IU East Campus Library Strategic Management Plan
Implementation & Action Plan

Often when colleges and universities grow sentimental about their own academic libraries statements like, “the heart of the campus,” are used to describe the role libraries play in education. At IU East the role of the Library is important and in need of validation. To this end the IU East Campus Library Staff developed a Strategic Management Plan to help guide and direct the role and actions of the Library for the next five to fifteen years.

Some ideas that the Library Staff have considered are: dynamic campus leader, IUE Library – ultimate search engine, a campus partner, meeting your needs, dynamic campus partner in outstanding campus education. From these inspirational ideas the staff developed a mission, vision, slogan and values statements. These statements are further defined by the

IU East Campus Library Mission Statement
Our purpose is to encourage, empower and enlighten our community of users in gathering and analyzing information for lifelong impact.

IU East Campus Library Vision Statement
We are a dynamic partner in student success.

IU East Campus Library Slogan
“IU East Library… Your Partner in Success”

IU East Campus Library Values
● Welcoming Environment
● Teamwork
● Exemplary Interpersonal Skills
● Excellent Customer Service
● Access to Information

In Five Years We Will Have:
- Created new avenues of support
- Increased prestige of the university
- Helped to unify the academic mission
- Become the ultimate search engine
- Become a dynamic campus partner in student success (outstanding campus education)
- Become a campus partner, meeting your needs
GOALS & OBJECTIVES:
I. Partnerships

GOAL 1: Facilitates student success
- Establish a place where students come for scholarly and social reasons.
- Develop and maintain an atmosphere of supportive research.
- Maintain an inviting physical environment.
- Be aware of changing needs of students and advocate for change as needed.
- Make students aware of presentation/display opportunities within the Library.
- Develop and use several methods of communicating with students: All campus news opportunities: WIUE, Pioneer Press, Bulletin board notices, email and others as available.
- INLITON program is available
  - Work within the faculty governance system and the administration to mandate an Information Literacy requirement that includes an evaluation of experience, course of action and assessment of information retrieval, evaluation and management.
  - Offer an online 1 credit (Q101) information literacy course that allows distributed education and local development of skills required of IU East Students.
- The Library will have competent reference assistance available to students every hour we are open.

GOAL 2: Proactive communication
- The Library will produce a monthly e-newsletter to keep campus staff and faculty advised of new library materials, policies, and programs.
- We will highlight various department’s faculty and available library materials (location, variety, electronic, new items, etc) on a rotating basis.
  - Photos of faculty members
  - What faculty teach, research interests…
- The IU East community will be aware of the IU East Library’s mission, vision and goals.
- Information will be forwarded through e-mail, Eastward, Pioneer Press, posters, student information options and local newspapers as possible and necessary.

GOAL 3: Increase participation and collaboration with community agencies
- We will become an integral part of the community.
- We will host the first annual meeting/fellowship of library staff (certified and non-certified) of Richmond/Wayne County Libraries. This includes academic, school, and public libraries.
- The library will offer to partner with Morrison Reeves and/or Earlham for initiatives or programs hosted at their library, in order to publicize our own presence and secure their aid for our functions.
- The IU East Campus Library will obtain and maintain active membership in the Richmond – Wayne County Chamber of Commerce.
Grounded, seamless partnership with campus faculty and administration, Clearly structured

- Open lines of communication between campus administration and Library staff. This cooperation will bring about a renewed commitment to supporting the Library.
- The Library will attempt to develop and maintain membership or representation in major campus decision making bodies, both for faculty and administration.
- Strong partnership with IVY Tech in all areas.
- Library Liaison program development and implementation. Attend regular division meetings and communicate with division about new programs and ordering policies.
  - Department Liaison provides interaction with academic departments.
  - Library Team supports department liaisons.
  - The collection is reviewed systematically to assure coverage, currency and relevance.

Strengthen and reaffirm our commitment to provide library services to the Ivy Tech State College, Region 9

- Develop the relationship with Ivy Tech State College through interactions with the Library Team and Liaisons.
  - Collection needs-work to provide relevant resources through approved purchasing to complement the Ivy Tech State College Curriculum.
  - Overall dedication to providing service to all students through Information Literacy Instruction (ILI), database advertising, and Inter-Library Loan (ILL).
- Ivy Tech State College will be included in all communication from the IU East Library.
- Identify routes of communication: Who, Departments, Students, etc.
  - Continue current efforts

Develop and maintain intentional relationships

- The Liaison team will meet with academic departments each semester to maintain organizational relationships.
- The Liaison team will develop and maintain active relationships with individual faculty.
  - Project based: i.e. oral history project and history classes, organizational needs, etc.
  - Collection based: collections to support academic programs
  - Scholarly work: assist with research as requested
  - Service work
  - The reference manager will take on the role of liaison for any department not currently served by the librarians, and meet with relevant faculty
- At least one Library staff member attends other department’s events (when invited) and serves as a representative of the IU East Library. Each faculty and professional Library staff member will attend no less than four functions held by other departments, such as “Help the Animals Day” for Campus Life, or the “Basketball Fan Appreciation Night”, to increase the visibility of the Library in everyday campus proceedings. At least one of these should fall outside of normal working hours.
  - The Librarians will have 100% participation in major campus functions including Honor’s Day and Graduation
- The Library will host at least one community event during the school year.
The Library will host monthly programs of interest to students and community (Brown Bag Luncheons) during the school year.

The Library staff will encourage faculty and students to use the Library as a meeting place and forum for presentations. This could include, but is not limited to, gallery space for art students, student presentations of personal research, ‘sample’ lectures by faculty to stir up interest in forthcoming classes, etc.

“Friends of the Library” is an independent support organization

- (FOL) Friends of the Library develops into a self supporting organization that will advocate for library needs.
- (FOL) Friends of the Library activities will be promoted by the Library working in conjunction with IUE Marketing & Development. The Library will keep them apprised of all FOL functions.
- (FOL) Friends of the Library will be an active group sponsoring a book sale and dinner annually.

Develop strong relationships through active participation in consortial organizations

- Service and leadership on committees
- Work with cooperative efforts to get best deals (INCOLSA, IU, CIC, ALI, etc)
- Better utilize existing relationships

Equal partner with other IU campus libraries

- The IU East Librarians will be represented at CHL and IU Librarian’s Day.
- IU East Librarians will actively participate in system wide organizations such as IULFC, Circulation, Acquisitions Congress, Cataloging Congress, etc.

Rely on ‘partners’ to help keep us aware of new trends

II. Resource Management

GOAL 1: Campus survey of needs

- Every three years the Library will conduct an assessment of services and offerings.
  - This will be a campus wide survey including IVY Tech and Purdue.
  - This will be an online survey for the convenience of those surveyed.
  - The first survey will be conducted Spring 2006.
- Every five years the Library will undergo a self study and work with a consultant to determine the successes and failures of the Library, evaluate management effectiveness and to plan for the future.

GOAL 2: The Circulation Department will create and maintain a pleasant and useful environment for the IU East community by:

- Emphasizing quick, friendly customer service.
- Keeping the collection clean and in good order.
  - Routine shelf dusting every six months
  - Shifting the collection to maximize space and keep items easy to retrieve
  - Reviewing all library signage and keeping it current
  - Work with the acquisitions process to identify needed resources
  - Work with Technical Services to identify lost resources that should be removed from the catalog

Keeping equipment available and in working order, including camcorders and laptops.
GOAL 2A: Maintain a strong customer service environment

- Library staff members exhibit and exemplify positive customer service behaviors by being:
  - Accessible to patrons
  - Prompt in responding to needs of customers
  - Friendly and outgoing
  - Able to provide accurate information
  - Effective in our method and timeliness of response to patron needs
  - Willing to communicate at the appropriate level for patron’s knowledge level
  - Able to work with partners in assisting patrons
  - Willing and able to provide equitable service to all patrons

- Positive interpersonal skills with co-workers are integral to best serving our customer’s needs.
- Library hours of operation are appropriate for student needs.
- Develop better ways to provide customer service to Ivy Tech State College-Region 9 students, staff & faculty.

GOAL 3: Develop and maintain a strong web presence

- Develop a new, effective database related website for the Library.
  - Provide ADA compliant web site.
  - Maintain a current and up to date web site.
- A new web page will be developed showcasing database trials.
- Develop and maintain an Archive web presence.

Dedication to provide cutting-edge resources

- Develop, implement and maintain a plan to evaluate current resources and collections.
- Continual survey of the market for new innovative resources to stay current.
- Maintain databases and electronic resources.
  - Develop a database of all electronic access to paid, government and useful free-access databases
  - The Library will evaluate all electronic databases to determine renewal options each December
  - Effective promotion of databases IU East Campus Library purchases and accesses.
  - Promote the support databases ILLiad, SFX, SingleSearch, Ariel which provide access to all Library resources.
- Meet faculty and academic program needs for information resources.

Provide and implement intentional and relative collection management.

- A new collection development policy will be implemented beginning with the Fall 2005 semester.
  - Creation of acquisitions and weeding policies.
Develop a collection development policy that provides direction and flexibility for the liaisons and purchasing, keeping pace with departmental needs.

- Order items that will support the courses taught at this campus.

- The Library will spend 100% of its Acquisitions Budget each year.
- Organizational commitment to support existing and new acquisitions and partnership agreements which include IVTC, mini-grants, 3 satellite centers, etc.
- Timely cataloging of new materials.
  - New acquisitions will be on the shelves no later than two weeks from their arrival in the Library.
- Work cooperatively with other libraries to provide materials, inter-library loan.
- Establish and maintain a premier collection for our region providing a perspective on diverse populations.
- Establish and maintain a strong archive unit.
  - The archive unit will include institution and special collections.
  - Develop and implement an archives policy.
  - Develop and maintain a regional repository for memory and oral history.

Develop and maintain policies for healthy, ample, and effective Humans Resources

- Provide and maintain sufficient levels of staffing that brings the Library to the IU East Campus.
- Indiana University Human Resources policies provide the direction for employee relations.
- The Library will work cohesively as a team because teamwork & cooperation is key to the organization’s success.
  - Provide an environment that encourages understanding and respect of differing personality and work styles of individuals.
  - Establish and maintain open communication.
  - Library staff will project a cohesive, unified image to the community we serve.
  - Each employee fills a unique niche within the organization by understanding and performing their role.
  - Encourage empathetic interaction to the needs of co-workers.
- Provide semi-annual training for all library staff – circulation desk, shelving, reference, customer service, etc.
- Develop and implement cross-training.

Maintain adequate, effective and known Financial Resources

- The Library’s efficacy will prompt the campus to increase the Library’s budget allocation to the ACRL standard of 5% of the total campus budget.
  - The Library leadership will inform the administration of Library financial needs on an ongoing basis.
- The Library will be good stewards of the resources entrusted to our care.
  - The Library will endeavor to find alternate, cost effective sources for furniture and supplies.
  - The Library will be good managers of the acquisitions, personnel and facilities budgets, continually planning for future growth.
- The Library will seek out alternative means of funding to support the Library’s foundation and Friends of the Library.
The Library budget will have continual oversight.
   o Budget information will be shared widely with all Library staff members using a file server program.
   o The Library Team will receive bi-weekly updates to the budget.

Provide a welcoming, productive and hospitable physical space of the IU East Library

- Create and maintain a pleasant environment.
  o The physical space is well-maintained for the safety and security of the Library’s resources, patrons and staff.
  o The IU East Library, as good stewards of its collections, will provide systems to protect our resources from vandalism, theft or natural disaster.
  o Provide ample Library space to support the mission of the Library.
  o Provide an information commons environment for students with access to multi-media, scanners and sound equipment & software.
  o Provide substantial numbers of workstations to serve the needs of all patrons.
  o Provide laptops for both in-house and off-campus circulation.

- Furnishings & Decorating
  o small area furnishings
  o comfortable space and furniture
  o well-organized space

- Continue friendly refreshment environment.
  o Provide a coffee shop environment.

- The Library will create a ‘cozy’ reading area in the stacks and in other places as appropriate.

III. The information literacy and education program will be an integral part of the IUE curriculum

All students and faculty will receive information literacy instruction through traditional or alternate methods.

- Library staff will make a concerted effort to bring faculty and staff up to date on Library resources through courses, workshops and visiting area meetings. i.e. staff council, faculty senate and division meetings.
- IVY Tech faculty will be contacted yearly with updates on Library services and instruction offerings. The instruction librarian will visit IVY Tech campus and meet with relevant faculty to discuss research needs of students.
- Library will continue to offer information literacy instruction to all W131/W132 and other relevant courses.
- New Castle, Connersville and Lawrenceburg students will also have access to equitable Library instruction.

Information literacy education will follow the standards and guidelines mandated by the ACRL and will include assessment tools for development and accreditation purposes.

Library liaisons will work with divisions to meet the information literacy needs for specific courses.

By fall 2005 a course will be developed for implementation as a vehicle for mandatory information literacy instruction.
The Q101 course from the master course list will be developed for IUE students for the distributed education plan. This course will become a mandatory course.

The instruction librarian will be involved in general education discussions and committees to bring about the information literacy requirements for students.

The Reference Department will provide strong support to the scholarly inquiry of the IU East community. In support of this mission, the reference department will:

- Offer timely and informed one-to-one reference interviews.
  - The department will improve turnaround time of faculty research requests
  - The department will follow up with students on their research
  - The department will ensure trained personnel are always available, and improve part-time employees’ comfort with handling basic reference transactions
- Assist with library instruction and developing teaching materials.
  - The reference manager will develop pathfinders for unsupported departments, and update and refine existing ones
  - The department will be available to offer in-class instruction at faculty request

Critical Issues for the Campus

- Budget/Funding
- Enrollment
- Electronic vs. Physical Space
- Competitors
- Lack of tradition/identity
- Visibility for the Library itself – on the campus – in the community
- Technology