

Ledy Library Strategic Plan 2012 – 2017

Introduction:

As an integral participant in the delivery of academic programs and the pursuit of research at the University of Windsor, the Ledy Library provides timely and ready access to the world's knowledge and information, develops and preserves collections with emphasis on the University's chosen areas of focus, and provides a learning environment which enables the pursuit and creation of knowledge.¹

All members of the Library's administration, librarian complement, and staff continually demonstrate a commitment to the Library's core values, recognizing and celebrating the diversity of the University of Windsor community, encouraging tolerance and respect for all, providing a physical environment that is welcoming and respectful of the needs of all individuals and populations we serve and a caring and supportive culture that recognizes the importance of personal growth and lifelong learning for all students, faculty, and University and Library staff.²

Consistent with our core values and in support of the University's five strategic priorities, the Ledy Library articulates the following five strategic directions to guide and define success for the coming years:

- Direction 1:** Enable an inviting and successful library experience.
- Direction 2:** Expand upon the Library's role as a hub for research and learning activities.
- Direction 3:** Take a leadership role in scholarly communication.
- Direction 4:** Support a culture of lifelong learning, skills development and customer service excellence for all library personnel.
- Direction 5:** Tell our Story.

In some ways, each of the Library's five strategic directions supports all five of the University's strategic priorities. However, the following table illustrates the strongest points of intersection:

	Undergraduate Experience	Research and Graduate	Best Faculty and Staff	Community Partnerships	International Engagement
Library Experience	+	+	+		+
Research and Learning		+	+	+	
Scholarly Communication		+	+	+	
Personnel Development	+		+	+	+
Telling Our Story			+	+	+

Under each strategic direction there are listed specific goals and action strategies to chart a course of action over the next 5 years.

¹ Ledy Library Mission Statement - <http://leddy.uwindsor.ca/mission-statement>

² Ledy Library Core Values – <http://leddy.uwindsor.ca/mission-statement#core-values>

Direction 1: Enable an inviting and successful library experience.

The Library will strategically provide services and space, both in-person and virtual, to anticipate user needs on a foundation of service excellence.

Goal 1.1 – Enhance and deliver in-person services and physical spaces to ensure our ongoing ability to meet the evolving needs of diverse user communities in a welcoming environment.

- **Action Item 1.1.1** - Conduct a targeted user-needs survey to better understand the wants and needs of our communities.
- **Action Item 1.1.2** - Develop an online suggestion box and explore other ways to get community feedback.
- **Action Item 1.1.3** - Explore reconfiguring library service points (Access Services, Inter-Library Loan, Reference, IT, Peer Writers) on the basis of how best to provide services.
- **Action Item 1.1.4** - Establish and enhance a culture of diversity awareness and customer-service excellence in all areas of public service in the library.
- **Action Item 1.1.5** - Within budgetary constraints, pursue renovation of selected areas in the library, including:
 - Enclose the café area to reduce noise,
 - Renovate circulation desk if needed to support decisions arising out of first floor service points deliberations,
 - Reconsider the entryway,
 - Enhance reading spaces,
 - Reconsider quiet study areas,
 - Develop a reference collection reading area,
 - Combine two small group study rooms into one larger one to serve medium-sized groups,
 - Continue to work on accessibility issues,
 - Resolve heating and cooling issues.
- **Action Item 1.1.6** - Enhance services for international students and alumni.
- **Action Item 1.1.7** - Continue to work with Facilities Services to improve cleanliness in all areas of the library, but especially in the washrooms; and develop a program to encourage compliance with the food and drink policies.
- **Action Item 1.1.8** - Explore offering book retrieval services and faster recall of needed items.
- **Action Item 1.1.9** - Make the library a cultural centre for the campus by hosting book clubs, poetry readings, live music performances, and speaking events in the (enclosed) coffee shop; and by showcasing student art.

Goal 1.2 – Continue to develop and augment virtual services and support for new technologies to strengthen the experience of the mobile library for the campus community including those working off campus and through online education.

- **Action Item 1.2.1** - Develop integrated search and discovery tools for all library resources in all formats
- **Action Item 1.2.2** - Develop services for mobile support:
 - Expand library IT infrastructure to provide more support to mobile devices and accessibility,
 - Develop a mobile version of the library web site,
 - Establish a library presence in the UWindsor mobile app, and develop custom mobile applications for library services,
 - Provide lending services for mobile devices.
- **Action Item 1.2.3** - Continue to provide training, technical support and personalized service to students, faculty and staff on library resources, research data management and other access or analysis tools.
- **Action Item 1.2.4** - Further integrate library resources (such as the library catalogue, course reserves, research tools and online support) with campus resources (My UWindsor, CLEW).
- **Action Item 1.2.5** - Find a solution to allow patrons to pay fines online.
- **Action Item 1.2.6** - Develop an interactive map of the library buildings to enable call number and location look-up.
- **Action Item 1.2.7** - Work with the UWinCard office to develop a system to allow students to register their library card online.

Goal 1.3 – Build on our accomplishments in providing in-depth research and curriculum support and mentorship in a revitalized liaison role.

- **Action Item 1.3.1** - Implement the recommendations of the liaison committee and collections committee reports.

Direction 2: Expand upon the Library's role as a hub for research and learning activities.

The Library will grow as a vibrant focal point for the University and the local community.

Goal 2.1 – Build and maintain library collections that continue to support research and learning activities undertaken in both real and virtual space by the University campus community.

- **Action Item 2.1.1** - Continue to expand library collections through local digitization projects, consortia purchasing activities and open access materials integration
- **Action Item 2.1.2** - Continue to explore the use of integrated tools for effective collection development and management

Goal 2.2 – Seek and foster opportunities for collaboration that utilize the Library's interdisciplinary nature and its core role in both research and learning.

- **Action Item 2.2.1** - Enhance and develop platforms, tools, resources and services that promote and support collaboration among researchers
- **Action Item 2.2.2** - Promote and continue to encourage research collaboration among and between faculty and librarians

Goal 2.3 – Continue to cultivate a focus on acquiring and digitizing material of historic and cultural importance to the Windsor/Essex region, and further explore collaborative opportunities at provincial and national levels for more broadly conceived digitization activities.

- **Action Item 2.3.1** - Continue to conduct digitization projects on local historic and cultural materials
- **Action Item 2.3.2** - Build digital repository for locally digitized materials, and increase the visibility and accessibility of these collections
- **Action Item 2.3.3** - Expand and create new relationships with local organizations to further digitization initiatives.

Direction 3: Take a leadership role in scholarly communication.

The Library will lead on providing services, initiating policy development and building awareness on campus in support of evolving methods of scholarly communication.

Goal 3.1 – Develop a comprehensive scholarly communications plan.

Goal 3.2 – Augment support for Open Access publishing on campus through the provision of innovative tools for online collaboration and publication.

- **Action Item 3.2.1** – Take a leadership role in OCUL's deployment of the PKP Open Monograph Press (OMP) software
- **Action Item 3.2.2** - Pursue opportunities to collaborate with campus researchers on specific projects around Open Access publishing opportunities

Goal 3.3 – Work to raise awareness of and participation in international Open Access, Open Source, and Open Data movements.

- **Action Item 3.3.1** – Plan multiple events on campus to highlight and celebrate Open Access Week
- **Action Item 3.3.2** – Develop policy around institutional subsidization of Open Access author fees.
- **Action Item 3.3.3** – Work with Graduate Studies Office to develop a plan for the provision of information and assistance (package, presentations, videos) to grad students re OA, author rights, Creative Commons, Copyright, etc.
- **Action Item 3.3.4** – Develop and promote a model for librarian research and scholarship dissemination that recognizes both the value and legitimacy of OA

Goal 3.4 – Expand existing tools, infrastructures and strategies to curate, preserve, and expose the scholarly research, data and creative output of our faculty and students.

- **Action Item 3.4.1** – Select and deploy a digital repository system for the curation of campus research output by 2013.
- **Action Item 3.4.2** – Comprehensively collect and make available citations to published research from University of Windsor researchers as a first step in populating the repository.

Goal 3.5 – Seek opportunities to contribute, participate and collaborate in open teaching and learning initiatives on campus.

- **Action Item 3.5.1** – Actively foster collaborative opportunities between Leddy Library and the Open Learning Office

Direction 4: Support a culture of lifelong learning, skills development and customer service excellence for all library personnel.

The Library will provide an environment that encourages the pursuit of excellence to meet the rapidly evolving needs of our user communities.

Goal 4.1 – Assess and implement strategies in support of ongoing personnel development and growth.

- **Action Item 4.1.1** - Explore options for position-related training and personnel development
- **Action Item 4.1.2** - Formalize a responsive and student-centred customer service strategy throughout all departments in Leddy Library
- **Action Item 4.1.3** - Continue to expand staff's technological knowledge-base to remain in step with the evolving technological environment of our faculty and students, of our institution, and of our profession.
- **Action Item 4.1.4** - Continue to provide opportunities for the acquisition of new knowledge through ongoing interaction with the university and professional community and the support of initiatives such as faculty brown-bag talks in the Library or the "Librarian Research Series".
- **Action Item 4.1.5** - Build on existing relationships with campus stakeholders and offices to further promote and integrate Library initiatives into institutional goals and objectives.

Goal 4.2 – Enhance and maintain a workplace culture of mutual respect and a desirable work environment in the context of a commitment to equity, human rights, and diversity.

- **Action Item 4.2.1** - Provide continued support for an open and meaningful 'communication culture' at the Leddy Library through consistent use of a variety of communication avenues such as "all staff meetings", the staff intranet, social media, etc.
- **Action Item 4.2.2** - Explore avenues for staff recognition to promote personnel development and growth
- **Action Item 4.2.3** - Encourage library events such as coffee breaks and book clubs as well as using our green spaces to host campus wide events on site.

Direction 5: Tell our Story.

To further enhance the reputation of the University of Windsor, the Library will heighten awareness of its accomplishments, services and activities.

Goal 5.1 – Augment existing public-relations and marketing functions to develop new and vibrant ways to tell our story within the campus community, in the local community, provincially, nationally, and internationally.

- **Action Item 5.1.1** - Re-vision the role of PR Committee and consider establishing an additional team-based approach outside of PR committee to do the rest.
- **Action Item 5.1.2** - Use many routes for messages to our staff, our community and beyond
 - Establish ongoing and regular promotion campaigns with PAC and student newspapers
 - Establish ongoing and regular use of social media (blogging, twitter, Facebook, SPIFFs on departmental websites) to promote services, new resources, etc.
 - Sponsor talks on new library resources, new library activities, new library services and make sure we invite faculty to attend.
 - Develop professional print media and use of other media such as video tutorials to tell our story.
 - Make sure our staff know our story and how we are promoting it (what the 'many routes' are) so everyone can take advantage of spur of the moment promotional opportunities

Goal 5.2 – Build on existing assessment practices to focus on measurable goals that will guide future directions and ensure accountability.

- **Action Item 5.2.1**- Explore a team-based approach to:
 - Identifying, collating and maintaining our numbers
 - Taking a proactive approach to asking for feedback, using different information gathering techniques from multiple 'entry points'.
- **Action Item 5.2.2** - Take better advantage of the annual reporting process to provide an avenue for goals setting, staff suggestions for improvements, etc. as well as avenues for reporting on library-wide planning and cross-departmental activities.

Goal 5.3 – Explore community outreach activities to generate new relationships and strengthen existing community partnerships.

- **Action Item 5.3.1** - Identify community agencies that can strengthen our existing community projects such as digitization, local collections creation, high school outreach.
- **Action Item 5.3.2** - Investigate building links with labour community, with Chamber of Commerce, libraries, museums
- **Action Item 5.3.3** - Strengthen relationships with University Advancement and explore opportunities for Library fund raising and development
- **Action Item 5.3.4** - Use the Annual Giving campaign more directly, identifying specific library projects, resources for donation support.
- **Action Item 5.3.5** - Link with Conference Services to promote the library as a welcoming space for the community and a good host for community/external events.