

KIMBEL LIBRARY AND INSTRUCTIONAL TECHNOLOGY STRATEGIC PLAN 2009-2014

Objectives for 2011-12

The Kimbel Library and Instructional Technology Unit of Coastal Carolina University consists of the Kimbel Library Departments (Public Services, Access Services, Collection Management, Library Technology and Systems and University Archives and Special Collections) and TEAL (Technology in Education to Advance Learning). This integrated unit provides resources and services to CCU students, faculty, and staff.

Vision Statement

As the academic heart of Coastal Carolina University, Kimbel Library and Instructional Technology is a dynamic partner for teaching and learning in a vibrant and organic space.

Mission Statement

The Kimbel Library and TEAL Center serves as a vibrant, student-centered intellectual gathering place offering portals to information and ideas that enhance learning and research for a successful, engaging and diverse community of learners. To accomplish this mission, the Kimbel Library and TEAL Center provides the resources, services, instruction, and facilities essential to support the high quality teaching and engaged learning of students and faculty of Coastal Carolina University. Kimbel Library and TEAL Center will employ highly qualified librarians and staff to develop creative and innovative technology, programming, support services, delivery methods, and real-life work opportunities for students to ensure that graduates of Coastal Carolina University are well-prepared for professional careers or graduate programs and prepared to be productive, responsible, healthy, information-literate citizens with a global perspective. (Approved January 2010)

Strategy 1. The Kimbel Library and TEAL Center is committed to improving the quality of education through development of, and access to, information and research services and resources that support student, faculty and staff success. (Strategy 1. Goal 1.2, Goal 1.3; Strategy 2. Goal 2.2. Goal 2.3; Supporting Strategy 3. Goal S3.1. Objective S3.1.3; Objective S3.1.4; Goal S3.2. Objective S3.2.1, Objective S3.2.2, Objective S3.2.3, Objective S3.2.4)

Goal 1. The Kimbel Library will develop, manage, and provide access to library collections that support teaching and learning.

Objective 1.1. Will conduct needs surveys for distance learning and graduate populations and will develop plans for meeting needs of these two underserved populations.

Assessment: survey results and analysis

Objective 1.2. Will implement Libstats for use by the Reference Department

Assessment: automated statistics collection tool

Objective 1.3. Continue to develop the library web site by integrating TEAL into the website and adding a mobile Launch library platform.

Assessment: statistics to indicate increased use

Objective 1.4 Better integrate Blackboard into library web site and library services into Bb, standardize look and feel.

Assessment: statistics to indicate increased use

Objective 1.5. Assess integrated discovery layers/platforms to create a more intuitive, better integrated platform for accessing the library's resources.

Assessment: Plan for improving access through integrated or discovery searching

Objective 1.6. Enhance library catalog experience through adding the following features:

- a. Upgrade to newest iteration of library catalog
- b. Install SMS scripting
- c. Incorporate book jackets and reviews
- d. Create new materials lists with RSS capabilities for real-time updates of new materials

Assessment: statistics to show increased use of materials

Objective 1.7. Explore content management systems (e.g. Drupal) to develop Intranet and possible future platform for a more lightweight, content-distributed web site.

Assessment: Plan for content management system

Objective 1.8. Create broader awareness of and more access points to our electronic book collection.

Assessment: statistics to indicate increased usage of ebooks

Objective 1.9. Develop, implement, and refine a more intuitive, robust platform to access the Library's online database collection.

Assessment: statistics to indicate increased usage of databases

Objective 1.10 : Will update existing Collection Management Policy to include collection levels by subject and clarify selection criteria.

Assessment: Updated Collection Management policy approved and posted on KL website.

Objective 1.11: Begin implementation of slip plan with current book vendor to notify selectors of materials that specifically support the current curriculum.

Assessment: Evidence of collaboration with vendor and librarians toward eventual implementation of slip plan.

Objective 1.12: Will assess a unique subject area of the collection for age, gaps, and to identify materials that no longer support the research and pedagogical needs of users. Will identify and purchase foundational materials using *Resources for College Libraries* or other bibliographic tools to ensure support of the curriculum.

Assessment: comparative data on age of collection and call numbers related to discipline; data using bibliographic analysis tools

Objective 1.13. Will actively promote new acquisitions through improved communication between liaisons and faculty, by use of displays, and by improved visibility on library's web site.

Assessment: statistics to indicate increased usage of new acquisitions

Objective 1.14. Will process university and manuscript collections for archives and special collections.

Assessment: collections listed and available in OPAC and archives and special collections website

Objective 1.15. Will increase digital archives and special collections materials available for distance students.

Assessment: materials listed and available at the archives and special collections website

Objective 1.16. Will assess archives and special collections legacy holdings for value and identify materials that no longer support the collecting policy.

Assessment: report and recommendations

Objective 1.17 Will restructure circulation lending periods for individual material and patron types. (will expand loan times for graduate and DL students and laptops)

Assessment: statistics to indicate increased usage of materials

Objective 1.18. Will pilot document delivery services to faculty and distance learners.

Assessment: survey to indicate improved customer satisfaction

Goal 2. The development of strategic partnerships will expand opportunities for service and access to resources.

Objective 2.1. Will participate in SC Digital Library to preserve local and regional history and to make such information available to the public.

Assessment: New collections added to Digital Library

Goal 3. The Kimbel Library and TEAL will serve as a resource center for copyright concerns.

Objective 3.1. Will develop copyright policies and procedures.

Assessment: Policies posted on the university website

Strategy 2: Through training and instruction, the Kimbel Library and TEAL CENTER will develop information, media and technology literate students, faculty and staff. (Strategy 2. Goal 2.2; Supporting Strategy 3. Goal S3.1. Objective S3.1.4; Goal S3.2. Objective S3.2.1, Objective S3.2.2, Objective S3.2.3, Objective S3.2.4)

Goal 1. Information literacy instruction will be integrated throughout the curriculum.

Objective 1.1: Will develop a credit-bearing face to face information literacy course for first-year students.

Assessment: course syllabus, enrollment statistics, course assessment

Objective 1.2: Will develop videos to introduce fundamental information literacy concepts for the first year English sequence (English 101 and English 102).

Assessment: evaluation and analysis of videos

Objective 1.3: Will develop an assessment for the English 102 information literacy sessions.

Assessment: assessment results

Objective 1.4. Archives and special collections will work with faculty to increase library instruction offerings for primary sources.

Assessment: evidence of scheduled offerings and evaluations

Goal 2. The TEAL Center will provide training and support for faculty and staff in technologies that support teaching and learning.

Objective 2.1 Develop a program which includes training in BB and course-integrated media and instructional design to fully support distance learning faculty through consultation, workshops, “boot camps” and online course offerings. Online “boot camp” to be in place for fall 2011.

Assessment: Distance learning program, session, and format data; consultation data; faculty evaluations

Objective 2.2 Add new training materials and resources including videos to LibGuides as part of the documentation process, searchable sources and paperless distribution. New training

materials and resources will include Distance Learning Boot Camp, Adobe Connect, International Media Room and Blackboard Learn documentation.

Assessment: Addition of new documentation, resources and site usage

Objective 2.3 Complete transition to Blackboard Learn, including processes to support course requests, student enrollment and un-enrollment.

Assessment: faculty courses in Blackboard Learn, procedures for processes

Objective 2.4 Provision of faculty training and support for Blackboard Learn

Assessment: Number of Blackboard training courses for faculty, list of new documentation and resources to support faculty, website statistics, faculty evaluations of Blackboard and Blackboard training numbers

Objective 2.5 Establish Blackboard Helpdesk for student support of Blackboard Learn

Assessment: Number of students hired, student assistant training sessions, student evaluations, collected data (types of inquiries, numbers of inquiries)

Objective 2.6 Provision of student support for Blackboard Learn through Helpdesk, online student orientation, improved and expanded student support website and improved marketing of support services

Assessment: development of online student orientation, addition of Blackboard Learn resources to LibGuides and Blackboard website, evidence of promotion of Blackboard Learn resources, policies and procedures for student support

Objective 2.7 Provide workshops on new and emerging instructional technologies, including training and support for International Media Room and Adobe Connect

Assessment: website with calendar/schedule viewable by public, documentation for use of room, procedures for booking and use of the room, # of trainings/demonstrations and room usage, usage of Adobe Connect

Objective 2.8 Launch new TEAL Center website to improve faculty access to TEAL services, trainings and resources. Work with ITS and student programmers to improve administrative (back-end) area of TEAL Center website to improve data gathering reporting functions, consistency in data entry and harvesting.

Assessment: new website, website statistics, technology spotlight, updated content

Assessment: exportable data for instructor, session, date/time, attendees; addition of "tags" to easily identify and code training groups and sessions

Strategy 3: The Kimbel Library will provide facilities that meet patron and staff needs. (Strategy 2. Goal 2.3. Objective 2.3.1; Goal 2.4. Objective 2.4.4; Strategy 3. Goal 3.1. Objective 3.1.2, Goal 3.3. Objective 3.3.2)

Goal 1. Improved work spaces will improve efficiency and service.

Goal 2. The Kimbel Library will be maintained as a student-centered and student-focused facility.

Objective 1.1: Will redesign the library instruction classroom.

Assessment: floor plans, evidence of room reconfiguration.

Objective 1.2. Will provide access to building and materials during renovation and construction of Information Commons

Objective 1.3 Will provide more comfortable noise level (noise policy enforcement on both floors)

Assessment: fewer complaints received

Strategy 4: The Kimbel Library and TEAL Center will effectively market its resources and services to improve accessibility and increase awareness of the library's role in the university. (Supporting Strategy 1. Goal S1.2. Objective S1.2.1; Supporting Strategy 3. Goal S3.3)

Goal 1. Kimbel Library and Instructional Technology will participate in outreach to students, faculty, and staff .

Objective 1.1 Will highlight the value of libraries during National Library Week, Banned Books Week and other orientation activities.

Assessment: programming notes, participation statistics, and evaluation of activities

Objective 1.2 Utilize multiple outlets and resources to promote and publicize TEAL Center and Library offerings

Assessment: new advertising and marketing materials

Objective 1.3. Will highlight the value of archives and special collections during National Library Week and Archives Month.

Assessment: programming notes, participation statistics, and evaluation of activities

Strategy 5. The Kimbel Library and TEAL Center will attract and retain highly qualified faculty and staff, who are engaged in the profession and abreast of emerging trends and technologies in their areas of responsibility. (Strategy 3. Goal 3.1. Goal 3.2. Objective 3.2.1)

Goal 1. Faculty and staff will be recognized as leaders in the profession.

Objective 1.1 Participate in conferences, workshops and online seminars

Assessment: reports on professional development activities through conference participation, webinar participation

Strategy 6: The Kimbel Library and TEAL Center will develop student workers who are competent, have a strong work ethic, and possess the relationship skills necessary to succeed in a competitive work environment. (Strategy 1. Goal 1.1. Objective 1.1.4; Strategy 2. Goal 2.2. Objective 2.2.5)

Goal 1. Student workers will possess the knowledge, skills, and abilities to serve the library's patrons now and to be competitive in the marketplace.

Objective 1.1. Will explore and assess software solutions (e.g. "RefDesk Adventure: Simulation Game for Training") for training student workers on problem-solving and patron-handling skills for situations they might encounter at the reference desk.

Assessment: evidence of success of student workers seen in surveys, data collection

Objective 1.2 AS will be working on improvements to the student assistant work schedule (creating an living (not stagnant) electronic schedule) and making webtime approval process more efficient for supervisors.

Assessment: fewer issues with work schedules, more efficient scheduling and approval