

Maag Library's Goals and Objectives as Identified in 2007 – 2010 STRATEGIC PLAN

The assumptions above describe the general characteristics of the actual as well as potential services of Maag Library. The assumptions are neither concrete plans nor goals and objectives describing specific work. The actual Goals and Objectives for the Library follow. Given the dynamic nature of libraries and the information environment, Maag uses a three-year planning cycle. Maag Library uses strategic planning very consciously. The Library's annual plans will follow, and be derived, from these strategic plans, in separate, yearly documents.

Goal 1. Maag Library will advance the success of our students.

The training, preparation and expectations of students relative to information are changing. For students to succeed at the University and beyond requires the ability to effectively and ethically use information. Information literacy requires active collaboration among academic and academic support units in a dynamic environment.

To achieve this goal we will:

- Develop the information literacy skills of our students
 - Identify under-represented academic departments with the intention of expanding the scope of Information Literacy efforts
 - Integrate Information Literacy into capstone courses from all disciplines
 - Explore the feasibility of creating an Information Literacy General Education elective
 - Utilize new technologies, e.g., podcasting, to further enhance the understanding of resources and services
- Collaborate with campus units to provide coordinated academic support services
 - Participate in any campus discussion of a "First-Year Experience Program"
 - Continue planning and participating in the Workshop Series with Reading & Study Skills
 - Formalize partnerships with the Writing Center, the Center for Student Progress and the Reading & Study Skills
 - Work with Student Life and student organizations to explore alternative delivery of library services such as services in dorms.
- Create and manage effective instructional spaces
 - Plan and implement additional instruction room on 6th floor
 - Partner with academic support units on common learning spaces on Lower Level
- Create and manage student centered public spaces
 - Work with students to identify needs
 - Develop group study options

- Use annual budgets to renovate public spaces
- Build effective local collections of those textbooks required by YSU classes

Goal 2. Maag Library will advance the success of our faculty.

Faculty undertake their instructional, research and service obligations in a challenging higher education environment. A creative and responsive library delivers effective support to these tasks.

To achieve this goal we will:

- Implement an effective assessment program of library services focused on educational and scholarly outcomes
 - Assess the effectiveness of librarians as information literacy instructors
 - Use online assessment tools as well as frequent personal communication with Information Literacy participants to establish and evaluate learning outcomes
 - Partner with Institutional Research, Alumni Office, and Career Services to involve graduates in the assessment of library experiences
- Provide exceptional technical support for teaching research and scholarship
 - Develop workshops targeted to specific products and services
 - Communicate new technologies and new products to specific faculty groups
 - Identify pilot courses for new pedagogical uses of information
 - Expand support for Distance Learning. Work with Director of Distance Learning (new YSU position) to help determine the Library's role
- Expand our liaison program to build effective faculty-library collaborations
 - Increase the frequency of personal contact between liaison librarians and the faculty to whom they are assigned.
 - Focus liaison librarians on the development of unique, individualized support services to specific courses
- Provide effective communications on changes and developments in information access
- Provide campus advice and services in support of open-access scholarly publications and documents

Goal 3. Maag Library will advance access to information.

The evolution of forms and formats of information, the sophistication of regional and state-wide consortia and the changing economics of information require that library collections adapt to evolving circumstances.

- View the OhioLINK collective as YSU's research Library

- Make local purchase decisions dependent upon supply within the collective
- Build targeted local collections of excellence, consistent with YSU academic centers of excellence
- Work within the OhioLINK strategic planning process to build the state-wide collection
- Make effective use of the Ohio Regional Library Depositories
 - Reduce the number of extraneous copies in the depository and on our local shelves
 - Improve bibliographic access to the depository collections for improved services
 - Improve delivery services (physical and digital) from the State's depositories to local users
- Support (OhioLINK's) market-based decisions designed to bring the costs of scholarly information under control
- Where desirable, change access to collections from physical to digital
 - Reference sets
 - Government documents
 - Theses and dissertations
 - Selected microforms
 - Subscriptions
- Advance the development of local, archival and/or primary materials.
 - Work with YSU Centers to build joint collections
 - Focus on collecting the output of YSU-based scholarship
 - Continue the development of YSU Archives

Goal 4. Maag Library will advance the success of our communities.

Just as universities are inexorably linked to their communities, so too is the library. Like the university, the library contributes its expertise to address broad challenges and opportunities of both the university and its communities.

To achieve this goal we will:

- Expand the scope of our archives and special collections program into our external communities
 - Partner with the Ohio Historical Society, Mahoning Valley Historical Society, the Public Library of Youngstown and the Mahoning Valley, the Mahoning Valley Collecting Institutions Roundtable, and others on collaborative projects and resource sharing
 - Work with the Center for Working Class Studies, History Department, and other units in the development of a regional "ethnic" archives

- Aggressively pursue partnerships with regional, state and national libraries and library organizations to address the challenges of the library and information professions
 - Promote staff participation in state and national organizations
 - Promote staff presentations and program development
 - Promote written contributions to the profession
 - Partner with regional graduate programs in Library and Information Science to offer valuable practicum experiences

- Provide support to regional programs of economic, cultural and community development

- Lead efforts to address challenges in records management.
 - New YSU Retention plan adopted by the BoT
 - Records management responsibilities assigned
 - Improve records retention practices at YSU

- Complete projects and continue support for the University's centennial
 - Work with facilities and contractors to renovate Archives (Maag Level 5) exhibit space
 - Develop and install virtual and physical exhibitions
 - Assist campus with centennial projects

- Effectively market and communicate our programs and services to the academic and external communities
 - Create a "Marketing & Communications" position (existing position)
 - Build marketing and communication vehicles and test for effectiveness

Goal 5. Maag Library will advance evolving information environments.

The specific methods and formats used in the creation, transmission and preservation of various forms of information, at a particular point in time, describe an information environment. Managing information environments and, in particular, the transition from one environment to another, is the essential mission of the library. Success in this endeavor requires awareness of emerging trends and the ability to incorporate them into library programs.

To achieve this goal we will:

- Integrate new technologies into our programs and practices
 - Deploy Federated Searching protocols to enable single searches across multiple resources/databases
 - Enhance the discovery and retrieval of local digital objects by developing new techniques for organizing and accessing documents in DSpace
 - Implement electronic course reserves to enable anytime/anyplace access
 - Introduce advanced online productivity tools and a server architecture to accommodate new applications and/or services (Cocoon, Weblog, Wiki, shared filespace, pod-casting, etc)
 - Develop a multi-media production lab for faculty and student use

- Participate in OhioLINK new technology strategic goal (cell phones, etc)
- Continually scan for new technologies
- Manage the transition of evolving information formats.
 - Identify contemporary usage formats and ensure that digital objects can be accessed in those formats
 - Increase the use of XML as a digital storage format where applicable
 - Utilize Cocoon as a format translation tool to dynamically deliver needed formats from an XML standard
 - Move audio formats into open-access digital storage formats and identify conversion tools to contemporary use formats
 - Move video formats into open-access digital storage formats and identify conversion tools to contemporary use formats
 - Enhance the use of traditional microforms by creating new access and use mechanisms
- Ensure the preservation of digital information.
 - Identify open standards for various formats
 - Identify transformation (.doc->.xml) processes
 - Identify and implement backup and replication strategies
 - Review and implement metadata standards
 - Identify strategies for the formatting of complex (multimedia) digital objects
- Provide campus leadership on digital rights management
 - Identify DRM issues
 - Engage campus
 - Develop DRM policies
 - Develop a working DRM system & identify staff
- Continually evolve the knowledge and skills of our staff
 - Relate training to annual plans
 - Identify needs and sources for training
 - Relate training costs to annual budgets
 - Create mechanisms to share new knowledge
- Manage staff retrenchment by cross-training and filling vacant positions
 - Replace vacant positions according to needs of strategic plan
 - Emphasize cross-training and working across organizational boundaries
- Partner and collaborate with others to advance the mission of Maag and YSU
 - Participate in OhioLINK strategic plan efforts
 - Expand collaborations among state and local archival agencies
 - Partner with campus centers on institutional repository communities
 - Partner with the Public Library of Youngstown & Mahoning Co. on support for small business development
 - Identify campus departments with whom Maag can explore new business practices