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# APPALACHIAN STATE UNIVERSITY LIBRARY BRIDGE STRATEGIC PLAN, 2013-2015

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## STRATEGIC DIRECTION I: LEARNING

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**Objective 1:** Strengthen a comprehensive information literacy program that contributes to the university educational goals and student learning outcomes.

**Activity 1.1:** Strengthen and market the e-learning program by including information literacy components and library resources in AsULearn. (Responsibility: E-Learning Task Force)

***Examples of initiatives to pursue:***

*Make e-journal articles and other e-resources available in course reserves, mobile services, and AsULearn. (Responsibility: Bibliographic Services, Technology Services)*

**Activity 1.2:** Establish measurable outcomes for information literacy planning, evaluation, and revision. (Responsibility: Information Literacy Instruction Workgroup, Planning and Assessment Committee, Curriculum Committee)

**Activity 1.3:** Build outreach on technological fluency for students. (Responsibility: Technology Services, Information Literacy Instruction Workgroup)

**Activity 1.4:** Develop an instruction plan for Special Collections to increase students' awareness, discovery, and use of primary source materials. (Responsibility: Special Collections)

**Activity 1.5:** Pursue curriculum mapping to strategically target RCOE graduate classes and to develop an instruction plan. (Responsibility: Instructional Materials Center)

**Objective 2:** Further develop learner-centered physical and virtual spaces for resource exploration, information delivery, and access to services and resources at the learner's point-of-need.

**Activity 2.1:** Continue to create seamless access and remove barriers to collections and services. (Responsibility: All)

***Examples of initiatives to pursue:***

*Establish an E-Book Working Group to discuss matters of acquisition, accessibility, outreach, user studies, and instruction. (Responsibility: Bibliographic Services, Collection Management, Learning and Research Services, Technology Services, Instructional Materials Center)*

*Pursue creation of a Stacks Map program for the Music Library (Responsibility: Music)*

*Enhance AppSearch discovery service to integrate institutional repository items, images, and digital collections. (Responsibility: AppSearch Development and Evaluation Group)*

*Enhance patron access to online Special Collections materials. (Responsibility: Special Collections, Technology Services, Bibliographic Services)*

**Activity 2.2:** Establish workflow and increase production of metadata for digital collections. (Responsibility: Bibliographic Services, Technology Services, Special Collections)

**Objective 3:** Enhance the Library's space, hours, and services based on patron needs to be a more magnetic and complete learning environment.

**Activity 3.1:** Implement a more user-centered desk services model, with better consolidation of services, best use of staffing resources, and incorporation of a wider range of student and client needs. (Responsibility: Learning and Research Services, Instructional Materials Center)

**Activity 3.2:** Improve physical space and services to provide a welcoming, collaborative environment conducive to learning, creativity, and curiosity. (Responsibility: Internal Building Group, All)

***Examples of initiatives to pursue:***

*Creation of an expanded and enhanced Idea Factory. (Responsibility: Instructional Materials Center)*

*Creation of an expanded and enhanced Digital Media Studio. (Responsibility: Technology Services)*

*Creation of a Technology Desk to provide a location for technology checkouts, technology assistance, and circulating technology maintenance. (Responsibility: Technology Services, Learning and Research Services)*

*Increased use of effective digital signage. (Responsibility: Administration and Technology Services)*

*Evaluate and deaccession or relocate the print reference collection to provide increased student-oriented space. (Responsibility: Learning and Research Services, Collection Management, Bibliographic Services, Administration)*

*Redesign entranceway doors for the Music Library to create a more welcoming entrance (Responsibility: Music)*

**Activity 3.3:** Host outreach events to draw more potential users into the Library. (Responsibility: Administration, Special Collections, Learning and Research Services, Music, Public Relations Committee)

## STRATEGIC DIRECTION II: SCHOLARSHIP

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**Objective 1:** Encourage, support, and facilitate the production of original and creative scholarship.

**Activity 1.1:** Pursue solutions to connect scholars with similar research interests, both in and outside of the Library, to create more cross disciplinary partnerships and improve collaboration across units. (Responsibility: Library faculty)

**Activity 1.2:** Revitalize the library group to support scholarship, writing, research, and grants. (Responsibility: Library faculty)

**Activity 1.3:** Provide ongoing support mechanisms within the Library for obtaining and managing external funding for research and special projects. (Responsibility: Administration, Library faculty)

**Activity 1.4:** Collaborate with others to continue the Information Literacy Award and establish a Library Research Award for undergraduate and graduate research. (Responsibility: Information Literacy Award Committee, Administration)

**Objective 2:** Promote developments in scholarly communication and intellectual property rights within the university community.

**Activity 2.1:** Enhance awareness of scholarly communication and intellectual property rights among library faculty in order to provide campus leadership on scholarly communication and intellectual property rights. (Responsibility: Scholarly Communications Committee)

***Examples of initiatives to pursue:***

*Reinvigorate the Scholarly Communications Committee. (Responsibility: Library faculty)*

*Host workshops on scholarly communications and intellectual property rights for the library and campus communities. (Responsibility: Scholarly Communications Committee)*

*Enhance the library website and LibGuides in regard to scholarly communications and intellectual property rights. (Responsibility: Scholarly Communications Committee)*

**Activity 2.2:** Continue to develop and promote Appalachian State University's Institutional Repository including a mechanism for storing research data to guarantee preservation and dissemination of University research. (Responsibility: Scholarly Communications Committee)

## STRATEGIC DIRECTION III: ENGAGEMENT

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**Objective 1:** Contribute to a diverse campus climate.

**Activity 1.1:** Enhance outreach to student and community clubs and organizations that support diversity and cultural awareness. (Responsibility: Collection Management, Learning and Research Services, All)

**Activity 1.2:** Organize cultural events, displays, and activities in collaboration with other campus units. (Responsibility: Diversity Committee, Public Relations Committee)

**Objective 2:** Enhance internationalization and global learning at Appalachian by integrating Belk Library and Information Commons into QEP activities.

**Activity 2.1:** Maintain a blog, "Global Perspectives." (Responsibility: Diversity Committee)

**Activity 2.2:** Continue to partner with other units on campus to host globally themed educational events. (Responsibility: Diversity Committee, All)

**Objective 3:** Expand activities with partner institutions, abroad or domestic, in support of professional development and scholarship.

**Activity 3.1:** Establish exchange opportunities with other UNC-system or peer institution libraries. (Responsibility: Administration)

**Activity 3.2:** Investigate international exchanges of personnel, resources, and information with other libraries, particularly with ASU's international partner institutions. (Responsibility: Library faculty, Diversity Committee)

**Activity 3.3:** Support short-term (1-3 days) visits with other universities and organizations to learn from them and to exchange information. (Responsibility: Administration)

**Objective 4:** Provide outreach to K-12 public school teachers and library media specialists in the local community.

**Activity 4.1:** Secure ongoing funding for the Children's Literature Symposium. (Responsibility: Instructional Materials Center, Administration)

## **STRATEGIC DIRECTION IV: EFFECTIVENESS**

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**Objective 1:** Effectively promote the Library and library resources to the Appalachian State community and beyond.

**Activity 1.1:** Increase knowledge of our resources on campus and in the community through improved outreach and marketing efforts. (Responsibility: All)

***Examples of initiatives to pursue:***

*Collaborate with cultural institutions and other organizations in the community to promote our special collections. (Responsibility: Special Collections)*

*Promote Visiting Scholar opportunities. (Responsibility: Special Collections)*

*Establish a faculty services group responsible for marketing library services and resources specifically to ASU faculty and providing a contact point for inquiries from faculty. (Responsibility: All)*

*Develop a marketing plan for instruction. (Responsibility: Learning and Research Services)*

**Activity 1.2:** Strengthen collaborations with student services and programs such as the Learning Assistance Program, Student Orientation, the Honors College, the Summer Reading Program, and the Writing Center. (Responsibility: Learning and Research Services, Instructional Materials Center, Music, Special Collections)

**Activity 1.3:** Increase library personnel's awareness of their role as ambassadors through promotion of the Library to the community. (Responsibility: Administration, All)

**Objective 2:** Increase the effectiveness of the technological infrastructure in the library.

**Activity 2.1:** Further develop and support the digitization and electronic records management programs. (Responsibility: Special Collections, Technology Services, Bibliographic Services)

***Examples of initiatives to pursue:***

*Install and integrate Eloquent Records software package into the records management program. (Responsibility: Special Collections, Technology Services)*

*Develop the technological infrastructure to support a repository for electronic records and digital files. (Responsibility: Special Collections, Technology Services)*

*Explore the acquisition of a content management system to support electronic records and digital files. (Responsibility: Special Collections, Technology Services)*

**Activity 2.2:** Develop server and technological infrastructure to maintain seamless electronic service, including backups, security, redundancy, and failover. (Responsibility: Technology Services)

**Objective 3:** Hold library personnel to a high standard of professional conduct, including effective communication and user service, and regularly refresh the organization's commitment to these standards.

**Activity 3.1:** Provide ongoing refreshers on the Library's standard of professional conduct, including effective communication and user service. (Responsibility: Training and Development Committee)

**Activity 3.2:** Establish opportunities for increased and effective communication and collaboration across teams. (Responsibility: Administration, All)

**Activity 3.3:** Increase knowledge in the library of the services and resources offered by all teams. (Responsibility: All)

**Objective 4:** Increase the level of fluency in technology applications in order to develop a technology-oriented library culture.

**Activity 4.1:** Offer training and orientation programs to ensure that library staff, faculty, student workers, and new hires have an appropriate level of technological preparation and orientation. (Responsibility: Training and Development Committee)

**Objective 5:** Strengthen library formative and summative assessment efforts in accordance with university and national-level recommended practices and accrediting standards.

**Activity 5.1:** Develop a library-wide assessment program that focuses on the Library's role in the areas of student learning and success. (Responsibility: Planning and Assessment Committee)

**Activity 5.2:** Collaborate with faculty and cohort institutions to successfully complete the Assessment in Action program to assess how the library impacts student learning through instruction in the use of primary sources. (Responsibility: Assessment in Action Project Team)