



Valdosta State University Odum Library Strategic Plan 2018-2022

Odum Library Mission

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

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

1. Student Success: Provide students with the needed resources, infrastructure, and assistance to foster and support a culture of student success.
2. Student Engagement – Promote and support a culture of student engagement and experiential opportunities using programs, student employment, and internships.
3. Regional Engagement: Promote and support a culture of regional engagement by providing the resources and infrastructure needed to further the university's mission of regional impact and through improving relationships with campus and community constituencies.
4. Faculty and Staff Engagement – Promote and support a culture of university employee engagement using programs and strategic partnerships.

Odum Library Strategic Plan

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

Goal 1 Student Success: Provide students with the needed resources, infrastructure, and assistance to foster and support a culture of student success.

Objective 1.1 Odum Library will increase awareness and accessibility of library resources.

Strategy 1.1.1 Refine all library web pages annually, ensuring they follow sound principles of information architecture and are accessible to all our users.

Strategy 1.1.2 Audit current databases for 508 Compliance annually. 508 Compliance is a section of the Rehabilitation Act which requires federal agencies to make their electronic content accessible to those with disabilities.



Valdosta State University Odum Library Strategic Plan 2018-2022

Strategy 1.1.3 Provide students broader access to the New Media Center by extending from 45 hours weekly to 55 hours weekly and adjusting operational hours based on door count volume and other tracking tools available to the NMC staff by the end of Fall 2018.

Strategy 1.1.4 Enhance bibliographic records to meet current best practices in resource discovery environments.

Commented [MH1]: How will we enhance? How many will we enhance?

Strategy 1.1.5 Explore methods of marketing library collections and implement at least one new strategy for encouraging use of specific collections on an annual basis.

Strategy 1.1.6 Digitize 10% of rare books and periodicals with copyright clearance held by Archives and Special Collections and the library for campus research needs by the end of AY 21-22.

Strategy 1.1.7 Implement methods for improving delivery times and usage of research materials obtained from other institutions.

Strategy 1.1.8 Utilize usage statistics from resource sharing departments to inform collection development decisions beginning in AY 19-20.

Commented [MH2]: We already do this, but I figured it would be nice to put it in the strategic plan.

Objective 1.2 Odum Library will enhance our physical space to meet students' varied needs.

Strategy 1.2.1 Explore and introduce New Media and adaptive learning technology tools like VR, movable furniture, and "bring your own device strategies" that the New Media Center lab spaces can use to improve workshop engagement for collaborative learning within the next 2-5 years.

Strategy 1.2.2 Assess students' space needs by both observing current use on an ongoing basis and designing an in-house student survey to determine students' preferences to deploy during Fall Semester, 2019.

Strategy 1.2.3 Promote existing quiet spaces and examine ways to re-design them to better meet students' needs based on data collected on student usage patterns on an ongoing basis.

Strategy 1.2.4 Utilize existing library spaces to more effectively respond to student feedback.

Strategy 1.2.5 Continue weeding print journal collection to allow relocation of shelving space. Will reduce the print collection holdings as of August 2017 by 50% by Fall 2020 based on availability of electronic titles.

Strategy 1.2.6 Continue to create new rotating and permanent art installations.



Valdosta State University Odum Library Strategic Plan 2018-2022

Objective 1.3 Odum Library will investigate solutions for physical and digital space threats for Archives.

Strategy 1.3.1 Analyze workflows and metadata to utilize space on server effectively; set access rules to protect data and allow all stakeholders access by the end of AY 19-20.

Strategy 1.3.2 Explore plans for mass digitization of imperiled, unique tape and DVD resources currently in collections and begin to migrate these collections by the end of AY 18-19.

Strategy 1.3.3 Assess physical space needs for expanding Archives collections and develop a five year storage plan by the end of AY 19-20.

Objective 1.4 Odum Library will assess and address security issues, including theft and late-night building access.

Strategy 1.4.1 Promote student safety by sharing crime prevention tips on digital signage and social media each semester during finals week by the end of AY 18-19.

Strategy 1.4.2 Develop a formal policy for access to the library from 10 PM to 8 AM by the end of AY 18-19.

Objective 1.5 Odum Library will enhance the New Media Center's circulating inventory for academically oriented project needs.

Strategy 1.5.1 Work closely with the College of Education & Human Services to find support and funding to double available edTPA kits used by student teachers working towards obtaining a teaching certification in the state of Georgia within the next 2-3 years.

Strategy 1.5.2 Foster and maintain a strong working relationship with IT to keep circulating inventory of student laptops at a refresh rate of 5-10 laptops every 2-3 years.

Strategy 1.5.3 Assess students' equipment needs by observing current use and utilizing survey data to determine students' preferences by the end of AY 18-19 and annually each year after.

Objective 1.6 Odum Library will explore methods for assessing our impact on student success metrics.

Strategy 1.6.1 Work closely with Data Warehouse team on implementing a program to chart database usage with student data to determine correlation between library resource usage and student success by the end of AY 19-20.

Strategy 1.6.2 Work with Data Warehouse to expand pilot project for assessing correlation between Library Instruction and retention to also include assessing correlation with GPA and individual course outcomes by the end of AY 19-20.



Valdosta State University Odum Library Strategic Plan 2018-2022

Strategy 1.6.3 Work with IT to connect the LabStats computer lab usage program with Data Warehouse for metrics on computer usage and student success by the end of AY 18-19.

Objective 1.7 Odum Library will bring collection development activities and existing library resources into greater alignment with campus needs.

Strategy 1.7.1 Update current collection development policy to ensure collections meet current needs of the campus communities by the end of AY 19-20.

Strategy 1.7.2 Perform regular inventory on all collections every 5 years beginning in AY 20-21.

Strategy 1.7.3 Update the Reference and Government Documents collections to make better use of available space and provide robust and relevant collections by the end of AY 19-20.

Objective 1.8 Odum Library will plan and implement a library instruction program that provides students with the information literacy competencies needed to succeed at Valdosta State University.

Commented [MH3]: How is this different from current instruction program?

Strategy 1.8.1 Align curriculum with university student learning goals, as well as the Association for College and Research Libraries' Framework for Information Literacy for Higher Education by the end of AY 18-19.

Strategy 1.8.2 Plan a program of library instruction that supports fundamentals of information fluency and the multiple complexities of research, for first-year undergraduates to graduate-level courses. Assess at least 50% of instruction sessions for alignment with Information Literacy standards by the end of AY 19-20 and collect attendance data for 100% of instruction sessions taught by the end of FY 18-19.

Strategy 1.8.3 Create and implement meaningful assessment models that respond to the linked goals of fostering student learning and elevating teaching.

Strategy 1.8.4 Create a series of online tutorials and instructional videos to comprehensively address learners' information literacy needs however they access library resources by the end of AY 18-19.

Goal 2 Student Engagement – Promote and support a culture of student engagement and experiential opportunities using programs, student employment, and internships.

Objective 2.1 Odum Library will work to expand our experiential learning opportunities.



Valdosta State University Odum Library Strategic Plan 2018-2022

Strategy 2.1.1 Work with academic departments to determine opportunities for creation of experiential learning opportunities within the library. Develop at least one opportunity with another campus department by the end of AY 18-19.

Strategy 2.1.2 The Archives will work with the Department of History to expand its current extra credit program with the goal of increasing capacity by 20 students by the end of AY 20-21.

Strategy 2.1.3 The Archives will work closely with the Women and Gender Studies Program to create an experiential learning internship program where students work with archival materials by the end of AY 18-19.

Strategy 2.1.4 The New Media Center will work closely with the Instructional Technology Education Master's track to offer a space for internship hours for Master's student's seeking workshop experience or training development experience by the end of AY 19-20.

Objective 2.2 Odum Library will hold programs of interest to students that can both further their academic goals and contribute to their participation in the campus life of Valdosta State University.

Strategy 2.2.1 Expand workshop offerings in the New Media Center to support student success.

Strategy 2.2.2 Offer at least one student-focused programming event in the library per semester.

Objective 2.3 Odum Library will pursue innovative methods for marketing services to students to ensure awareness of what the library has to offer.

Strategy 2.3.1 Develop a marketing plan that defines our marketing message and sets specific and measurable goals for the period of the current library strategic plan by the end of Fall 2018.



Valdosta State University Odum Library Strategic Plan 2018-2022

Goal 3 Regional Engagement: Promote and support a culture of regional engagement by providing the resources and infrastructure needed to further the university's mission of regional impact and through improving relationships with campus and community constituencies.

Objective 3.1 Odum Library will seek new opportunities to reach out to our community to enhance the institution's value to the region and to provide the research support needed for regional progress.

Strategy 3.1.1 Offer book repair and other informational workshops to educational institutions throughout South Georgia beginning in AY 19-20 and continuing each year through AY 21-22.

Strategy 3.1.2 Engage community members in the Valdosta Region through partnership opportunities with the STEAM Center and participate in at least one collaborative event with the Center by AY 19-20.

Strategy 3.1.3 Increase participation in community public school events, such as National History Day through participation in at least one public school service event per year beginning in AY 18-19.

Strategy 3.1.4 Explore existing community events to link the library to Valdosta and the surrounding region and create at least one partnership with a community event by the end of AY 19-20.

Strategy 3.1.5 Collaborate with the new Center for Regional Impact to support the research needs of the community.

Strategy 3.1.6 Create resources that provide access to local information such as the Valdosta Daily Times Index.

Strategy 3.1.7 Expand and maintain Georgia Documents and Georgia Special Collections to increase access to regional holdings.



Valdosta State University Odum Library Strategic Plan 2018-2022

Strategy 3.1.8 Offer at least one programming event for Valdosta/Lowndes county and the surrounding community each academic year beginning in AY 18-19.

Objective 3.2 Odum Library will seek out opportunities for internal and external funding that will advance the library's mission.

Strategy 3.2.1 Explore the possibility of establishing a "Friends of the Library" group for our institution and take steps to establish this organization if it is a viable option by the end of AY 18-19.

Strategy 3.2.2 Pursue at least one external funding opportunity to support a library initiative or project each year in each AY through AY 21-22.

Strategy 3.2.3 Explore internal funding opportunities to support library initiatives or projects and pursue at least one internal funding opportunity for a library project in each AY through AY 21-22.

Strategy 3.2.4 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.

Strategy 3.2.5 Work with the College of Humanities and Social Sciences to write a grant centered around community conversations by the end of AY 19-20.

Objective 3.3 Odum Library will increase library contributions to the profession at state, regional, and national levels.



Valdosta State University Odum Library Strategic Plan 2018-2022

Strategy 3.3.1 Contribute to professional governance by participating in committee membership.

Strategy 3.3.2 Publish and present professional works.

Strategy 3.3.3 Provide a venue for workshops and other professional development opportunities.

Goal 4 Faculty and Staff Engagement – Promote and support a culture of university employee engagement through programs and strategic partnerships.

Objective 4.1 Odum Library will strengthen and build internal campus collaborations that impact the university and library's mission.

Strategy 4.1.1 Work with staff from the Academic Support Center to develop areas of partnership and mutual support. Develop at least one co-sponsored event with the Academic Support Center by the end of AY 19-20.

Strategy 4.1.2 Explore potential of the Center for Excellence in Learning and Teaching (CELT) for library/faculty relations. Develop at least one program in conjunction with CELT to promote library faculty relations by Fall 2019.

Objective 4.2 Odum Library will improve communication with Plant Operations to enhance library facilities.

Strategy 4.2.1 Meet with Plant Ops Administrators to discuss proper policies and procedures concerning Odum Library by Spring 2019.



Valdosta State University Odum Library Strategic Plan 2018-2022

Strategy 4.2.2 Collaborate with Plant Ops to design signage to encourage better stewardship of library facilities by Spring 2019.

Objective 4.3 Odum Library will increase faculty awareness of copyright issues related to their curricula.

Strategy 4.3.1 Expand workshop offerings through the implementation of a Copyright & Fair Use workshop in collaboration with CELT and the Library departments for online content creation and distribution training of multimedia uses by Fall 2019.

Objective 4.4 Odum Library will revise the structure of our liaison program to better facilitate faculty communication with the library and ensure better participation in collection development.

Strategy 4.4.1 Provide yearly serials review to each department on campus with cost per use statistics to ensure that purchased content is relevant to departmental needs by AY 19-20.

Strategy 4.4.2 Develop a clearly defined liaison program outlining the duties and responsibilities of librarians for promoting resources and services by AY 19-20.

Strategy 4.4.3 Strengthen the library liaison system by introducing an annual liaison meeting by AY 19-20.

Objective 4.5 Odum Library will explore avenues for better enabling intralibrary communication between our departments to foster more efficient operations.

Strategy 4.5.1 Explore the option of extending live chat to other public service departments in the library by fall 2020.



**Valdosta State University
Odum Library
Strategic Plan 2018-2022**

Strategy 4.5.2 Implement a formalized program of cross-training to ensure that all library employees are aware of policies, procedures, and workflows within the library by Fall 2020.

Strategy 4.5.3 Prepare a common resource containing answers to frequently asked questions, library policies and procedures, and referral and contact information by Spring 2020. Ensure the resource is updated annually after its creation.

Drafted by the Odum Library Strategic Planning Committee, Summer, 2018

*Mike Holt (chair)
Deborah Davis
Kyle Culpepper
Keith Watson
Jessica Lee
Robert Taylor
Amy Chew
Emily Rogers
Luke Smith*