

## **Strategic Planning Lists CD Retreat**

Louise Sandmeyer's list:

1. Access/outreach
2. marketing
3. collaboration/partnerships
4. creating an unique experience for users
5. information literacy
6. cultural heritage

*Goal 1: Enhance academic excellence through greater support of high-quality teaching, research, and service.*

Do our collections meet undergraduate education needs regarding languages of resources and international and intercultural content? The OCLC report includes data about the number of languages spoken now in the United States. We suggest analyzing our collections to assess how well we are meeting this need, and then plan accordingly. Can we continue to support undergraduate education adequately with English-language-only collections? In light of the new competency requirements in intercultural studies we need to assess our ability to support those programs.

How can we be more proactive in delivering collections and services that support revisions to current academic programs and new programs at all campus locations? How can we be sure that interdisciplinary and collaborative teaching and research, now more heavily emphasized at PSU, is not falling through the cracks? Are we aligning our spending according to appropriate priorities?

How can we collaborate more among ourselves (across units and locations within the University Libraries)?

We should be more active and more focused in marketing to target user groups, such as interdisciplinary researchers, international students, ethnic groups, adult learners, etc. Also we should be marketing disciplinary collections to collaborative or interdisciplinary groups, such as international studies, and marketing and delivery to graduate students and faculty. We should complement better marketing with enhanced accessibility through better web interfaces and cataloging.

Seek interdisciplinary research and development collaborations among Libraries faculty and collegiate faculty. Example: IST faculty.

*Goal 2: Enrich the educational experience of all Penn State students by becoming a more student-centered University.*

*Goal 3: Build a more considerate and civil University community.*

1. Re-imagine how we market/advertise our collections and services
  - Role in recruiting
  - Pay attention to internal/external user communities
  - Educate staff on richness of collections
  - Go to where users are (students, faculty, community)
  - Target groups that would be interested in specific collections (like diversity collections)
  - Benchmark with Barnes & Noble as well as others in our business
2. Build or create a unique experience for everyone who uses the library
  - Pay attention to comfort levels, meeting physical needs, as well as technology needs
  - Improve online catalog, create a better web presence
  - Pay attention to social aspects of library space/different spaces for different needs
3. Assess services and use of collections
  - Who uses our collections?
  - How are collections used?
  - Get involved in changes in scholarly communication - open up access to our collections (for non-University users too)
  - Ensure access to our own digital collections
4. Build on relationships with State Library, public libraries, and school libraries
  - Work together in choosing resources
  - Universal borrowing card
  - Build bridges between high school and college libraries to better prepare students

*Goal 4: Serve society through teaching, research, and service.*

**Digitizing** – overall all goal of providing broad access to our resources, concern to select projects that provide benefits to community, state, and beyond, also concern to meet needs of diverse populations by providing access to diverse/specialized audiences where need is there, but usage may be low

**Land grant mission and commitment to outreach:** consider need of primary users and the broader community

**Marketing our services** – making certain that the broader user community is aware of the resources and services that are already available to them

**World Campus Collection/Services** – Look at how we deliver resources and services to these, mostly, remote users – Is the level of access to collections, services, and librarians/staff comparable to the levels of access for our walk-in users?

## **TRANSCRIBED NOTES FROM TRANSPARENCIES**

Digitizing collections

Diverse populations, identifying collections to support them – tend to be lower use materials

Explore complex issues/global concerns /changing population

Continuing education for teachers – e.g. HCLA workshop for teachers on using primary source materials

LFO Faculty Affairs – looking at Libraries/University definitions of outreach, a part of this goal, but not all of it

Sessions for H.S. students

Continuing Education – campus work with local business

Instruction – training content, software

Do collections support Homeland Security?

Digitizing local collection – selecting materials to support community, state, and beyond

Community support higher at campuses than at University Park

Two levels

- individual contacts
- program level

Moving faculty intellectual property into the commercial environment – raises conflicting issues for libraries – making money vs. supporting open access to information

Mining maps/collection support state work

Intellectual property – scholarly communication

Intellectual property of librarians

Economics of libraries – Examine funding sources

R&D – Software development

Collaboration

Who do we sell it to?

Leadership in P&T process

World Campus

- What do we do well?
- What should improve?

Delivery models for Reference and Instruction

Increase outreach activities

*Goal 5: Develop new sources of income and reduce costs through improved efficiencies.*

1. Implement format duplication across all resources (collections, databases, etc.)
2. Ask the University to institute a line-item electronic journal surcharge on all future research contracts, based on a percentage (say .2 to .5% of the contract total); this would increase our funds and also bring the journal funding problem out in the open
3. Apply for more external grants, and develop more knowledge within the institution concerning availability of appropriate grants
4. Increase Libraries-College partnerships for acquiring e-resources
5. Move toward selection efficiencies; less paper, more electronic ordering
6. Recover our costs for bibliographic instruction; reimbursement could be calculated a number of ways
7. Work more closely with Development Officer on fundraising
8. Consolidate Media Tech collections into Libraries collection; look at opportunities for combining Access/Reference desks
9. Transition toward decentralized on-line monographic ordering
10. See institutional partnerships to explore digital projects supporting teaching and research
11. Charge academic departments for copyright clearance fees for e-reserve functions over a specified dollar amount

*Goal 6: Other issues related to the Libraries*

#### **ACRL Web Survey Top Issues/Challenges Facing Libraries**

1. Lack of funding/tight budgets
2. Understaffing
3. Keep up with technology
4. Inadequate space
5. Impact of expanding technologies
6. Intellectual property/copyright
7. Customer service
8. Changing role of librarians
9. Collaboration/partnerships
10. Leadership/management
11. Assessment
12. Electronic vs. print materials

#### **LITA Top Trends**

1. Institutional Repositories
2. Open Access
3. Web Services
4. Personal Software
5. RSS – Really Simply Syndication
6. Biometrics

### **OCLC Five – Year Information Format Trends (March 2003)**

1. Print books down
2. POD growth coming
3. eBook adoption modest
4. eJournals increasing
5. AV Media growing
6. Library book spending down
7. Scholarly publishing in crisis
8. Print journals down
9. Research papers flat
10. Research ePapers increasing
11. ePrint archives expanding
12. Course management materials exploding
13. Commercial digitization expanding
14. National digitization growing
15. State and local projects increasing
16. Information seekers' expectations increasing
17. Website growth slowing
18. Surface Web documents increasing
19. Deep Web expanding

### **OCLC Environmental Scan**

1. Self-service: moving to self-sufficiency; Users Do know what they're doing
2. Bringing structure to unstructured data
3. Distributed, component-based software
4. A move to open-source software
5. Security, authentication and Digital Rights Management
6. Reduced funding
7. Proliferation of e-learning
8. Lifelong learning in the community
9. The changing pattern of research and learning in higher education
10. Institutional repositories, scholarly communication and open access
11. New flows of scholarly materials
12. Sustainability is only possible through collaboration
13. Staffing will be younger, more technologically savvy
14. New roles
15. Accommodating users
16. Traditional versus nontraditional content
17. Preservation and persistence
18. Funding and accountability collaboration