraries.	X	X	X	HDILS & ILC	Staff time	
3. Conduct focus groups to assess user needs for both public and academic users.	X	X		ILS, DCOM, HDILS & DPLS	Staff time	
4. Work with academic programs to get library instruction included as a program outcome.	X	X		HDILS, HREF & DIRS	Staff time	
GOAL III:						
To extend access to electronic and print collections/resources that support the curricular and recreational needs of all university academic programs and the information needs of Broward County residents.						
<i>A. Develop a NSU Libraries wide educational program for electronic resources.</i>						
1. Based on recurring reference questions identify 4 to 5 broad topics for educational programming.	X	X	X	CDTF, HREF, HDILS & HCD	Staff time	
2. Identify multiple delivery systems for educational programming.	X			ILC & CDTF	Staff time	
3. Develop and plan a University web site presence to promote electronic products.		X	X	LWA, HCD & CDTF	Staff time	
4. Plan marketing of electronic products to community of users.		X	X	CDTF & DCOM	Staff time	
<i>B. Develop a NSU Libraries plan to execute an electronic archiving source for e-books, e-subscriptions etc.</i>						
1. Explore industry policies and products concerning electronic archiving.	X			CDTF & DIRS	Staff time	
2. Write a white paper on electronic archiving (Evaluate Portico, Clockss and Lockss (insurance policy); Review contracts and pricing considerations; Make recommendations and implementation plan).	X	X		CDTF	Staff time	
<i>C. Utilize new technology for communicating among and between University libraries and user community about library resources.</i>						
1. Explore Wiki's, blogs, RSS, newsletters, etc.	X			CDTF	Staff time	
2. Evaluate the usefulness of the evolving technology.	X			CDTF	Staff time	
3. Solicit Library staff input.		X		CDTF	Staff time	
4. Recommend staff to study and recommend new technology.			X	CDTF	Staff time	

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GOAL IV:						
To provide a work environment in the NSU Libraries which fosters a supportive setting, teamwork, high morale, staff development, creativity, and enhanced productivity.						
<i>A. Improve compensation for staff.</i>						
1. Develop a system of promotion within the NSU Libraries which includes non-exempt staff.	X	X		VP/UL, DIRS & DPLS	Staff time; funding	
2. Evaluate salary differentials for shift work within NSU Libraries for non-exempt staff.	X	X		VP/UL, DIRS & DPLS	Staff time; funding	
3. Investigate holiday compensation for non-exempt staff.	X	X		VP/UL, DIRS & DPLS	Staff time; funding	
4. Encourage timely evaluation of job descriptions for accuracy, equity, and appropriate salary grade.	X	X		VP/UL, DIRS & DPLS	Staff time	
<i>B. Continue to provide staff development opportunities for both staff and student employees.</i>						
1. Enhance staff development budget for travel, special speakers and facilitators.	X	X		VP/UL, DIRS, DLD & DPLS	Staff time; funding	
2. Investigate and develop funding sources and opportunities to assist staff with masters degree in library science.	X	X		VP/UL, DIRS, HCD & DLD	Staff time; funding	
3. Provide training for staff to address staff development needs as identified by the annual Staff Development Survey and by other means.	X	X		DIRS & DPLS	Staff time	
<i>C. Recognize staff accomplishments, including student employees.</i>						
1. Continue to publicize staff accomplishments, including non-exempt and student employee recognition.	X	X	X	VP/UL, DIRS, DCOM & DPLS	Staff time	
2. Investigate, develop and implement new methods for recognition of staff accomplishments.	X	X	X	VP/UL, DIRS, DCOM & DPLS	Staff time	
3. Investigate funding for staff recognition.	X	X	X	VP/UL, DIRS, DCOM, DLD & DPLS	Staff time; funding	
<i>D. Continue to improve communication, cooperation, collaboration, and teamwork within and among NSU Libraries.</i>						
1. Continue to create formal and informal opportunities to interact with NSU Libraries' staff members.	X	X	X	VP/UL, DIRS & DPLS	Staff time	
2. Evaluate task force and committee work and structure and post updated information on the staff only webpage.	X	X	X	DIRS	Staff time	
3. Encourage broader participation in committee and task force work within and among NSU Libraries.	X	X	X	DIRS	Staff time	
4. Continue to develop and implement orientation to NSU Libraries for new library staff.	X	X	X	DIRS & DPLS	Staff time	

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5. Investigate ways to communicate information and policies discussed at meetings such as the Executive Council, Administrative Council of the Sherman Library, LTC meeting, and other appropriate meetings.	X	X	X	VP/UL, DIRS & DPLS	Staff time	
GOAL V:						
To promote diversity and inclusiveness.						
<i>A. To recruit, train, and retain a diverse staff.</i>						
1. Continue to publicize job openings to diverse groups, including persons with disabilities, persons of color, the GLBT community, etc.	X	X	X	DIRS & DPLS	Staff time	
2. Create, post, and update semi-annually on library staff-only web pages a list of library staff volunteers fluent in languages other than English to assist patrons in using library materials and services.	X	X	X	DIRS & DPLS	Staff time	
<i>B. To improve access for diverse users.</i>						
1. Continue to offer basic conversational foreign language classes as needed to staff.	X	X	X	SDC	Staff time	
2. Coordinate with relevant University personnel and committees to ensure ADA compliance and to improve services and facilities.	X	X	X	DIRS & DPLS	Staff time	
3. Continue to seek funding for assistive technology.	X	X	X	DIRS, DLD & DPLS	Staff time; funding	
4. Create an NSU Libraries Services for Persons with Disabilities Committee, including OIT and/or systems staff, to draft policy, coordinate training and investigate need for BOBI compliance of the webpage.	X	X		VP/UL	Staff time	
5. Maintain and update semi-annually the NSU Libraries "staff-only" website contact list of associations serving diverse populations.	X	X	X	DIRS & DPLS	Staff time	
6. Explore partnerships with existing NSU OCEDA and other campus initiatives to enhance library services to diverse groups.	X	X	X	DIRS & DPLS	Staff time	

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GOAL VI:						
Enhance NSU Libraries' marketing and public relations.						
<i>A. Educate and communicate information about NSU Libraries' services, programs, and resources to all faculty, staff, and students and Broward County patrons.</i>						
1. Define and compile information on NSU Libraries.	X	X		VP/UL & DCOM	Staff time	
2. Improve advertising, marketing, and publicity to encourage and promote use of NSU libraries.	X	X		VP/UL & DCOM, PPMC	Staff time	
3. Create uniform global marketing plan that will establish and develop the library brand while also communicating features of the three individual libraries.	X	X		VP/UL & DCOM & PPMC	Staff Time & Consultation with Tinsley Assoc.,, Business School, and University PR	
4. Create a uniform presentation and promotional package for the libraries.	X	X		VP/UL, DIRS, DPLS, DCOM & PPMC	Staff time	
5. Create a library marketing committee.		X		VP/UL, DIRS, DCOM, DPLS & PPMC	Staff Time	
<i>B. Educate and communicate information about NSU libraries' services and programs to NSU and external communities.</i>						
1. Implement new technologies to improve internal communication between libraries.	X	X		VP/UL, DIRS, DCOM & DPLS	Staff time; funding	
2. Coordinate with the Office of Public Affairs to explore new avenues to get full media coverage of appropriate services and events.	X	X		VP/UL, DIRS, DCOM & DPLS	Staff time; funding	

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GOAL VII:	06/07	07/08	08/09	Responsibility Assigned	Resources Required	Status Update
To secure funds and in-kind gifts for NSU Libraries.						
<i>A. Obtain capital, endowment, and program funding to support priority projects at NSU Libraries.</i>						
1. Use appropriate cultivation techniques and develop appropriate donor prospect lists.	X	X	X	DLD, VP/UL	Staff time	
2. In conjunction with the Office of Development, steward donors.	X	X	X	DLD, VP/UL	Staff time	
3. Raise \$500,000 for a collection endowment for books, electronic and other non-print materials.	X	X	X	DLD	Staff time	
4. Raise \$500,000 for library programming.	X	X	X	DLD	Staff time	
5. Raise \$750,000 for a technology endowment.	X	X	X	DLD	Staff time	
6. Raise \$200,000 for staff scholarships for employees to pursue MLS degrees.	X	X	X	DLD & DIRS	Staff time	
<i>B. Seek public and private grant funding to support the priority projects for and among the Libraries.</i>		X		DLD	Staff time	
1. Partner with appropriate non-profit organizations or other NSU schools/centers.	X	X		VP/UL, DLD, & DIRS	Staff time	
2. Use grant-writing teams from OGC and NSU Libraries to develop proposals.	X	X		VP/UL, DLD, & DIRS	Staff time	
<i>C. Expand Libraries' Friends Groups</i>						
1. Formulate and implement programs/calendar of events.	X	X		DLD	Staff time	
2. Establish a method of promoting the Circle of Friends to increase annual membership.	X	X		DLD	Staff time	
3. Assess interest of other NSU Libraries to have some type of support group, internal or external to NSU.	X			DLD & DIRS	Staff time	

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List of abbreviated terms:

AULS	Assistant University Librarian for Systems
CAFO	Coordinator of Administrative and Financial Operations
CDTF	Collection Development Task Force
DCOM	Director of Community Relations and Marketing
DIRS	Directors
DIR-SL	Director - Sherman Library
DLD	Director of Library Development
DPLS	Director Public Library Services
HCD	Head of Collection Development
HDILS	Head of Distance & Instructional Library Services
HREF	Head of Reference
ILC	Information Literacy Committee
LWA	Library Web Administrator
PPMC	Promotion/Publicity/Marketing Committee
PRES. TF	Preservation Task Force
SDC	Staff Development Committee
VP/UL	Vice President for Information Services & University Librarian