

# University of Arkansas Libraries

## Mission Statement

The mission of the University of Arkansas Libraries is to provide access to information that will support and foster creativity, study, teaching, and research.

## Vision Statement

The vision of the University Libraries is to become the vibrant and diverse intellectual center of campus in concert with the University's emergence as a nationally competitive, student-centered research university serving Arkansas and the world.

## Value Statement

The University Libraries value

- Intellectual freedom
- An individual's right to privacy
- Service that is efficient, innovative, reliable, and available to all
- Diversity in personnel, programs, and collections

## Strategic Goals, 2007-2010

**Goal I: Create a marketing plan for all constituencies that aggressively promotes the Libraries by June 30, 2008.**

**Objective 1:** Develop a structure for an effective marketing plan by December 31, 2007.

**Objective 2:** Make use of a centralized calendar to facilitate advance planning of events for the year by March 1, 2008.

**Objective 3:** Establish a program to highlight new and existing collections and services on a systematic basis by March 31, 2008.

**Goal II: Cultivate, solicit, and steward private gift support to the Libraries to increase the Libraries' endowment by June 30, 2010.**

**Objective 1:** Identify and prioritize unmet needs annually beginning February 1, 2008.

**Objective 2:** Increase endowment and raise the level of individual giving to fund and meet library goals and objectives by June 30, 2009.

**Objective 3:** Collaborate with library personnel, campus units, and academic Departments to identify grant agencies, projects, and deadlines, and write

grant proposals on a regular basis—approximately six per year by December 15, 2009.

**Goal III: Examine the need for expansion and renovation of all libraries on campus to accommodate changing needs and preferences of students and faculty by June 30, 2010.**

**Objective 1:** Conduct an audit to determine how space in Mullins Library can be re-purposed immediately, in advance of a major renovation, and how branch libraries may be rearranged or renovated by December 1, 2008

**Objective 2:** Gather data for a long-term program plan for Mullins Library by January 15, 2008.

**Objective 3:** Seek approval to launch a capital campaign to fund the expansion and renovation of Mullins Library by February 1, 2008.

**Goal IV: Develop an assessment program for collections and services by July 1, 2008.**

**Objective 1:** By January 30, 2008, develop a better understanding of how our patrons are searching, accessing, using, and creating information.

**Objective 2:** Administer LibQUAL survey to determine satisfaction with services and collections by May 31, 2008.

**Objective 3:** Establish methods and a timetable for surveying the user community to determine effectiveness of services and collections. (Ongoing)

**Objective 2:** Complete collection policies in consultation with academic faculty in all subject areas by July 1, 2008.

**Goal V: Create a cohesive instructional program to support the campus curriculum and to foster information literacy by June 30, 2009.**

**Objective 1:** Based on the report of the Instruction Resources Task Force, develop and implement key learning outcomes for library instruction by November 30, 2008.

**Objective 2:** Develop effective assessment tools for all forms of instruction by February 29, 2008.

**Objective 3:** Continue to expand the reach of library instruction by:

- a. Experimenting with new technologies to deliver unmediated instruction. (Ongoing)
- b. Partnering with appropriate campus units to provide instruction and services in academic programs and centers. (Ongoing)

**Goal VI: Develop a recruitment and retention plan and expand diversity by June 30, 2010.**

**Objective 1:** Develop a sufficient, sustained, and diverse hiring pool and use innovative recruitment tools to reach a new generation of library employees by a date established after a new director of human resources is in place.

**Objective 2:** Develop a budget strategy to reach the full complement of needed staffing by 2010.

**Objective 3:** Complete the classification review begun in 2005 by January 1, 2009.

**Objective 4:** Implement exit interviews for departing library employees by January 30, 2008.

**Objective 5:** Update the Diversity Plan by December 2007.