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

Services

The library’s services provide on-site and online access as well as delivery of information that meets the evolving needs and customized expectations of our users for learning, research, teaching, creativity, and intellectual growth.

1. **GOAL:** Provide robust services to support learning and research.
   a. **ACTION:** Promote scholarly research for undergraduate and graduate students.
      i. **PROJECT:** Publish undergraduate journals to promote undergraduate research.
      ii. **PROJECT:** Provide guidelines to UROP students.
      iii. **PROJECT:** Provide guidelines for graduate students to assist them in depositing works in d-Commons.
      iv. **PROJECT:** Facilitate campus engagement with UMD faculty research through the institutional repository, collections, displays, and events.
   b. **ACTION:** Emphasize additional user-driven and self-service opportunities.
      i. **PROJECT:** Expand access to resources for research by adding unique or rare Archives and Special Collection content to Minnesota Digital Library and Digital Public Library of America.
      ii. **PROJECT:** Implement new booking option for group study rooms.
      iii. **PROJECT:** Use Reserve Direct capabilities for managing access to library and Open Access resources.

2. **GOAL:** Create service plan for document delivery.
   a. **ACTION:** Determine preferences for document delivery of physical and electronic materials.

3. **GOAL:** Lead information literacy efforts on campus.
   a. **ACTION:** Study, adopt, implement, and communicate updated ACRL Information Literacy
Standards.

4. **GOAL:** Develop the Institutional Repository, d-Commons, for access and preservation of born digital and digitized theses, masters’ papers, campus publications, research data sets, department records, and campus history.
   
   a. **ACTION:** Develop a plan for soliciting and managing deposits.
      
      i. **PROJECT:** Identify faculty research papers and data as a test case for a design and management plan.
   
   b. **ACTION:** Prioritize selected records and items from the library’s Archives and Special Collections for digitization and deposit into d-Commons.
      
      i. **PROJECT:** Deposit electronic campus posters and event announcements.
      
      ii. **PROJECT:** Digitize and/or deposit backfiles of *The Statesman*, campus press releases, and oral history project transcripts (UMD history).
   
   c. **ACTION:** Investigate harvesting d-Commons data for access through MNCAT Discovery.

5. **GOAL:** Strengthen the liaison role of reference librarians.
   
   a. **ACTION:** Use curriculum mapping to enhance information literacy instruction sessions.
      
      i. **PROJECT:** Explore collaboration with faculty on research assignments and point-of-need learning opportunities.
   
   b. **ACTION:** Explore Personal Librarian model to deliver support to students.

6. **GOAL:** Create on-demand materials to support users’ engagement with library services and resources.
   
   a. **ACTION:** Create online instructional materials.
      
      i. **PROJECT:** Create materials to assist users with library-related tasks.
      
      ii. **PROJECT:** Create materials to assist users with research tools and methods.
   
   b. **ACTION:** Develop use of Guide on the Side.
   
   c. **ACTION:** Make a plan for documenting and sharing library events.

7. **GOAL:** Establish the library as a copyright, fair use, and information ethics resource.
   
   a. **ACTION:** Investigate opportunities and best practices for copyright information/service sharing with the University of Minnesota system.
   
   b. **ACTION:** Identify a copyright resource specialist in the library.
      
      i. **PROJECT:** Provide staff development.
   
   c. **ACTION:** Prepare course-use guidelines for faculty.
8. **GOAL:** Enhance online presence.
   a. **ACTION:** Expand online discovery tools.
   b. **ACTION:** Integrate library services and resources in Moodle.
   c. **ACTION:** Redesign library website.
      i. **PROJECT:** Develop a plan for implementing the software platform and training needed to manage the newly designed website.
      ii. **PROJECT:** Bring all library pages up to WCAG 2.0 guidelines by January 1, 2015, as per the new University web accessibility standards.

**Information Resources**

*The Library provides guidance in navigating the evolving landscape of information resources and leads campus efforts in the areas of preservation, evaluation, and access of physical and digital resources.*

9. **GOAL:** Maintain viable collections for students, instructors, researchers, and lifelong learners.
   a. **ACTION:** Implement a management plan for outdated formats.
      i. **PROJECT:** Plan for evaluation of the microfilm collection.
      ii. **PROJECT:** Complete evaluation of remaining VHS collection.

10. **GOAL:** Increase access to information through partnerships.
    a. **ACTION:** Identify and create a plan to develop alternative funding sources to support resources.
    b. **ACTION:** Enhance collaboration with libraries in the University system on access to electronic resources.
    c. **ACTION:** Investigate opportunities for regional resource sharing.

**Library Building**

*The Kathryn A. Martin Library’s building is an asset that accommodates silent study as well as collaboration, providing an intellectual center for the campus with a mix of services in a welcoming environment for lifelong education.*

11. **GOAL:** Develop a long-range facilities plan for the library and the annex.
    a. **ACTION:** Increase the number of study rooms.
    b. **ACTION:** Facilitate audiovisual recording in group study rooms.
    c. **ACTION:** Re-purpose photocopier spaces.

12. **GOAL:** Plan for food and beverage service in the library.
a. **ACTION:** Establish a location and business plan with campus partners.
b. **ACTION:** Plan for a food and beverage center that mitigates effects on library services and use of existing space.

13. **GOAL:** Manage facilities with a focus on inclusion and accessibility.
   a. **ACTION:** Increase handicapped access in bathrooms.
   b. **ACTION:** Improve signs and wayfinding.
      i. **PROJECT:** Investigate electronic versions of signs, maps, and schedules for benefits that consider sustainability and accessibility.

**Library as an Organization**

*The Library is an organization that embraces innovation, collaboration, diversity, and technological change. We recognize the need for a nimble organizational structure and well-trained, knowledgeable staff so we can provide excellent customer service that is responsive and meets the needs of all our users.*

14. **GOAL:** Identify and evaluate existing internal and external services for impact on key constituencies.
   a. **ACTION:** Evaluate user needs and satisfaction by user type (undergraduate, graduate, faculty, staff, and community).
      i. **PROJECT:** Deploy LibQual Survey, and develop action projects based on results.
   b. **ACTION:** Identify existing services that are inefficient or outdated, and either improve or discontinue them.
      i. **PROJECT:** Assess the usability of the library website.
   c. **ACTION:** Evaluate operations of NEMBA and other library events.
      i. **PROJECT:** Provide guidelines for staff involvement, and modify job descriptions if necessary.
      ii. **PROJECT:** Seek additional funding and partnerships for these events.

15. **GOAL:** Provide customer service that is responsive, meets the needs of all our users, and meets or exceeds user expectations.
   a. **ACTION:** Set customer service guidelines for all public facing activities.
      i. **PROJECT:** Evaluate existing services for community users, and create a customer service statement/plan for these services.
   b. **ACTION:** Establish core internal and external customer service competencies for all staff and student workers.
      i. **PROJECT:** Plan and implement a customer service training program for all library staff and
student employees.

c. **ACTION:** Create an environment that is inclusive and welcoming to all.
   
i. **PROJECT:** Adopt and implement the ACRL Diversity Standards: Cultural Competency for Academic Libraries.

   ii. **PROJECT:** Partner with campus entities to provide events that contribute to understanding cultural diversity, cultural competence, and social justice topics.

16. **GOAL:** Create an agile organization made up of knowledgeable, well-trained staff who can quickly respond to user requests and changing demands.

   a. **ACTION:** Align organizational structure with strategic services.

      i. **PROJECT:** Assess the library’s staffing and organizational structure to see if it supports our strategic services.

      ii. **PROJECT:** Assess evening and weekend staffing options.

   b. **ACTION:** Create opportunities for staff to build the knowledge and skills needed to achieve library strategic goals and to achieve service excellence.

      i. **PROJECT:** Provide ongoing technology training for all staff through in-house sharing sessions, campus training sessions, online courses, and an annual (or monthly) training institute.

      ii. **PROJECT:** Identify ways to mentor, support, and encourage staff development, and identify additional ways to improve staff vitality.

      iii. **PROJECT:** Establish library-wide guidelines on staff performance review and rating.

   c. **ACTION:** Improve internal communications so that staff are informed about library services, projects, and training opportunities.

      i. **PROJECT:** Convene regularly scheduled library staff meetings.

      ii. **PROJECT:** Distribute a Monday Memo that fosters inter-departmental communication.

      iii. **PROJECT:** Create a forum where library teams can share information and discuss current projects.