

STRATEGIC DIRECTIONS

2010-2012



KU LIBRARIES
The University of Kansas

NOVEMBER 2009

UNIVERSITY OF KANSAS LIBRARIES STRATEGIC DIRECTIONS - 2010-12

We are pleased to share the University of Kansas Libraries' new strategic plan with the campus community.

This plan is inspired by the vision of KU's new leader, Chancellor Gray-Little, and her focus on improving undergraduate retention and education, raising KU's scholarly and research profiles and ensuring KU has the resources to accomplish these and other critical priorities.

This vision demands an alignment of the libraries' strategic directions and goals to support the university. Accordingly, the plan includes new initiatives that address the rapid transitions underway throughout research libraries and higher education, as well as support for traditional services and resources that continue to have meaningful impact.

This plan articulates a new vision and mission, defines the goals and directions to be emphasized in the coming two years, and identifies exciting new opportunities unique to research libraries. Throughout the implementation of this plan, we remain committed to our core services, the ongoing and significant activities that are absolutely essential to the work of the Libraries.

This is a progressive document that describes our commitment to the pursuit of the university's initiatives and to the needs of our users.

UNIVERSITY OF KANSAS LIBRARIES

MISSION

The University of Kansas Libraries are dynamic partners and campus leaders in advancing inquiry and learning for KU, for the state of Kansas and for an ever expanding community of world scholars. We acquire, organize, disseminate and preserve scholarship in traditional and digital forms; we develop and deliver our resources and services through innovative means to enhance research and teaching; and we help students become information literate, technologically sophisticated and globally aware.

VISION

As we advance into the 21st century, KU Libraries stand firmly at the crossroads of people and ideas. Our staff, our services, our collections and our buildings will evolve to serve each new generation of students and faculty. We are committed to listening and to responding innovatively to change in our role as the foundation for discovery and learning at the University of Kansas.

VALUES

- **Leadership** – *We lead as visionary and expert partners to the university and as scholars in librarianship.*
- **Trust** – *We speak with openness and accountability. We keep our promises.*
- **Collaboration** – *We value the knowledge, experience and skills of others and bring together the best minds to pursue creative action.*
- **Agility** – *We balance our deep knowledge of professional standards, principles and best practices with minds open to possibility.*
- **Innovation** – *We analyze our environment, anticipate our users' needs and take appropriate risks to improve our services.*
- **Diversity** – *We value and encourage ideas and contributions from all perspectives.*
- **Expertise** – *We learn continuously and re-invest the dividends of learning in our university and our profession.*
- **Service** – *We strive always to provide the very best ideas, people, facilities, technologies and support to our students, our faculty, our state and the global community of scholars.*
- **Respect** – *We listen actively and treat others with consideration and dignity.*

CORE SERVICES

The libraries are committed to ongoing and significant activities that, while not explicitly addressed in the strategic plan, are absolutely essential to the work of the libraries. These include:

- Build new collections and manage and preserve existing collections.
- Provide access to resources, staff and services.
- Maintain the information technology infrastructure.
- Maintain the currency of our Web sites and the integrity of our discovery tools.
- Order, pay for, catalog and process information resources collections in all formats.
- Offer frontline and virtual service to users.
- Provide expert research and information assistance.
- Educate users.
- Manage human and financial resources.
- Maintain external relations program that includes communications, publications and donor cultivation and stewardship.
- Maintain clean, secure and inviting physical spaces.

STRATEGIC DIRECTIONS - 2010-12

I. Re-affirm the libraries' position at the intellectual center of teaching, learning and research at the University of Kansas

KU Libraries, unlike any other entity on campus, forms the university's intellectual crossroads. Within our buildings and our virtual spaces, information resources and people come together to engage in scholarship and create knowledge. In collaboration with our partners in Information Technology, KU Libraries are core to the information infrastructure that advances new and emerging scholarly communication practices and supports the life cycle of the university's scholarship and information assets.

GOALS

- A. Build and strengthen creative and productive partnerships and relationships.
- B. Provide infrastructure to support research and creative endeavors.
- C. Identify and deliver exceptional user-centered services.
- D. Improve search and discovery of information resources and foster virtual spaces and services for their use.
- E. Lead campus initiatives and opportunities to embed information literacy in curricula and educational outcomes.
- F. Define and acquire the technological capacity needed to support KU Libraries' services and collections.

II. Develop, acquire, curate and preserve information resources and unique collections

Information resources (books, journals, manuscripts, images, data sets, audio files, etc.) are assets that are developed, managed, organized and made available in support of KU's research priorities and the education of its students.

GOALS

- A. Expand KU Libraries' research collections and ensure appropriate funding, access and preservation.
- B. Build unique digital collections from the rich resources of KU Libraries and KU scholars.

III. Maximize the importance of the library as a physical place

KU Libraries play the increasingly important role of providing a physical and intellectual commons on campus. The libraries have a strategic advantage in this effort, offering neutral meeting ground to support interdisciplinary efforts, capitalizing on the student presence to make needed services and study opportunities widely available and, through its collections, advancing the teaching and research missions of the university. Through optimally designed facilities, KU Libraries can help strengthen the academic community, create cultural opportunities, foster learning and offer positive support to those who seek knowledge and expertise.

GOALS

- A. Provide vital, welcoming, safe and well-adapted public spaces.
- B. Develop a master plan for managing space for collection storage and collection growth in campus libraries.
- C. Improve workspace for staff and operations.
- D. Develop a master plan for library facilities.

IV. Strengthen KU Libraries' fiscal standing to support the university's mission

As costs increase and state support declines, it is increasingly important to secure the financial resources needed to meet the libraries' strategic priorities. Cultivating private donors and exploring external funding opportunities such as grants will help provide long-term, major and sustainable sources of funding.

GOALS

- A. Implement a strategic communications plan that continues to engage current and potential donors.
- B. Partner with KUEA on major gift development.
- C. Increase grants and alternative funding for library initiatives.

V. Enhance organizational capacity and effectiveness

KU Libraries' faculty and staff are uniquely educated and trained to enhance student success and faculty productivity. Librarians serve as information managers and educators who help their constituencies develop key skills such as critical thinking, creative problem solving and effective use of vast and complex information resources. KU Libraries' organization must be flexible and dynamic and responsive to change and the needs of users and staff.

GOALS

- A.** Create an organization able to successfully adapt to change.
- B.** Develop an environment that supports evidence-informed decision making.
- C.** Ensure recruitment and retention of a qualified, diverse and user-oriented staff.
- D.** Improve internal communication.