OU Libraries Strategic Plan - Revised 1/30/14

GOAL 1: Enhance the Libraries' collaborative teaching program in all of its forms. By providing exemplary, personalized information literacy instruction and educational programs, we will help students achieve academic success and will foster lifelong learning in the broader community.

STRATEGY 1A: Expand the Libraries' online teaching efforts and integration in support of the University's distance learning programs.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 1A.1: Continue to offer existing for-credit, online course, LIB250, and conduct an evaluation project to consider adding sections for this course.	Very High Priority	Full enrollment with add requests from students; depending upon faculty workload and feasibility	D. Daniel K. Condic B. Kraemer	Ongoing	N/A	Fall 2012: 24 Enrolled Win 2013: 25 Enrolled Adding 2nd section in Fall 2013
OBJECTIVE 1A.2: Continue to improve online learning by embedding library services, instruction, and resources into existing online programs and courses, and by using new pedagogical and assessment techniques and tools in the Libraries' online teaching efforts, collaborating heavily with e-LIS.	High Priority	Tracking and analysis of statistics on embedded online library instruction and services (under development in coordination with COI and eLearning Librarian)	B. Kraemer A. Hess	Ongoing	N/A	eLearning Librarian has been hired and is serving on eLIS advisory grp as of F12. Instructional tech site & learning community started in 2013
OBJECTIVE 1A.3: Recruit and hire a new e-learning and instructional technology librarian for KL to augment the faculty strength in our information literacy program.	Very High Priority	Faculty librarian hired to begin work on August 15, 2012	LCAP, ALT	2011-2012	N/A	Completed April 2012
OBJECTIVE 1A.4: Explore the possibility of partnering with e-LIS, other academic units, and MCLS to offer a new graduate certification course in managerial leadership of instructional technology, if IMLS grant funding is awarded.	Medium Priority	[If project is funded by IMLS, metrics will be provided then]	A. Lim	N/A	N/A	Project not funded for 2012-2013, although concept for project was noted as having potential. Will not re-submit at this time.
OBJECTIVE 1A.5: Investigate expanding the Medical Library's Continuing Medical Education "Information Mastery" series to include online sessions that meet the AMA's requirements for enduring materials.	High-to-Medium Priority	Feasibility report completed by December 2012. If feasible, first CME course developed and piloted by April 2013.	K. Engwall	December 2012 - Oct 2013	N/A	Work on Copyright Mod. has begun, other activities have taken priority. Anticipate product ready to launch in October.
OBJECTIVE 1A.6: Explore the feasibility of joining Michigan's "Research Help Now" virtual reference collaborative to extend hours of this service for students.	High-to-Medium Priority	Feasibility report will be completed & submitted to ALT before end of Winter 13. ALT & LFA will consider report's recommendations.	*K. Condic	2012-2013	N/A	Feasibility study completed by K. Condic 3/14/13. Decision made not to join due to poor cost/benefit ratio

STRATEGY 1B: Strengthen the Libraries' individualized teaching and learning support services for students.						
Objective	**Rank**	**Metrics**	**Leaders**	**Timeline**	**Special Budget Allocation**	**Status**
OBJECTIVE 1B.1: Expand the use of one-on-one research consultations between librarians and students during regular reference hours and through the use of librarian "office hours. Create a proposal to expand the availability of one-on-one research consultations during 24/7 extended hours, through the hire of part-time evening librarians. If funding is obtained, implement the extended hours for the service.	High Priority	a. Increased number of RCs completed by librarians. b. Enhanced means of access to scheduling and delivering RCs (e.g. remotely).	K. Condic	2013-2014	N/A	RC's and office hours are in place, but a proposal still needs to be created to expand the availability of RC's during 24/7 hours. A proposal will be ready by the end of April. Consults increased by 246% during 2012-13.
OBJECTIVE 1B.2: Expand efforts to develop customized teaching sessions and tutorials for OU's diverse student population within Kresge Library and throughout the University's campuses, by partnering with other OU academic / administrative units, and focusing on residential students, graduate research assistants, first-generation students, transfer students, veterans, and underrepresented minority groups.	Very High Priority	a. Convene a committee of librarians to decide what metrics would look like given the rapidly changing technologies: e.g., how to measure embedded interactions to usefully reflect real amount of librarian instructional effort. b. Prioritize target populations of students for customized instruction and work on highest-impact groups first. Measure: number of students reached. c. Build relationships with relevant units in Academic Affairs and Student Affairs as measured by functioning institutional relationships as reported by liaisons.	*B. Kraemer A. Hess Committee on Instruction	2012-2014	N/A	-OU Staff initiative for IL training related to jobs over summer. - Alterations made in interval reporting form for on-line - Form deployed to capture metrics on embedded online efforts, Fall 2013 - eLearning Librarian offering instructional technology training and started new learning community in 13-14 -held advisors lunch in Jan 14 to build bridges and share library info with OU advisors
OBJECTIVE 1B.3: Create and implement a Library Research Award for Undergraduates to encourage student research and highlight the importance of library resources and information literacy.	High-to-Medium Priority	Minimum of 10 worthy submissions reviewed and two awards issued.	B. Kraemer J. Rodriquez *A. Switzer	2011-2013	$750	Creation of a policy and procedures (Fall 12) Attribution of award to 2 students (March 13) Creation of a perm. Undergraduate Research in Writing Award Committee to run the Award (13-14)

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 1B.4: Continue the existing, successful internship program that aims to enhance students' skills and experiences, focusing on enhancing integration of the program with library-wide strategic goals. (Interns will supervise other interns and carry out real-world projects.)	Medium Priority	Use USS statistics to track help desk intern achievements; use Lynda.com course history tracking and internal statics to monitor ongoing training; completion of intern projects with library-wide strategic benefit in collaboration with library standing committees (ALT, OAM, etc)	R. Burns	Ongoing	Paid hours for intern training session	Integrated training program implemented Fall 2013 and is ongoing.

STRATEGY 1C: Partner with other institutions and educational organizations, to promote information literacy within the community.						
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 1C.1: Provide information literacy instruction for area high schools that are working with OU to offer International Baccalaureate Programs.	High Priority	Sessions numbering 2-3 completed, with up to 250 students participating. Evidence obtained that working with area high schools improves OU student recruitment and enrollment.	B. Kraemer	Ongoing	N/A	2012-2013 Sessions conducted w/ Lahser H Int'l Bacc, Clarkston HS IB Utica Acad. f/Int'l Studies Int'l Acad. Of Macomb, etc.

STRATEGY 1D: Implement an educational/advocacy program that will provide OU faculty and graduate assistants with new or enhanced tools, methods, and techniques to carry out their research and instruction.						
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 1D.1: Collaborate with the Center for Excellence in Teaching and Learning and eLIS to provide workshops and educational opportunities for faculty, related to copyright issues, authors' rights, changes in scholarly communication, research data requirements, research practices, pedagogical techniques related to information literacy, and assessment methods.	High-to-Medium Priority	Conduct at least two or more collaborative workshops per academic year. Conduct follow-up assessment with participants to see if workshops have impact on faculty members' teaching or publishing activities.	J. Rodriguez	2012-2014		Copyright for Authors workshop held 5/8/13 - well attended. Follow-up assessment pending. Built a new online e-course: Copyright & You - Copyright Law with certificate of completion.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 1D.2: Build a program to support a new Faculty Learning Community for the campus, through the work of the library faculty in the Medical Library.	High Priority	Program developed, delivered and evaluated by May 2013.	M. Mi	Ongoing		Regular schedule of programs has been established. Initial program concluded in Dec. 2012. Report was written and submitted. Work will continue through series of brown bag sessions offered in 2013-2014. Sessions will be coordinated with the CEME.
OBJECTIVE 1D.3: Build an infrastructure in the Medical Library to support SOM faculty and students with their grant proposals, research projects, and systematic reviews.	Very High Priority	Plan developed and submitted to the Library Dean and the OUWB Associate Dean for Academic Affairs	M. Mi S. Swanberg	Ongoing		Medical Library member has been trained and session on systematic rewards included in EBM course. CME session was presented in June 2013.

GOAL 2: Support the University's programs, services, and research needs by developing high-quality, relevant collections and intellectual content in appropriate formats.

STRATEGY 2A: Provide access to increased levels of scholarly content related to the University's programs of distinction, distance learning, and research priorities.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 2A.1: Explore and partner with the CAS and Schools at OU, if feasible, to raise donations for library resources needed for departmental programs.	High Priority	Some or all of other units agree to participate and then a level of donations is set as a goal.	A. Lim ALT	Ongoing	N/A	On hold as of 2013

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 2A.2: Explore issues and best practices related to disaster planning, with the long term goal to safeguard and preserve the library's collections.	Medium Priority		*D. Daniel *S. Lombardo	2013-2014		Attended a 2-day workshop on disaster planning. Created a pocket disaster plan. A committee to draft a comprehensive disaster plan will be formed. (13-14)

STRATEGY 2B: Continue to move from a primarily print to a primarily electronic collection in a way that considers the needs of specific disciplines.							
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 2B.1: Continue the pilot project related to demand-driven acquisition (DDA) of e-books and, if warranted, expand the program.	Very High Priority	The University Libraries will achieve measurable savings by providing access to material via the DDA model, in comparison to the cost of purchasing the same content.	*S. Lombardo E. Condic	2011-2014		
		Correct OneSearch MARC record issues to enhance discovery of DDA titles.	M. Finch			Completed
		Review past DDA activity to identify subject areas or other parameters for possible expansion/compression	Library Faculty			Completed
		Investigate new DDA options on the JSTOR platform.	Library Faculty			Completed
		Explore multiple-vendor DDA options with YBP, particularly related to the library's approval plan.	Library Faculty			In progress. Requested information from YBP rep.
		Review second year of DDA activity, which will represent a more accurate snapshot of DDA use [given the OneSearch access issues in year one].	Library Faculty			Fall 2013
		Recommend a plan for DDA.	Library Faculty			Fall 2013
OBJECTIVE 2B.2: Explore the possibility of moving to e-only for government information as part of our FDLP selective library role.	High-to-Medium Priority	Decision is made by Library Faculty Assembly and implemented.	LFA S. Lombardo A. Switzer	2011-2013		Titles from print-only deselected and then will re-evaluate

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 2B.3: Improve the framework for information organization and knowledge management by implementing data-encoding format MARC21 and by exploring and implementing emerging standards such as the new Resource Description and Access (RDA) national cataloging standard in 2013 and beyond, to enhance users' abilities to find, identify, select, and obtain resources appropriate to their information needs.	Medium Priority	Successfully migrate to the MARC21 standard by August 2013. This will replace our current hybrid OCLC MARC standard. Review the Library of Congress' RDA implementation, March 2013, and develop a plan to implement RDA, if possible in our current LMS.	*E. Condic *M. Finch CDA Team	2012-2014	N/A	Completed MARC 21 - August, 2012 Plan to move to RDA on May 15, 2013 Successful migration to the RDA standard, May 2013
OBJECTIVE 2B.4: Recruit and hire a new Digital Assets Librarian to help the Library build upon and maintain its growing digital collections.	Very High Priority	Faculty librarian hired to begin work on August 15, 2012.	LCAP ALT	2011-2012	N/A	Completed April 2012

STRATEGY 2C: Increase collaboration with other libraries to maximize collection development efficiencies and to share resources effectively.						
Objective	**Rank**	**Metrics**	**Leaders**	**Timeline**	**Special Budget Allocation**	**Status**
OBJECTIVE 2C.1: Join pilot project with other Michigan universities and the Midwest Collaborative for Library Services (MCLS) to develop new models of collection development and management for print resources.	High Priority	1. Collection strengths and weaknesses in relation to other Michigan university libraries will be identified for future collaborative collection development and management initiatives. 2. A greater percentage of the print monograph collection will circulate as low- and no-use materials are deselected. 3. A small amount of space on the third floor will be recaptured for other user-centered, functional purposes.	A. Lim E. Condic *S. Lombardo	2013-2014		
		Review and sign participation agreement with MCLS.	A. Lim S. Lombardo General Counsel	Completed		Completed
		Compare OU's circulating print monographs against the collections of other pilot project participants to identify weeding and preservation candidates.	SCS Sustainable Collection Services	Completed		Completed
		Review weeding and preservation candidate lists; suggest parameters/criteria for additional comparisons.	Library Faculty	Summer - Fall 2013		
		Develop a plan by which preservation candidates are identified in perpetuity.	E. Condic S. Lombardo	Winter 2013		
		Develop a weeding process and schedule.	E. Condic S. Lombardo	Winter 2014		
		Deselect Items	P. Clark Acc. Serv./ TS	Summer 2014- ongoing		

STRATEGY 2D: Develop new ways to bring Oakland University's unique intellectual content to scholars and the world.						
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 2D.1: Stabilize system, and continue to support and recruit OU content for OUR@Oakland, the institutional repository, per the IR's content recruitment policies (which will be revisited by Library Faculty).	Medium Priority	DSpace system is upgraded and stabilized, IR content policy determined, and content recruitment plan is devised and implemented.	E. Condic M. Finch *J. Rodriguez *L. Hildebrand S. Lombardo	2011-2014	$5,000	Meghan migrated to new interface Fall 2013, also migrated XMLUI technology.
OBJECTIVE 2D.2: Develop a method for ingesting OU's open-access electronic theses and dissertations into the institutional repository, if the project is funded and staffed.	Medium Priority	OU moves to all electronic submission method and then eventually to electronic archiving and open-access.	ALT *M. Finch J. Rodriguez	2013-2014		Project proposal submitted Sept. 2013. E-dissertations task force formed Win 14 will work with grad office until Win 15.
OBJECTIVE 2D.3: Investigate the possibility of and create a proposal for a new OU Digital Press and, if funded and staffed, develop a pilot project to test the idea.	Low Priority	Task force formed and proposal submitted to University Administration, September 2012.	A. Lim* & Digital Press Task Force	2011-2014		Oct. 2012 - proposal approved in principle by Deans & Provost - now moving forward for funding consideration. Still waiting for funding as of Sept, 2013
OBJECTIVE 2D.4: Digitize key artifacts and images from the University Archives, and engage in an "OU Memories" interactive project, if funded, and if deemed to be a strategy for engaging with stakeholders, alumni, and donors who are passionate about OU's history.	Medium Priority	1,000 images	ALT D. Daniel M. Finch	2012-2014		Project proposal submitted August 2013 to Alumni Office for use in fundraising. Funding has not been found for this project as of January 2014. Planned for 2014: Transfer of legacy digital images to OUR@oakland; digitization project to put online a subset of images from the Archives collection.

GOAL 3: Create and maintain outstanding online and physical learning environments that will enhance users' experiences, by providing innovative, seamless integration of technology, instruction, content, and services.							

STRATEGY 3A: Improve the Libraries' physical learning environments to foster academic success.							
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 3A.1: Move one-year 24/7 extended hours pilot project to ongoing program, if funded.	Very High Priority	Proposal for continued funding submitted to University Administration. If service is funded, implement extended hours.	ALT	2011-2013	One-time funding approved for 2012-2013	Awarded one-time funding in 2012-2013 & 2013-2014. Submitted proposal for permanent funding in 2014-2015.
OBJECTIVE 3A.2: Conceptualize, reconfigure, and rebrand the IC and Reference areas as one integrated service point, the Learning Commons, with more library-specific research assistance and help available.	High Priority	a. Achieve physical reconfiguration of South Wing to highlight Research Services and achieve synergies with tech help. b. Analyze 2nd fl. specific signage for conceptual clarity and user-friendliness. C. Implement comprehensive signage solution for 2nd fl. areas	*B. Kraemer *S. Lombardo R. Burns	2011-2013		2nd fl. South wing redesign completed Fall 2012. Lobby signs, Maps/Directions in process, Summer, 2013.
OBJECTIVE 3A.3: Conduct a needs assessment and usability study related to the use of the learning commons, in order to improve planning.	Very High Priority	Results of assessment tools (survey(s); peer institution practices); development of recommendation document	*B. Kraemer R. Burns A. Hess	2011-2014	$100	Will occur in Fall 2013
OBJECTIVE 3A.4: Improve way finding throughout the physical library building through better signage and directional cues.	High-to-Medium Priority	Student feedback about Library environment improves in focus groups and next iteration of LibQual.	*L. Kreger S. Lombardo Task Force	2013-2014	$10,000	Task Force formed August 2013
OBJECTIVE 3A.5: Create additional learning spaces dedicated to the Medical Library and OUWB School of Medicine students, as the School of Medicine ramps up enrollment, if funded.	Very High Priority	Additional student study space identified and renovated by August 2013.	ALT *E. Condic, project manager	2012-2014	Investment obtained from OU President's Office and Academic Affairs Office	Estimates and plans approved and funding received, Fall 2013. Phase 1 of the proposed construction project is slated to begin January 2014.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 3A.6: Create new social zones and study areas in the Learning Commons and Library for students, faculty, and staff that will enhance Library's support of collaborative learning and research, and strengthen the University's infrastructure.	Very High Priority	Existing spaces are cleared and redesigned to serve as inviting and collaborative for students.	ALT	2012-2013	One-time funding allocated	Soft-seating and reading area in South Wing completed Summer 2013.
OBJECTIVE 3A.7: Conduct a broader environmental assessment regarding the "welcoming," comfortable environment of the Libraries' entire facilities and implement improvements.	High Priority	Student feedback positive; door counts continue to rise		2013-2014		Wayfinding Task Force convened in 2013-2014, as a first phase
OBJECTIVE 3A.8: Explore and then, if warranted, implement a new room reservations system for selected rooms in the Library.	High-to-Medium Priority	Successful review of reservation products and services. Development of library reservation system recommendation for consideration.	ALT *R. Burns	2012-2013	$3,000	Delayed

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 3A.9: Plan for a print serials weeding project and, if feasible, carry out this project in the next one to two years.	Medium Priority	1. One-fifth of the floor space currently occupied by print serials will be cleared, in order to recapture valuable space for other user-centered, functional purposes.	* S. Lombardo E. Condic	2012-2013	$2,600	Portico Journals produced. Measuring in stacks on 4th floor - Report due end of March
		2. Identify Portico-protected titles for which OU Libraries owns digital backfiles.				Completed Dec. 2012.
		3. Measure linear feet of Portico-protected titles for which we own digital backfiles.	Library Faculty and Administration	Fall 2012		Completed Feb. 2013.
		4. Compare JSTOR backfiles to physical holdings to determine other potential weeding candidates.	D. Vermette	In process		In process.
		5. Compare bound journal holdings to BioMed Central perpetual access titles to identify additional weeding candidates.	Part-time library faculty CSS Staff	Fall 2012 Winter 2013		Completed
		6. Measure linear feet of 4th floor bound journals that are available in JSTOR and BioMed Central.	CSS Staff	Winter 2013		Completed
		7. Review use data for print and electronic holdings of serials withdrawal candidates.	Library faculty	Winter 2013		Completed
		8. Recommend print serials for withdrawal.	Library faculty	Winter 2013		In progress
		9. Withdraw volumes and shift print serials collection.	CSS & Access Services Staff	Summer 2013-14		

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 3A.10: Investigate the feasibility of providing shared research tools and support – in a Research Commons/Pod approach – in the library, and if funded and feasible, implement the project.	High-to-Medium Priority	Proposal completed and submitted by end of 2012-2013	A. Lim	2012-1013		Proposal submitted and approved in principle by Provost & Deans in Oct. 2012. Moved to President's office for consideration in 2013
OBJECTIVE 3A.11: Carry out local digitization projects and purchase of digital back files that will enhance access while at the same time, will allow library spaces to be repurposed.	Medium Priority		*M. Finch *D. Daniel *S. Lombardo	2013-2014	$150 FY14	OU Catalogs Digitization started in Winter 2014

STRATEGY 3B: Improve the Libraries' virtual learning environments to enhance all users' experiences and increase access to the Libraries' services and resources.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 3B.1: Redesign the Libraries' websites to improve users' access to resources and services	High-to-Medium Priority	Use statistics increase and ratings related to information control and base of usability improve.	*M. Hristova Online User Interfaces Team	2012-2013	$5,000	Prototypes and new Information Architecture established as of 1/2013. Prototype developed and tested Winter 2013. Univ. portal integration in process. New website released in Fall 2013
OBJECTIVE 3B.2: Conduct a needs assessment and usability study related to the use of the Libraries' website and online interfaces, in order to inform future improvement plans.	Very High Priority		*M. Hristova Online User Interfaces Team	2011-2013	$150	Completed 2012-2013.
OBJECTIVE 3B.3: Integrate library-related content into the University's portal.	High Priority	Make OU contacts and integrate content as needed.	* E. Condic M. Hristova	Ongoing	N/A	Completed Fall 2013

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 3B.4: Explore more consistent integration of library-related course materials into the campus's learning management system.	High Priority	a. Work with eLIS leadership to include default course page / research guide in every Moodle section, or at least the library widget to be propagated system wide. B. Work to create a committee of eLIS interested faculty and librarians to help create base-level support for fuller library resource integration in Moodle.	*Eric Condic *M. Hristova A. Hess P. Clark R. La Porte M. Edge-Phillips	2013-2014	N/A	-Feasibility study has begun, Fall 2013. -Course reserves tool created by eLIS & in use for easier use by students and providing improved copyright compliance Fall 2013. -M. Hristova will be porting course reserves app to a Library-supported platform and language in 2014-2015.

STRATEGY 3C: Lead the campus in the use and integration of emerging technologies.						
Objective	**Rank**	**Metrics**	**Leaders**	**Timeline**	**Special Budget Allocation**	**Status**
OBJECTIVE 3C.1: Implement an internal research-and-development proposal mechanism in the Libraries to allow for innovation and experimentation with emerging technologies.	High-to-Medium Priority	Policy and procedures implemented in 2012/2013. Successfully used to encourage new initiatives.	A. Lim	2012-2014	$3,000	Policy created, implemented in 2012-2013
OBJECTIVE 3C.2: Implement a new online system for browsing libraries e-journal collections.	High	a. Participate in MCLS-led pilot project to explore using BrowZine, iPad and Android apps to enable library users to browse b. Assess use of the app after 1 year to determine if project should continue c. Examine journal use statistics to measure impact.	N. Bulgarelli S. Lombardo	2013-2014		Implemented Fall 2013. Marketing campaign ongoing

GOAL 4: Enrich users' intellectual and cultural experiences by providing outstanding events, exhibits, services, and resources for the University's community and beyond.

STRATEGY 4A: Promote the love of reading, literature, and scholarship within the community.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 4A.1: Continue to hold the popular Authors at Oakland event.	Very High Priority	Participation and attendance remain high across all disciplines	*K. Borg Senate Library Committee	Ongoing	$2,000	
OBJECTIVE 4A.2: Continue to hold the popular annual Poetry Slam.	Very High Priority		*A. Switzer Events & Exhibits Com.	Ongoing	$1,000	
OBJECTIVE 4A.3: Continue to participate and sponsor an event for African American Celebration month.	Very High Priority		Events & Exhibits Committee	Ongoing	$200?	
OBJECTIVE 4A.4: Continue to sponsor and lead the Library's Lit to Film Book Club sessions throughout Fall and Winter.	Medium Priority		*A. Switzer Events & Exhibits Committee	Ongoing	$1,050	Alumni Services contributing $1,050 plus first book cost
OBJECTIVE 4A.5: Produce Art ExLibris II, depending upon collaborating with the OU Gallery and the Art Department.	Medium Priority		Events and Exhibits Committee	2013-2014	N/A	OU Gallery could not carry this out in 2012-2013. Wait for next year.

STRATEGY 4B: Engage with the OU community on cultural and social issues, and strengthen connections to the communities beyond OU's campus.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 4B.1: Work with Meadow Brook Hall to explore and submit collaborative grant proposals	Medium Priority		A Lim	2012-2014		Not funded for 2012-2013
OBJECTIVE 4B.2: Collaborate with other OU units and act as a sponsor to bring relevant cultural events and lectures to the community.	Very High Priority	Collaborate with other units and selected events that students rank as relevant to their educational experiences.	ALT Events & Exhibits Committee	Ongoing	$600	Talk Story APALA/ AILA event with Ferndale Public Lib. held on 6/1/13. A. Lim joined & contributed leadership to the new Arts@OU Council started in 2013. Natl Library of Medicine - Harry Potter Exhibit & Events, Win 14

GOAL 5: Strengthen the Libraries' ability to carry out high-impact initiatives and provide research support for the entire University.

STRATEGY 5A: Strengthen the role of librarians as recognized scholar/practitioners in the area of information science and scholarly communication.						
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 5A.1: Implement a new library-based incentive program to support Library Faculty's professional development, scholarship, and research.	Very High Priority	Professional development and scholarships supported. Presentations and publications increased.	A. Lim ALT	2011-2012	$3,000	Completed 2012-2013 and ongoing.
OBJECTIVE 5.A.2: Change library faculty job performance framework from a primarily generalist model to a primarily subject-specialist model, in order to increase capacity for targeted engagement, instruction, and research support. This includes using more part-time library faculty members to fulfill on-demand, just-in-time reference and research consultation needs.	High Priority	Subject assignments adjusted, roles changed as necessary, part-time faculty hired and new framework implemented.	ALT Library Faculty Assembly	2011-2014		Completed 2012-2013; will continue to evaluate effectiveness.

STRATEGY 5B: Implement a comprehensive evaluation and assessment program for the Libraries.						
Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 5B.1: Conduct a LibQUAL study in the Fall semester 2012, which includes preparation, marketing, data analysis, and reporting functions.	Very High Priority	LibQual report obtained and results posted by end of 2012-2013. Public Report posted by Fall 2013.	*K. Condic LibQUAL Study Task Force Lib. Admin.	2012-2013	$900	Survey & Analysis completed in early 2013. OAM addressed response to LibQual results in mid-2013. Public report will be released by Lib. Admin. in Fall, 2013
OBJECTIVE 5B.2: Use LibQUAL results, needs assessment, focus group studies, and usability studies results to reduce investment in low-impact activities and space use, in order to increase investment in high-impact activities and space use.	Medium Priority		ALT Library Faculty Assembly All	2013-2014		Ongoing.

STRATEGY 5C: Strengthen and expand the Libraries' advancement/fundraising efforts.						
Objective	**Rank**	**Metrics**	**Leaders**	**Timeline**	**Special Budget Allocation**	**Status**
OBJECTIVE 5C.1: Create a new Library Development Board to build fundraising base and contacts for the Libraries.	Medium Priority		A. Lim	2011-2014		Delayed due to lack of development officer assistance.
OBJECTIVE 5C.2: Hold donor stewardship / appreciation events for the Libraries' existing donors.	Very High Priority		A. Lim ALT	2011-2014		Breakfast & High Tea held in 2012-2013
OBJECTIVE 5C.3: Formalize the Library's annual fundraising efforts and increase efforts to obtain major gifts for the Library.	Very High Priority		A. Lim ALT	2011-2012		Delayed
OBJECTIVE 5C.4: Redesign and build new content for the Libraries' development website.	High Priority		A. Lim	2011-2013		Completed 2012 & updated in new website design, 2013
OBJECTIVE 5C.5: Develop and submit a proposal to obtain Libraries' development director FTE commitment at .50.	Medium Priority		A. Lim	2013-2014		Proposal submitted in early 2013 & waiting for OU funding.

STRATEGY 5D: Implement a comprehensive strategic marketing plan to increase awareness of the Libraries' resources, services, and programs.						
Objective	**Rank**	**Metrics**	**Leaders**	**Timeline**	**Special Budget Allocation**	**Status**
OBJECTIVE 5D.1: Revamp and implement the Libraries' newsletter for development and marketing purposes.	Very High Priority	Gather content for an publish newsletter using new template developed by A. Bosch, success = published newsletter.	A. Lim F. Lepkowski	2011-2013	$2,000	Winter 2013 issue finished
OBJECTIVE 5D.2: Develop and maintain a new suite of promotional materials and content for the Libraries, including development brochures, promotional guides, and flyers.	Very High Priority	a. Rebrand the libraries' promotional materials through use of new logo/motto. Success = completely rebranded line of promotional publications. b. Amplify impact of traditional promotional materials via increased social media marketing. Success = consistent, steady and unrelenting use of social media to keep our audience.	A. Lim F. Lepkowski	Ongoing	$2,000	Nicole Lane as Twitter Colton and Frank rebranded Facebook

STRATEGY 5E: Use new and existing resources to improve the Libraries' infrastructure and capabilities.						
Objective	**Rank**	**Metrics**	**Leaders**	**Timeline**	**Special Budget Allocation**	**Status**
OBJECTIVE 5E.1: Implement a formal library staff education/training program that will include more opportunities for staff to enhance their skills and knowledge, as feasible, e.g. relevant training sessions, workshops, conferences, ALA-APA certification, site visits, etc.	High Priority		*L. Kreger ALT	2013-2014	$975	Although staff training occurred through Webinars and events in 2012-2013, a formal plan was deferred until 2013-2014.
OBJECTIVE 5E.2: Conduct a comprehensive space/workflow design evaluation to investigate the more efficient and high-impact use of space for library- and University-specific needs, and begin to implement changes as needed.	Medium Priority		*L. Kreger *E. Condic / 103 task force ALT	March 2012 - May 2012 for 103 Task Force, 2013 - 2014 for other needs by ALT		• Phase 1 of the 103/SOM Library space to begin January 2014 • 4th Floor study area to be completed Winter 2014

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 5E.3: Conduct a library assets valuation project for the University's risk assessment officers, to possibly reduce costs for the University.	Medium Priority	Library Valuation Report submitted to OU's Administration and Risk Assessment Office	S. Lombardo E. Condic J. Blunt	February 2012 through February 2013		3rd floor estimate completed - low priority. August 2013 for microforms
OBJECTIVE 5E.4: Plan for the evaluation and selection of a next-generation integrated library system (ILS) for the campus, with migration to occur tentatively in 2014-2015.	Medium Priority	RFP drafted & Report completed by March, 2014	ALT E. Condic K. Engwall	201-2014		Task Force formed May, 2013
OBJECTIVE 5E.5: Request funding for a Visiting Librarian / Diversity Resident position to increase the diversity and bench-strength of our Library faculty, and to carry out diversity initiatives with other units and within the broader community.	High-to-Medium Priority	Project not funded in 2011-2012 Project not funded in 2012-2013	A. Lim	2011-2012		Proposal submitted in 2012-2012, but not yet funded. Proposal submitted again in 2012-2013
OBJECTIVE 5E.6: Request a new, permanent AP Technologist / Web Developer position to enhance the Library's user interfaces, systems, and applications.	Very High Priority	Position not funded in 2011-2012 Position not funded in 2012-2013	A. Lim	2011-2014		Proposal submitted twice in 2011-2012, but not yet funded
OBJECTIVE 5E.7: Complete hiring Medical Library staff as detailed in the LCME database.	Very High Priority	Additional positions filled by December 2012 Update: Technologies position on hold indefinitely.	N. Bulgarelli	2011-2013		Web & Emerging Technologies Librarian and Med. Library Asst. hired. Technologist Job hiring delayed until UTS service-level agreement and development service are in place
OBJECTIVE 5E.8: Explore and, if feasible implement an Electronic Resource Management System (ERMS) to improve e-resource management, maintenance & access	High Priority	Report with recommendation completed by end of Winter, 2013	*S. Lombardo *Meghan Finch	June 2013		Task force has completed work with recommendation to delay selection of a system until a next-generation library management system is chosen.

Objective	Rank	Metrics	Leaders	Timeline	Special Budget Allocation	Status
OBJECTIVE 5E.9: Implement a new program where book discards can be sold online and proceeds used to purchase more resources	High Priority	Vendor engaged and online sales commerce revenue obtained and applied to collections Completed February 2013	*S. Lombardo A. Lim	2012-2013	N/A	Administrative approval obtained 2012. License agreement with Better World Books
OBJECTIVE 5E.10: Explore and implement, if feasible, using the University's e-commerce solution to enable the request of credit cards for library fines and fees and other charges	Medium Priority	System working well with users taking advantage of convenience	*E. Condic	2013-2014		