



## Mission

The UMD Library's mission is to promote learning and research by providing information resources and services, up-to-date technologies, and knowledgeable staff in a welcoming environment.

## Vision

The UMD Library is the intellectual center of the campus. We are integral partners in preparing students for success in life as information-smart global citizens.

## Core Values

The following statements guide us as we implement the Library's mission and vision:\*

**We value learning**

**We value service excellence**

**We value innovation**

**We value collaboration**

**We value our community**

**We value the well-being of our users and staff**

\*Adapted from "Furthering Learning and Research 2004: The University of British Columbia Library's Strategic Plan," University of British Columbia Library, [http://www.library.ubc.ca/home/planning/UBC\\_SP\\_04-07\\_FA.PDF](http://www.library.ubc.ca/home/planning/UBC_SP_04-07_FA.PDF) (accessed April 27, 2008).

## Core Values

### **We value learning**

*Therefore...*

- we advocate freedom of information and open communication
- we are committed to intellectual freedom
- we respect intellectual property rights
- we develop and provide access to knowledge, information, and ideas
- we promote life-long learning

### **We value service excellence**

*Therefore...*

- we are focused on our users
- we provide expert assistance and instruction
- we make effective and efficient use of our resources
- we strive for accuracy and timeliness
- we promote continuing staff development and growth

### **We value innovation**

*Therefore...*

- we encourage creativity, initiative, and perseverance
- we are willing to take risks and demonstrate leadership
- we learn from the best practices of others
- we anticipate and plan for the changing information needs of our users
- we promote organizational flexibility

### **We value collaboration**

*Therefore...*

- we work closely with students, faculty, and staff
- we foster collegiality and cooperation among our staff
- we work with other University units and faculty
- we cooperate with other libraries and educational institutions
- we partner with UM campus libraries and MINITEX

### **We value our community**

*Therefore...*

- we value diversity and equity
- we advocate tolerance, mutual respect, and ethical behavior
- we are a resource for the community
- we are accountable to our stakeholders
- we preserve local history

### **We value the well-being of our users and staff**

*Therefore...*

- we strive to maintain safe, clean, and ergonomically sound facilities for our users and staff
- we work to facilitate physical and virtual access to the library
- we work with other campus units to ensure the personal security of our users and staff
- we respect and protect privacy
- we support a fair and equitable distribution of work
- we recognize the need for continuing review, renewal, and training
- we foster camaraderie and strive for a high esprit-de-corps

\* Adapted from University of British Columbia Library, "Furthering Learning and Research 2004: The University of British Columbia Library's Strategic Plan," University of British Columbia Library, [http://www.library.ubc.ca/home/planning/UBC\\_SP\\_04-07\\_FA.PDF](http://www.library.ubc.ca/home/planning/UBC_SP_04-07_FA.PDF) (accessed April 27, 2008). value

## Strategic Directions

July 1, 2008, through June 30, 2013

### I. Services

**Meeting the changing information needs of our users. The Library will meet the changing needs and expectations of its users by developing innovative services and ensuring successful use of information resources and library spaces for learning, teaching, research, creativity, and intellectual growth.**

**Goal #1:** Utilize technology to improve delivery of library services. Emphasis will be on web-based service initiatives that enable self-service.

**Action:** Make as many services as possible user-driven or self-serve.

**Project:** Implement online self-service media booking for UMD faculty.

**Project:** Implement online self-service group study room booking for UMD students, staff, and faculty.

**Project:** Implement self checkout circulation service.

**Project:** Investigate paging materials for users.

**Project:** Investigate document delivery services for staff and faculty.

**Action:** Improve services already available online by adding functionality and/or improving efficiency.

**Project:** Implement the OCLC ILLiad interlibrary loan software.

**Project:** Work with the University Libraries to provide a new MyLibrary page to allow users to customize their database and e-journal list.

**Project:** Make the MyAccount feature more visible on the Library's web site and increase awareness of this tool

**Action:** Add new online services.

**Project:** Use Web 2.0 technologies (e.g., podcasts, RSS Feeds, IM) to push out new book lists to users.

**Goal #2:** Create intuitive and easy-to-use web-based systems to meet users' information needs.

**Action:** Keep the Library's website and catalog at the leading edge of technology.

**Project:** Optimize the usability of the Library Catalog.

**Project:** Update the library website to showcase new online services.

**Project:** Implement Primo.

**Project:** Implement Metalib.

**Project:** Investigate next generation open source ILS software.

**Goal #3:** Create transparent and seamless systems to meet users' one-on-one information requests.

**Action:** Reconfigure public services, including services points and collections, in a manner logical to users.

**Action:** Improve and expand virtual services.

**Project:** Participate in Minitex pilot project for 24/7 reference IM coverage.

**Project:** Improve facility with IM and text messaging reference through more training and by developing support tools.

**Goal #4:** Create a new dynamic web site.

**Action:** Investigate next generation content management software.

**Goal #5:** Develop a multi-faceted library instruction program to develop user competencies in information seeking and critical inquiry

**Action:** Develop an information literacy program based on best practices.

**Project:** Identify teaching opportunities in each department and program.

**Action:** Create and/or acquire online products that instruct students how to use information resources and tools.

**Project:** Create interactive online tutorials.

**Project:** Create quick help guides.

**Action:** Identify and implement effective teaching skills, instruction design principles, and assessment strategies.

**Action:** Investigate alternative venues for providing reference services.

**Goal #6:** Facilitate/ Support faculty teaching and research.

**Action:** Research best practices for developing and maintaining strong liaison relationships with faculty.

**Project:** Create information packets on curriculum, course content, teaching goals and styles, research interests and projects to find out what faculty need.

**Action:** Increase collaboration with faculty on library instruction sessions and in developing aids such as course guides and online tutorials for classes.

**Action:** Enable faculty to easily incorporate information resources in their course management systems.

**Action:** Develop diverse strategies for informing and/or instructing faculty in information resources and services.

**Project:** Maximize opportunities to inform faculty of alert services available in their fields or research areas.

**Action:** Acquire and promote information resources on pedagogy and higher education.

**Action:** Sponsor events that highlight faculty research or publication.

**Goal #7:** Cultivate partnerships with UMD student support departments to jointly provide services that benefit students' learning.

## II. Information Resources

**Meeting the diverse information needs of our users by developing a collection with the appropriate mix of electronic, media, and print resources. Preserving local information resources and making them available to the global community.**

**The Library will acquire and provide access to information resources essential to the curriculum and research programs at UMD by utilizing effective business management practices. In addition, digitization initiatives will enhance access to unique local collections.**

**Goal #1:** Determine the information resource needs and preferences of our users.

**Action:** Survey our users.

**Goal #2:** Get information to our users in a more timely manner.

**Action:** Streamline acquisition processes.

**Project:** Implement shelf ready books.

**Project:** Implement a book ordering plan utilizing a selection profile.

**Goal #3:** Develop, advance and support innovative initiatives and strategies to provide access to information resources.

**Action:** Take advantage of the open Archives Initiative to harvest records and add links to full text materials in the library catalog.

**Project:** Utilize the MBook project from the University of Michigan.

**Goal #4:** Preserve and make accessible unique local collections.

**Action:** Digitize unique local collections

**Goal #5:** Contribute to and be instrumental in the development of a University institutional repository.

**Action:** Work with other UM Libraries to develop policies and procedures for the establishment of an institutional repository.

**Action:** Investigate new ways to preserve UMD specific archival materials.

### III. Library as Place

**Providing an environment that meets the changing learning styles and information needs of the undergraduate learner.**

**The Library will be a space that facilitates study, collaboration, social interaction, and intellectual and creative exploration.**

**Goal #1:** Rearrange library public areas to meet users' needs for different types of group and individual learning spaces.

**Action:** Collaborate with other campus units to create an Information Commons.

**Project:** Create a Presentation Room in the Library.

**Goal #2:** Serve as a place for cultural interchange and exploration of ideas.

**Goal #3:** Assess and maximize use of library space.

### IV. Library as an Organization

**Building a dynamic library organization.**

**The Library will be an organization that embraces innovation, collaboration, diversity, and technological change by developing a clearly focused service plan, enhancing library staff knowledge and skill, and becoming more integrated with the campus.**

**Goal #1:** Develop a library-wide service philosophy based on the needs and desires of the library's primary users.

**Action:** Institute a comprehensive plan to monitor users' satisfaction with library services.

**Project:** Conduct ARL's LibQUAL+ web based survey at appropriate intervals.

**Goal #2:** Build a staff that meets the changing needs of users.

**Action:** Establish core competencies for all positions.

**Action:** Provide multi-faceted staff development and training opportunities.

**Goal #3:** Create a library organization that supports our strategic directions.

**Action:** Fill open positions in light of changing staffing needs.

**Action:** Better utilize staff time and capitalize on staff experience and expertise.

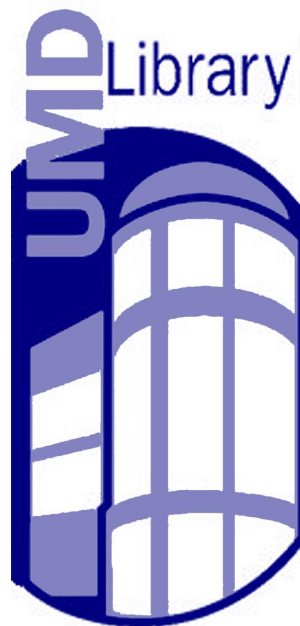
**Goal #4:** Expand the Library's academic engagement by building partnerships on campus and beyond.

**Action:** Integrate more into the academic community.

**Project:** Collaborate with teaching faculty on the Digital Content Library.

**Action:** Partner with the University Libraries as well as other UM system libraries on projects and initiatives.

**Action:** Enhance and expand collaborative efforts with state, regional and national library consortiums and organizations.



Approved by the Library Management Team  
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University of Minnesota Duluth Library  
<http://www.d.umn.edu/lib/>