2011 STRATEGIC GOALS AND STRATEGIES

Goal 1: OSU Libraries will change the information landscape at OSU by providing faculty and students with the information they require - whenever and wherever they require it.

Outcome Measures

By 2011, through the steps called for in this strategic plan:

- Availability of digital content in the OSU Libraries will triple.
- OSU Libraries will increase user access to research collections through targeted investments in electronic information.
- Users will have access to library systems that are easy to learn, use and customize.
- Users will be able to retrieve targeted information more effectively.
- Born-digital content produced at OSU will be collected and preserved.

Strategies

A. Pioneer information management tools to enable targeted and rapid information retrieval.

   Actions:
   a. Provide easy-to-use tools that enable students and faculty to obtain authoritative, quality information at their point of need.
   b. Continue research on and implementation of Mobile Technologies.
   c. Digitize, license and acquire appropriate resources to provide access via streaming server (deferred to 2012).
   d. Pursue collaboration with e-campus and extension to explore enhanced learning and knowledge management services for on-campus users.

B. Capture and preserve faculty and student intellectual capital

   Actions:
   a. Assist HMSC authors deposit their work in Scholars Archive.
   b. Collaborate with the University of Oregon Library or another partner to investigate the possible implementation of BibApp (deferred to 2012).
   c. Increase the breadth of participation by OSU faculty in ScholarsArchive.
   d. Collaborate with University faculty to develop a managed response to the NSF data management requirements.
   e. Investigate and potentially develop the implementation of a new microservices approach to data preservation.
C. Create nationally and internationally recognized digital collections that enable OSU’s faculty and researchers to have immediate access to critical information and enhance OSU Libraries’ reputation as a leader in providing quality digitized and born-digital content.

**Actions:**

a. Maintain a sustainable framework for creating and preserving digital collections.

b. In collaboration with OSU and other statewide agencies, identify opportunities for building key digital collections.

c. In collaboration with the Oregon State Library and other partner organizations, investigate and develop a state-wide portal for digital collections. (Oregon Digital Library, an LSTA funded project was completed on January 1, 2011).

d. In collaboration with partner organizations around the state, investigate the development of a state-wide initiative allowing smaller libraries and organizations to utilize the OSU Libraries digital infrastructure to create and serve digital collections. (Cultural heritage grant funding collaborative work with the Oregon Coast Historical Society and the Columbia Gorge Discovery Center).

e. Continue developing digital collections and resources, focusing on OSU publications, natural resources, the Oregon Multicultural Archives, and born digital university records. Additional content supporting Oregon Explorer, in particular pertaining to estuaries, will be added.

D. Strategically acquire and expand collections to align with OSU’s thematic areas.

**Actions:**

a. Phase in an allocation formula to enable more strategic targeting of collection dollars.

b. Strategically build alliances to commit to shared long-term preservation of selected collection areas.

c. Collaborate with the partner libraries to increase efficient access to collections.

d. Position our collections to advance the research, teaching, and learning needs of OSU faculty and students and the institutions with which we collaborate (deferred to 2012).

e. Develop methods and procedures for patron driven acquisition of e-books using the EBL profile.

E. Contribute to changing the international economic model of scholarly publishing and communication to ensure access to critical information.

**Actions:**

a. Investigate display and digitization of out of print books in ScholarsArchive, starting with OSU Press books.

b. Publish back issues of the Journal of Transportation Research Forum to the online journal system for publishing current JTRF issues as open access.

c. Participate in conversations with key university administrators that advocate for open access, open data, and alternative publishing models.
d. Implement plan for educating graduate students, faculty and administrators on issues of scholarly communication.

F. Develop digital collections that document multicultural communities, traditions, and resources, and that cultivate diversity

a. Develop a short to long-term plan for the Oregon Multicultural Archives, including incorporating of user centered technologies and development of on-campus partnerships and relationships. User centered technologies include Flickr, especially in conjunction with analog displays, RSS feeds, and implementation of a Facebook page and Twitter account. On-campus partnerships presently focus on the cultural centers and will soon expand to other cultural student groups.
Goal 2: *OSU Libraries will be a critical partner with OSU colleges and programs by contributing to the academic success and life-long learning of OSU students.*

Outcome measures

By 2011, through the steps called for in this strategic plan:

- OSU colleges and programs will recognize the critical role OSU Libraries play in teaching and learning by an increase in their support for library programs.
- Library instruction will be incorporated across the curriculum.

Strategies

A. Deliver tailored services to meet the teaching and learning needs OSU faculty, students and alumni.

   Actions:
   a. Conduct assessment of OSUL instruction and use the information learned to inform the development of an OSUL Instruction Plan and identify areas of focus for information literacy instruction in the next 2 years (2010-2012).
   b. Develop means for embedding instruction in support of the new School of History and Philosophy, particularly the Public History program. This includes teaching a credit basic archives course in 2011 and 2012, with the class becoming a regular part of the history curriculum thereafter.

B. Take a leadership role in promoting information literacy as an academic goal of OSU.

   Actions:
   a. Plan and develop an OSU Libraries student intake survey to inform the strategic use of library instruction resources.

C. Cultivate a flexible library environment that supports community and engaged learning

   Actions:
   a. Conduct ongoing assessment of the learning commons including student learning and engagement, physical space, and technology.
   b. Maintain the COCC/Cascades library as an effective learning place for Cascades students and staff.
Goal 3: OSU Libraries will be an essential provider of information that fosters economic, social and political development in Oregon communities

Outcome measures

By 2011 through the steps called for in this plan:

- OSU libraries will have established partnerships with OSU colleges, statewide and regional partners required to promote economic development

- Oregon communities and individuals will have increased capacity to successfully build new economic activity as a result of information resources provided by OSU Libraries and their partners

Strategies:

A. Partner with OSU colleges, departments and programs to organize, deliver and preserve information required to support activities

Actions:

a. Investigate ways to increase content in Oregon Explorer and other digital collections by identifying appropriate web content from the library.

b. Develop year 2 LSTA grant proposal for the tribal archives/records management training institute.

c. In collaboration with the Oregon State Library, identify opportunities in building services that help meet Oregon’s underserved population.

d. NSF Cyber infrastructure grant with MIT and partners (deferred while the NSF cyber infrastructure is reviewed for future funding).
Goal 4: Through targeted staff development, the OSU Libraries’ work environment will emphasize risk taking, service, and assessment.

Outcome measures

By 2011 through the steps called for in this plan:

- OSU Libraries’ will participate in LibQual+ during the 2011-2011 academic year. Results in the three areas of measurement will rate OSU libraries highly
- OSU Libraries’ reputation as a library pioneer will increase, resulting in greater recognition and rewards for OSUL faculty and staff who excel at their work
- OSU Libraries will become a workplace destination for attracting top-performing employees

Strategies:

A. OSU Libraries will create and sustain a culture of assessment

   Actions:
   a. Implement LibQual+ including interpreting and disseminating results.

B. OSU Libraries will actively encourage a culture of risk-taking and experimentation, understanding that we learn from both our failures and successes.

   Actions:
   a. Investigate the changing role of branch libraries.
   b. Develop a staffing plan for Cascades library.
   c. To foster and implement the Libraries realignment, multiple departments are transition to the new structure.

C. OSU Libraries will build and cultivate staff skills and expertise to meet changing user needs.

   Actions:
   a. Improve library infrastructure to increase work capacity and improve service quality.
   b. Hire, recruit, retain, and renew a diverse library staff and student workforce to reflect the diversity of the OSU community.
   c. Develop best practices and other tools for management of e-records, collaborating with the UO when and where possible and identifying Archives staff training opportunities.
   d. Establish how library departments market library services and events.
   e. Create an education series for exploring issues of diversity and multiculturalism.