Strategic Plan 2012 - 2015

The library's mission statement is still an excellent template for a strategic plan.

> **MISSION:** *We support the curricular needs and scholarship of the Calvin community. We maintain a <u>relevant and expansive collection</u> of <u>easily accessible resources</u> and offer <u>knowledgeable research assistance and instruction</u> in a hospitable environment.*

With the mission statement as the basis for our every day and long term work, three strategic initiatives will be the focus of the library staff's attention for the next three years. These are fleshed out below.

- Improve the Electronic sources workflow
- Improve the Discovery and Delivery experience
- Increase instructional contact (virtual and physical) with students

For more information, please contact Glenn Remelts, Library Director

Relevant and Expansive Collection

Strategic plan for this area

<u>Improve the electronic source workflow</u>. Electronic sources will quickly become the library's major format. Processes, software, and services are needed to effectively and efficiently incorporate and manage content in this format.

This mission element includes processes and software that assists the library staff in developing and maintaining the collection.

- Cataloging
- Acquisitions process
- Year-end purchasing
- Choice mailings
- Working with liaison professors
- Selecting e-sources
- Selecting E-journal packages
- Selecting research databases

Possible Elements of this Goal

- Automate the Choice mailing process
- Install an ERM (Fall 2012)
- Acquisitions process
    - Electronic sources-friendly vendors
    - Utilization of "Chester"
- Patron Driven Acquisitions (PDA)
- Cataloging processes
    - OCLC WorldCat developments
    - RDA meta data standards

Easily Accessible Resources

Strategic Plan for this Area

<u>Improve the Discovery and Delivery experience</u>. The research experience is increasingly complex and confusing. Databases proliferate and user interfaces change. Can the library staff make discovery and delivery easy for most users, and continue to provide sophisticated discovery tools for the advanced users?

This mission element includes primarily software and hardware that assists the user in discovering and retrieving sources.

- Web site design and content
- SFX (OpenURL software)
- Evergreen (Library management system
- MelCat (August 2012)
- Patron equipment (LPACs, printers,…)
- Signs
- EZproxy
- Locally produced research databases
- LibGuides
- Clio and InterLibrary Loan

Possible Elements of this Goal

- MelCat: 1) Integrate MelCat into our existing discovery tools, 2) maximize delivery, and 3) market
- Unified discovery tool (EBSCO, Primo, Summon, WorldCat Local)
- Harness the vast capabilities of SFX
- Modify the library's web site to provide maximum exposure for discovery and delivery

Knowledgeable Research Assistance and Instruction

Strategic Plan for this Area

<u>Increase our instructional contact (virtual and physical) with students while minimizing our time at the desk.</u> Can the library staff provide reasonable and easy access to our expertise by moving to other types of contact?

This is the human dimension of our work and is closely connected with teaching and informal instruction.

- English 101
- Other classroom instruction
- Liaison
- Reference desk
- Meebo
- Email
- Phone
- Text
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Possible Elements of this Goal

- Maintain the library's excellent relationship with English
- Reduce research assistance desk time by shifting assistance to electronic communication (email, IM, text).
- Increase liaison efforts so professors are aware of librarian's research expertise
- Effective use of Moodle
- Effective marketing of the library's services
- Modify the web site to provide maximum exposure for the above