



Valdosta State University Odum Library Strategic Plan 2013-2019

Odum Library Mission

The purpose of Odum Library is to be a major educational and cultural resource of the University.

The statement of purpose is supported by the following library goals:

1. Infrastructure: Foster an inclusive, diverse, safe, and inviting environment, both physical and online, to meet users' needs.
2. Information Literacy: Encourage an information-literate student body capable of identifying, finding, evaluating, and citing suitable sources in support of scholarship.
3. External Funding: Promote utilization of external funding sources; explore and pursue funding opportunities to enhance library collections, programs, resources, and services.
4. Communication: Develop, continue, or improve relationships with key campus and community constituencies.
5. Assessment: Develop and maintain a culture of assessment that permeates all areas of the library in order to improve our services and collections.
6. Collection Development/Analysis: Acquire, create, preserve, and provide access to information resources in all media, advancing scholarly communication and providing opportunities leading to academic, professional, and social success.

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In order to meet our users' changing needs and expectations, the Odum Library will strive to meet the following goals and objectives over the next six years:

Goal 1 Infrastructure: Foster an Inclusive, Diverse, Safe, and Inviting Environment, both Physical and Online, to Meet Users' Needs

Objective 1.1 Increase operating hours for Media Services.

Strategy 1.1.1 Assess the need to expand hours using data from LANDesk, LibStats, gate counts, and Media Services' monthly reports.

Strategy 1.1.2 Complete PMF for new Instructional Technology Specialist Position.

Strategy 1.1.3 Provide students broader access to Media Services by extending hours to be more closely aligned with comparable service departments on campus.



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Objective 1.2 Increase Media Services' ability to maintain current technologies.

Strategy 1.2.1 Evaluate technology needs and create plans for sufficient and optimal hardware and staffing resources.

Strategy 1.2.2 Expand current budget to meet the demands of resourcing a digital media center.

Objective 1.3 Enhance the library's physical space to meet students' varied needs.

Strategy 1.3.1 Create more classroom spaces by converting Uplink Studio into an electronic classroom.

Strategy 1.3.2 Assess students' space needs by both observing current use and repeating LibQUAL+ to determine students' preferences.

Strategy 1.3.3 Promote existing quiet spaces and examine ways to re-design them to better meet students' needs.

Strategy 1.3.4 More effectively utilize existing library spaces to meet student demands.

Objective 1.4 Investigate solutions for physical and digital space threats for Archives.

Strategy 1.4.1 Write funding proposals and secure funding for 50 to 150 terabyte server and service contract to provide dark archive storage for AV and born digital items.

Strategy 1.4.2 Analyze workflows and metadata in order to utilize space on server effectively; set access rules to protect data and allow all stakeholders access.

Strategy 1.4.3 Explore plans for mass digitization of imperiled, unique tape and DVD resources currently in collections.

Strategy 1.4.4 Create proposal for compact shelving for Archival Vault Storage to ensure 6-10 years of future physical growth in Archives.

Objective 1.5 Assess and address security issues in the library.

Strategy 1.5.1 Secure a place for a library representative on Security Committee.

Strategy 1.5.2 Promote student safety by sharing crime prevention tips on digital signage and social media.

Strategy 1.5.3 Utilize the expertise of a security consultant to assess the library's weaknesses in order to take steps towards creating a safer environment for students, faculty, and staff.



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Strategy 1.5.4 Open the discussion of creating security positions (for students or staff) if security issues within the library persist.

Goal 2 Information Literacy: Encourage an information-literate student body capable of identifying, finding, evaluating, and citing suitable sources in support of scholarship.

Objective 2.1 Plan and implement an information literacy instruction program to meet campus general educational requirements.

Strategy 2.1.1 Plan a curriculum for library instruction that increases in complexity from first-year undergraduate- to graduate-level courses. Align curriculum with university student learning goals, including Core Curriculum requirements.

Strategy 2.1.2 Increase incorporation of assessment into instruction in order to foster greater student learning.

Strategy 2.1.3 Create a sequence of progressive online tutorials aligned with the Association of College and Research Libraries' *Information Literacy Competency Standards for Higher Education* to comprehensively address online learners' information literacy needs.

Goal 3 External Funding: Promote utilization of external funding sources; explore and pursue funding opportunities to enhance library collections, programs, resources, and services.

Objective 3.1 Cultivate a grant-writing culture in Odum Library.

Strategy 3.1.1 Utilize campus grants office to discover and submit external grant proposals annually.

Strategy 3.1.2 Provide grant-writing training for faculty and staff and support them through the writing and administration process by assigning release time and student assistant support whenever possible.

Strategy 3.1.3 Apply for available university funding to support library initiatives and projects.



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Goal 4 Communication: Develop, continue, or improve relationships with key campus and community constituencies.

Objective 4.1 Prioritize serving the needs of the campus and community.

Strategy 4.1.1 Create awareness amongst campus departments and divisions of resources and services available to them that fill otherwise unmet needs.

Strategy 4.1.2 Seek opportunities to collaborate within the campus and community.

Strategy 4.1.3 Encourage strong local relationships by hosting community events annually.

Strategy 4.1.4 Form a Friends of the Library group in order to increase patron and community support for library initiatives and educate the community more widely on the library's role and services.

Goal 5 Assessment: Develop and maintain a culture of assessment that permeates all areas of the library in order to improve our services and collections.

Objective 5.1 Develop new approaches to meeting students' changing needs and expectations.

Strategy 5.1.1 Conduct the LibQUAL+ survey to learn more about our users' perceptions of services, collections, and facilities at Odum Library.

Strategy 5.1.2 Use assessment data to develop strategies that address student and faculty concerns.

Objective 5.2 Support professional development opportunities for library employees to learn about assessment methods.

Strategy 5.2.1 Provide support for all areas of the library to create and implement assessment projects by offering training in basic assessment methods.

Strategy 5.2.2 Create an Assessment Working Group to support further development of assessment skills.

Objective 5.3 Streamline the collection of data to enhance data-driven decision making and transparency.

Strategy 5.3.1 Create an online library dashboard to display all library statistics in one place.



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Strategy 5.3.2 Determine which statistics need to be kept and implement a plan for regular collection and reporting of statistical data to external bodies.

Goal 6 Collection Development/Analysis: Acquire, create, preserve, and provide access to information resources in all media, advancing scholarly communication and providing opportunities leading to academic, professional, and social success.

Objective 6.1 Encourage faculty participation in building library collections.

Strategy 6.1.1 Provide promotional materials to professors that encourage their participation in Vtext.

Strategy 6.1.2 Encourage faculty and staff donations of institutional records; provide education on records retention policies, especially for electronic records. Work with IT to ensure preservation of electronic records.

Objective 6.2 Maintain relevance of print materials by implementing a regular weeding schedule.

Strategy 6.2.1 Create a data-driven plan for regular weeding of the print collection.

Objective 6.3 Enhance access to digital resources.

Strategy 6.3.1 Integrate library login systems with campus technologies.

Strategy 6.3.2 Utilize newly available tools to increase the Archives' digitization program, adding to Vtext, Flickr, and the Archives website from digitized periodicals, images, and rare books.

Strategy 6.3.3 Move archival records from Archon to new subscription-based ArchivesSpace product and catalog archival collections in GIL and WorldCat to facilitate access.

Drafted by the Odum Library Strategic Planning Committee, December 2013

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