UNLV Libraries Current Strategic Plan (2007-2008, 2008-2009)

Discovery items indicated in blue
Access & Delivery items indicated in red
Use items indicated in green

Goal 1: Provide greater access to digital collections while continuing to build and improve access to collections in all formats to meet the research and teaching needs of the university. *(Collections)*

Objective 1   Increase the existing acquisitions budget by at least 12% each year.

Market availability of new resources to UNLV community.

Identify, acquire, and process additional digital and print resources needed to support existing programs.

Utilize the increase in the base budget and any one-time year-end funding to increase the availability of information resources, especially electronic resources.

Coordinate an evaluation of all print subscriptions and examine the role of aggregator databases as alternatives to low-use print.

Objective 2   Initiate a comprehensive, systematic collection development process that accommodates both current and future information resource needs.

Objective 3   Digitize collections.

Develop and adapt **metadata** and scanning standards, for all formats, that conform to national standards.

Provide content and **metadata** for regional and national digital projects.

Identify collections to digitize that are unique to UNLV and that have a regional, national, and international research interest.

Identify collections to digitize that support current curriculum needs.

Create digital projects utilizing and linking collections.

Provide content and metadata for regional and national digital projects.

Continue to develop expertise in the creation and management of digital collections and information.

Objective 4   Strengthen current resource-sharing alliances with other libraries and identify new consortia opportunities.

Objective 5   Maintain integrity of current collections.

Continue working on collections weeding projects.

Establish policies/procedures for resources that are not included in the current routines for claiming and binding.

Goal 2: Be a comprehensive resource for the documentation, investigation, and interpretation of the complex realities of the Las Vegas metropolitan area and provide an international focal point for the study of Las Vegas as a unique urban and cultural phenomenon. *(Community Engagement)*

Objective 1   Facilitate real and digital access to materials and information that document the history, culture, social, and environmental setting of Las Vegas and its region by identifying, collecting, preserving, and managing information and materials in all formats.

Develop new access tools and enhance use of current **bibliographic and metadata** utilities to provide access to physical and digital collections.

Identify unique collections that strengthen current collections of national and international significance in urban development and design, gaming, entertainment, and architecture.

Develop web-based digital projects and exhibits based upon the collections.

Objective 2   Provide a cross-disciplinary forum to communicate, facilitate and encourage the cross-fertilization of the independent work done by faculty, students, governmental and cultural agencies; to make that work accessible; and to engage others outside the university in that work.

Expand the activities of the Oral History Research Center by developing community-based projects and developing new ways to present oral history and **make it accessible**.

Re-examine the role of the Arnold Shaw Popular Music Collection in documenting popular music in Las Vegas, providing access to collections, and promoting the history of popular music and entertainment in Las Vegas.

Expand the activities of the Center for Gaming Research through collaborative partnerships within the university and the gaming industry.

Expand the activities of the Oral History Research Center by developing community-based projects and developing new ways to present oral history and make it accessible.

Re-examine the role of the Arnold Shaw Popular Music Collection in documenting popular music in Las Vegas, providing access to collections, and **promoting the history of popular music and entertainment in Las Vegas.**

Objective 3   Develop and stimulate a collaborative research agenda that addresses urban issues.

Raise funds to establish internships, graduate assistantships and scholarships for UNLV and visiting scholars and students to work with the Libraries specialized research collections.

Goal 3: Actively foster user-focused environments committed to identifying and delivering information resources and services that meet or exceed user expectations. *(Services)*

Objective 1   Continue the development of a robust and dynamic library web presence that provides access to library resources and services for users wherever they are whenever they need it.

Continue the development of a robust and dynamic library web presence that provides [INTELLECTUAL] access to library resources and services for users wherever they are whenever they need it.

Utilize features of the online catalog to maximize resource discoverability for users.

Enhance and further develop an appropriate and effective web infrastructure to support expanded access to the functions, resources and services of the Libraries in a seamless, easy-to-use, convenient fashion.

Identify and implement best practices for providing dynamic and effective web-based services.

Continue the development of services that can be delivered through the web that can meet user expectations for 24/7 access and for self-initiated service.

Investigate and as directed implement telecommuting technologies to provide capable and secure at-home access to library staff resources, helping to extend an adaptable and flexible work environment.

Objective 2   Maintain and continue to improve upon the physical and technological environments that enable service delivery and facilitate learning.

Establish a regular review of the utilization of space and furnishings in all libraries and make adjustments as appropriate and feasible.

Maintain a robust network and computing infrastructure to provide capable and secure access to resources hosted at the UNLV Libraries and abroad.

Establish a regular review of the space, furnishings and technologies used to support the instruction objectives of the Libraries and adjust as appropriate and feasible.

Upgrade public and staff computers at end of 4-year lease.

Objective 3   Establish an environment that fosters knowledgeable, service-oriented and user-focused staff.

Expand and enhance ongoing training and development opportunities focused on customer service, library service delivery and knowledge of libraries resources.

Provide effective training and development opportunities for library faculty and user support staff in the use of new information and access products so they can assist users in making more effective use of existing and new resources.

Actively recruit staff with the skills, knowledge and flexibility to be responsive to the information needs of our users.

Develop and realign the assignments of staff to reflect the priorities of the libraries strategic plan.

Identify and initiate new opportunities for staff training and development.

Objective 4   Clarify and strengthen the role of library faculty who serve as liaisons to constituent groups--faculty, graduate and undergraduate students, departments and colleges--in order to develop opportunities for partnerships and to maximize effective communication.

Objective 5   Regularly assess library services provided in-person and remotely.

Objective 6   Improve services to users who do not have physical access to our print collections.

Define a service for providing delivery of materials we own to our distant patrons and create procedures to smoothly integrate delivery of materials we own into workflow.

Create Web interface to make process transparent to users.

Objective 7   Continue to monitor and experiment with emerging services and to refine current services to meet the changing needs of a diverse user population.

Identify next generation of media distribution within Libraries and out to campus.

Promote Document Delivery Services by improving communication with our users.

Further develop and refine patron-initiated services.

Identify suite of services to be provided in the Multimedia Design Studio and the Disability Resources Room given staff resources and expertise.

Identify future enhancements for Computer Help Desk services.

Maintain appropriate alignment of the Libraries computer help services with those offered in the campus computer labs.

Explore new ways of delivering current research services (Peer Research coaches, text messaging) as well as developing new services.

Engage the service pool in efforts to brand and promote to internal and external audiences the Libraries' reference assistance services.

Periodically review "no" log for needed changes in services and equipment.

Goal 4:   Ensure that UNLV graduates information literate students. *(Educational role)*

Objective 1   Continue the development and implementation of services designed to improve students' information literacy.

Create and disseminate a "Menu" of instructional options that are correlated with information literacy goals.

Create web-based mini-tutorials that can be adopted by classroom instructors and integrated into course design.

Objective 2   Develop strategic partnerships and programs for campus-wide conversations and planning about research skills, information literacy skills and abilities, and core learning outcomes for all UNLV graduates.

Objective 3   Cultivate individual faculty, faculty cohorts, and academic departments committed to integration of information literacy learning outcomes in their courses and their curriculum.

Objective 4   Develop and explore tools to assess information literacy student learning outcomes.

Continue to monitor and experiment with both performance-based and skills-based measures that measure higher order cognitive abilities and that measure lower order cognitive skills.

Develop rubrics for classroom instructors to use to assess student performance in the research process.

Maintain collection of activities and assignments that support student development of information literacy.

Objective 5   Clarify performance expectations and develop an ongoing professional development plan for library faculty in their role as educational partners.

Goal 5:   Establish a coherent, consistent library-wide external relations program that focuses on new and existing services and collections. *(External Relations)*

Objective 1   Implement the comprehensive communication plan addressing Libraries marketing, public relations, community relations and advancement.

Objective 2   Increase the level of private funding for the Libraries.

Objective 3   Establish relationships throughout the community in order to become more aware of the needs and expectations of the UNLV Libraries in the greater Las Vegas community.

Objective 4   Develop policies regarding media relations and crisis management with the assistance of the Office of Public Affairs.

Goal 6: Devise and implement an evaluation plan that measures the impact of the Libraries on its users. *(Evaluation)*