

**UNLV Libraries
Strategic Plan
2002-2005**

Vision: The UNLV Libraries will be a model for the new academic library--bringing people and information together in innovative ways.

Mission: The UNLV Libraries support the mission of the University to emerge as a premier urban university, embracing the traditional values of higher education adapted for the global community of the 21st century. The Libraries provide access to information and services to support teaching, learning, scholarship and creative endeavors. The Libraries foster information literacy, working with the UNLV community to think critically, create new knowledge, and be life-long learners.

Core Values

- We value connecting people to recorded knowledge, information, and creative works
- We value teaching and learning in the library environment
- We value excellence in user-focused services
- We value creativity, innovation, and risk taking
- We value the diversity of people and ideas

**Strategic Goals and Implementation Strategies
August 9, 2002**

Strategic Goal 1. Increasingly provide access to digital collections and services to support instruction, research, and outreach, while improving access to the UNLV Libraries' print and media collections.

Implementation Strategy 1.1: Develop tools to optimize, promote, and improve access and connectivity to print, media, and electronic collections; and reference services.

We will experiment with and implement technology, services, and products that will enhance and improve access to the collections and services at the UNLV Libraries. Examples of possible action items that might be pursued include: developing information technology assistance points for both face-to-face and remote service; exploring the possibility of 24/7 access to materials, including media, music, and reserves; establishing an electronic text center/digital library component within the UNLV Libraries.

Implementation Strategy 1.2: Promote and improve access to and retrieval of current collections and services at the UNLV Libraries through the use of traditional information organization methodologies and current metadata standards.

We will prioritize and select projects for cataloging and/or digitization that are of value and assistance to the UNLV community and other researchers. Examples of possible action items that might be pursued include: promoting the use of unique Special Collections materials through the establishment of catalog records, online finding aids, an enhanced web presence, and digital exhibitions and projects; providing catalog access to the print and microfilm collections; implementing the digitization of the Nevada Newspapers collection; supporting cooperative development of digital initiatives within the UNLV Libraries and with external agencies and consortia; developing and maximizing digital and network-based library capabilities to engender, enhance, and support the information and research needs of the UNLV community.

Strategic Goal 2. Actively foster user-focused environments committed to identifying and delivering information resources and services that meet or exceed user expectations.

Implementation Strategy 2.1: Library groups will develop assessment tools for determining user needs and expectations as they relate to services and facilities.

While assessment tools will vary depending on desired outcome, the main thrust of this objective is to find out what our users' expectations and needs relating to services and facilities are, and how we might meet and exceed them. In this context, users could be either library patrons or other library departments or staff. An example of how this might be implemented library-wide is through an in-depth space use study of the UNLV Libraries' facilities. Library staff might survey users via questionnaires or focus groups. Assessment tools should be used not only to evaluate services and resources, but also to evaluate internal processes, communication, etc. Library employees should be trained on various assessment methods.

Implementation Strategy 2.2: Each department will evaluate and respond to identified user needs and expectations.

We will incorporate the results of the assessment described in Implementation Strategy 2.1 into decision-making at all levels of library operations. Examples of possible action items which might be pursued, depending upon identified user needs and expectations, are: improve or expand existing facilities, i.e. CML and Music Library; develop collections that are user-focused and based on curriculum needs; maximize digital and network-based library capabilities so that electronic services and resources are integrated into the activities of each department (some possible services include virtual reference, technology assistance points, and electronic reserves); ensure quality customer service on the part of all staff by providing ongoing active learning opportunities and sufficient skilled staff to deliver assistance and maintain the facilities; make self-paced learning opportunities available to users and staff by providing a comprehensive array of print and online tools; ensure that services and collections are responsive to the needs of the diverse user community; maximize relationships and communication between library faculty and faculty in other UNLV academic colleges and departments to better meet their information needs.

Strategic Goal 3. Initiate strategic collaboration efforts and programming to ensure that UNLV graduates information literate students.

Implementation Strategy 3.1: Provide opportunities for staff development and training on effective information literacy programming and the role of information literacy in higher education.

In order for the UNLV Libraries to provide excellent information literacy programs and services, library staff must understand and be aware of information literacy's role in higher education. We will increase library staff's knowledge of information literacy by providing staff training through workshops, learning guides, tutorials, and other means of communication to increase awareness of information literacy initiatives. Staff training should be based on meeting program needs, both within the Libraries and throughout the University community as a whole. Digital technology training and implementation of service quality measures aimed at producing information literate students should also be targeted.

Strategic Goal 4. Establish a coherent consistent library-wide marketing program that focuses on new and existing services and collections.

Implementation Strategy 4.1: Each department will identify new or existing services and user environments that will benefit from a library marketing program.

We will strive to increase the UNLV community's awareness and use of the UNLV Libraries' services, capabilities and resources through effective marketing. This marketing may include special events, publications, fostering strategic alliances, and innovative or traditional advertising methods, and will in some cases expand patrons' expectations, further perpetuating the assessment-evaluation-marketing cycle.

Implementation Strategy 4.2: Identify collaborative opportunities and implement strategies for promoting library services, capabilities, and resources to raise awareness of the Libraries' role in fostering information literacy.

Special events, workshops, collaboration with academic programs, and other means of marketing and publicity should be enhanced in order to support information literacy efforts. Current services should be enhanced and expanded in the areas of reference and instruction to create an inviting environment for interactive and collaborative learning, based on program needs.