

2019/20 Strategic Plan Mission, Goals, Objectives

Mission Statement

The Charles C. Myers Library staff connects students to resources they need to become educated, lifelong learners. The Library is also a cultural center with a welcoming learning environment.

Goal 1

University of Dubuque students will use a high-quality and relevant collection that supports their education and encourages lifelong learning.

Support of the UD Mission & Vision

This goal supports excellence in academic inquiry and professional preparation, relationships which encourage intellectual, spiritual, and moral development, and zeal for lifelong learning and service.

Student Learning Outcomes and Assessment Summary

The output measures used to assess this goal acknowledge that students cannot learn independently from library resources if these resources are not available. Because the goal states that students will *use* these sources, it is directly tied to the information literacy program. This goal is largely measured by students' use of the book collection and databases that support four identified College majors and the Seminary.

Rationale

Mezick (2007) found a statistically significant correlation between expenditures on library materials (an input-based assessment measure) and student retention. Further, studies have shown a correlation between library use and persistence of first-year college students (Kramer and Kramer 1968; Lara 1981; Bean 2003). The National Survey of Student Engagement's (NSSE) Benchmark of Effective Educational Practice states that student engagement is linked to the level of academic challenge, for example, writing in-depth papers and reports. (Full bibliography is available upon request).

Objective 1

Traditional student use of the physical collection (book, media, periodicals, etc.) as measured by circulation (including renewals and reserves) will be 5 per traditional student.

Objective 2

Patron use of the collection as measured by circulation will be more than 15,000 check-outs (including renewals and reserves).

Objective 3

UD community will use eBooks at an average of 2.5 per capita.

Objective 4

UD community will conduct 75 library database searches per capita

Objective 5

UD community will download /view 30 per capita electronic full-text articles.

New Initiatives

1. Bring materials along to check out at the International Fair and Student Activities Fair.
2. Update the Library Student Worker LibGuide
3. Do inventory on the Reference and Folio sections
4. Review standing order list
5. Weed and clean up tight sections including G, PN & PS as well as other sections identified on the form
6. Find an alternative to Gale LRC.
7. Work with Sean on Netvue grant
8. Add UD professor OER's to WMS

9. Streamline Wendt book records
10. Come up with a new way to track Docline borrowing

Goal 2

The information literacy program empowers students to create and share new ideas by teaching them how to find, evaluate, and responsibly use information.

Support of the UD Mission & Vision

This goal supports excellence in academic inquiry and professional preparation; relationships which encourage intellectual, spiritual, and moral development; and zeal for lifelong learning and service.

Student Learning Outcomes and Assessment Summary

Most assessment activity centers on measuring the growth of information literacy skills throughout the Core Curriculum. Student learning outcomes are based on national standards identified by the Association of College and Research Libraries' (ACRL) *Information Literacy Competency Standards*. Librarians annually revise a curriculum map that links ACRL standards to the information literacy program in the Core. See the attached curriculum map for specific learning outcomes.

Rationale

Studies show that students exposed to an information literacy program had higher academic performance than those who did not (Knapp 1966; Hiscock 1986). Mezick (2007) found a statistically significant correlation between the number of librarians and student persistence. Further studies found that strong faculty and staff relationships with students affect retention (Pascarella, Smart, and Ethington 1986; Pascarella and Terenzini 1991). These relationships are built with librarians, in part, through the information literacy program. NSSE Benchmarks of Effective Education Practice indicate that active and collaborative learning, hallmarks of the UD information literacy program, is key to student learning and development.

Objective 1

Students will demonstrate proficiency in information literacy skills by averaging at least 80% on the revised RES104 assessment.

Objective 2

The average response on the student post-instruction evaluations (in any course throughout the curriculum) regarding how well library instruction will help them succeed on research assignments will be 3.5 or higher on a 4.0 scale.

Objective 3

The average response on the faculty post-instruction evaluations (in any course throughout the curriculum) regarding how well library instruction prepared their students to complete research assignments will be 3.5 or higher on a 4.0 scale.

Objective 4

70% of student projects in RES104 will use appropriate sources (as determined by instructor's rubric or a sampling of bibliographies)

Objective 5

Online MN564 students will score 85% or higher on online quizzes (searching catalog, using eBooks, searching databases, citations, using commentaries, research process).

New Initiatives

1. Determine statistical way to grade RES104 assessment
2. Contact Cheryl about getting capstone data for PA
3. Do in-class assessment in PA644
4. Build IL online section of seminary MN564
5. Adjust liaisons, reassigning LibGuides, & contacting faculty
6. Record videos for How To LibGuide.
7. Determine process for captioning videos
8. Translate NSO zine
9. Create zine for Faculty Academy

10. Identify or update instruction observation rubrics
11. Schedule and observe classes
12. Revise terminology for promotion template
13. Revise RES104 instruction
14. Revise RES104 LibGuides
15. Finish Chicago citation guide
16. Update APA citation guides
17. Transition Aviation, Business, and CIT/CIS instruction and liaison work to Joe
18. Figure out the logistics of aviation instruction locations, etc
19. Determine how to approach IL instruction in the online Master of Management classes
20. Work with LIFE program coordinators to develop library-marketing materials
21. Revise RES104 assessment questions
22. Staff library table and lead break out session at newly created Teaching and Learning Conference
23. Apply for ILA-ACRL Marketing grant

Goal 3

The library serves the University of Dubuque community as a common space, a catalyst for lifelong learning, and a place for creating and sharing.

Support of the UD Mission & Vision

This goal supports community where diversity is appreciated and Christian love is practiced.

Student Learning Outcomes and Assessment Summary

The National Survey of Student Engagement (NSSE) identifies a “Supportive Campus Environment,” as a benchmark of effective educational practice. The library contributes by creating: 1) a positive environment in the library space and 2) a leisure collection that encourages students to engage socially through leisure films, games, and books. The library staff assesses the environment through a focus group, continual student feedback, and counting the number of incident reports. It assesses the impact of activities by counting the number of attendees and number of leisure items circulated.

Rationale

Researchers have shown the importance the library as a campus facility in retention. Mallinckrodt and Sedlacek (1987) found that four of six predictors of student retention involved using the library. Bean (2003) showed that this physical space is important to integrate students into the community. The library provides a space to strengthen student relationships with faculty and staff outside of class, a predictor of retention (Pascarella and Terenzini 1991). NSSE identifies a supportive campus environment as a benchmark of effective educational practice.

Objective 1

Attendance for weekly story time will be 60 children and RSVPs for Saturday story time will total 40.

Objective 2

Patrons will total 70 interactions (Sudoku & Photo booth) in the interactive display space.

Objective 3

An average of 800 people per day will enter the library during the academic year.

Objective 4

Patrons will check out 100 Staff Picks titles and 400 items from displays.

Objective 5

The archives will host 25 unique sessions (1 visit from a class or 1 researcher = 1 session) on site.

New Initiatives

1. Request to split SGA funding between Sunday night and Monday morning.
2. Market all events and programs in appropriate venues including sidewalk chalk. (Marketing committee)
3. Partner with campus organizations about voter registration and education.
4. Partner with public library to register for library cards each semester.
5. Reach out to orgs/depts hosting speakers or events to offer a custom LibGuide page with resources
6. Create process for counting interactions and responses in the interactive display space.
7. Post photos of creations and responses on Twitter.
8. Create place in google drive to collect stats from interactive displays.
9. Send targeted display signs to Spartan Scoop
10. Post targeted display sign to Twitter/TV.
11. Create Staff Picks sign.
12. Create random Staff Picks paper slips grab bag
13. Install Digby on a mobile device to pilot mobile checkout
14. Organize the CL Workroom and behind Reference
15. Create and populate an Events & Displays calendar

Goal 4

In community, the library will celebrate University of Dubuque's scholarly and artistic achievements as well as our heritage.

Support of the UD Mission & Vision

This goal supports the Presbyterian tradition and community where diversity is appreciated and Christian love is practiced.

Student Learning Outcomes and Assessment Summary

This goal supports the NSSE benchmark "Enriching Educational Experiences," which states that engaged students grow from "complementary learning opportunities...outside the classroom." This goal is assessed by counting the number of attendees and the number of collaborative projects, both class-based and extracurricular.

Rationale

Library programming provides an opportunity for student-faculty non-classroom contact, which is correlated with freshman-to-sophomore persistence (Pascarella and Terenzini 1991).

Objective 1

Faculty and Student Scholarship@DigitalUD will get 2500 views.

Objective 2

The digital UD yearbook will receive 7500 views.

Objective 3

The Faculty/Staff Celebration of Scholarship and Creativity will have 50 attendees.

Objective 4

The Colonnade will receive 300 downloads.

New Initiatives

1. Send an email invite to Chlapaty and Butler Scholars to the Faculty/Staff Celebration of Scholarship & Creativity
2. Send multiple reminder emails to faculty/staff about sending in citations
3. Send out congratulatory emails to faculty/staff from First Things First
4. Archive (physically and digitally) President Bullock's blog new podcasts
5. Work with J.W. Morton on the new Welcome Center
6. Box and wrap the Van Vleit books
7. Send the WIA posters to the Babka Center
8. Host *Queer in the Cornbelt* zine
9. Install Archivematica
10. Install PressBooks and Wordpress
11. Introduce PressBooks and OER to the faculty
12. Index *Child of the Church*
13. Look into EBSCO Faculty Select or Leganto or a similar product
14. Update faculty scholarship citation page
15. Create faculty scholarship department pages