

One System, One Library
The University of Wisconsin Libraries
STRATEGIC DIRECTIONS FOR 2005-07
June 28, 2005

VISION

The University of Wisconsin libraries will provide library services and information resources to make teaching, learning and research more productive and rewarding.

Implementing this vision will require pursuing the following strategic directions, objectives and actions.

STRATEGIC DIRECTION 1: UW libraries will provide timely access to unique, high quality, collections and information resources in a variety of formats.

Objective 1: Jointly develop integrated, interdependent resources for University research and teaching.

Action 1: Collaboratively develop collections to minimize duplication, enhance diversity of resources across the UW Community and maximize use of limited funding. Strategies for accomplishing will be based on recommendations from the CUWL Collection Management Task Force in coordination with CDC.

Action 2: Explore ways to collaborate with private academic libraries in Wisconsin to attempt statewide academic collection development.

Action 3: Develop collaborative, cost effective policies for de-selection and re-selection of journal subscriptions and resources in a wide variety of formats.

Action 4: Continue to develop and assess the shared electronic collections funded with UW System and/or campus monies (CUWL Collection Development and Reference Coordinators' Committees).

Action 5: Continue digitization of collections related to Wisconsin and by Wisconsin scholars for the benefit of Wisconsin's institutions of higher learning, public schools, and the general public.

Action 6: Provide leadership in identifying and digitizing rare and significant historical documents that cannot be readily used by the Wisconsin's institutions of higher learning, public schools, and the general public because of their fragile condition.

Action 7: Cooperate with other universities in the identification, selection, and digitization of federal documents of high educational and research value.

Action 8: Promote cooperation between UW System libraries and other Wisconsin cultural institutions by active participation in marketing and improving the visibility of the Wisconsin Heritage Online project.

Objective 2: Promote UW System-wide resource sharing that provides the UW community of users with open and timely access to UW collections and information resources.

Action 1: Continue to monitor ILLiad and Universal Borrowing usage to determine baselines for resource sharing economic models based on the CUWL Resource Sharing Committee's report [November 11, 2002].

Action 2: Continue to assess the CUWL Resource Sharing Policy Recommendations for UB and ILLiad.

Action 3: Support the 5-day per week courier delivery to all UW libraries.

Objective 3: Inform and partner with faculty, administrators and publishers to develop new models of scholarly communication that are equitable, affordable, and effective.

Action 1: Encourage faculty to retain their copyrights and/or limit the transfer of copyrights to ensure the availability of scholarship for research and teaching. The UW libraries will assist faculty by providing access to alternative licensing language to use in negotiations with publishers.

Action 2: Promote new models for scholarly publishing that offer sustainable subscription cost or open access. The UW libraries will identify publishers that support open access and favorable licensing terms.

Action 3: Resist efforts by commercial publishers to impose higher costs for disseminating research by (a) developing article delivery services, (b) refusing to accept restrictive licensing terms, and (c) canceling subscriptions to high-cost journals.

Action 4: In partnership with campuses, develop repositories for the management and use of digital materials created on UW campuses, such as participating in UW-Madison's digital repository project, and begin exploring a broader UW System federated repository environment. Repositories may include various forms of scholarly communication such as digital learning objects, data sets, theses, honors papers and other teaching materials.

Objective 4: Continue to upgrade the common library management systems to support UW strategic library goals with respect to resource sharing, integrated information access, and controlling costs.

Action 1: Upgrade Voyager, ExLibris MetaLib, SFX and OCLC/Atlas ILLiad as future releases become available and establish common upgrade timelines that are responsive to user needs and software compatibility issues.

Action 2: Establish a timeline for Voyager hardware upgrades, including the possibility of the expansion of Hub sites.

Action 3: Utilize the Voyager Test Server environment to assess software features and compatibility before upgrading.

Action 4: Investigate features of electronic resource management system including license data, entitlements, and administration of electronic resources.

Action 5: Continue the online retrospective conversion of Madison and Milwaukee catalogs.

Action 6: Work with campus IT to ensure network capacity, hardware, and software to support information retrieval.

STRATEGIC DIRECTION 2: UW Libraries will advance learning, and increase productivity by saving time for faculty, students, and researchers.

Objective 1: Support and serve students and faculty in a distributed learning environment.

Action 1: Develop collaborative strategies with faculty and instructional staff to integrate library resources into the Learn@UW environment.

Action 2: Apply identification, authentication and authorization (IAA) mechanisms such as the UW System Directory or campus directories as appropriate to meet licensing and distributed learner requirements, and to achieve the goal of a single sign-on user identification and password.

Action 3: Provide services, such as mailing materials to distant learners, document delivery to faculty and other groups, and online reference services.

Action 4: Provide library services for collaborative degree programs (shared academic programs).

Action 5: Consider using real-time reference software and supporting the collaborative opportunities for providing these services.

Objective 2: Librarians will serve as teachers and information resource managers who assist their constituencies.

Action 1: Promote the campus adoption of WAAL (Wisconsin Association of Academic Libraries) “Information Literacy Competencies and Criteria for Academic Libraries in Wisconsin” (<http://www.wla.lib.wi.us/waal/infolit/ilcc.html>) and ACRL (American College and Research Libraries) “Information Literacy Competency Standards for Higher Education” (<http://www.ala.org/ala/acrl/acrlstandards/informationliteracycompetency.htm>). These competencies include understanding the use of online search techniques and tools and the ability to critically evaluate information resources.

Action 2: Cooperate and collaborate in the development of teaching tools such as online tutorials to promote and support librarians in the classroom and promote effective use of staff in UW libraries. The Reference Coordinators Committee will share new and existing online tutorials in the Learn@UW environment or other appropriate environments.

Action 3: Assist faculty and students in understanding issues related to fair use and copyright in a digital environment. Support efforts that preserve fair use.

STRATEGIC DIRECTION 3: UW Libraries will investigate, identify, and implement quality assessment tools to measure the quality of library services and resources, and to keep abreast of changing service patterns and user information seeking behaviors.

Action 1: Assess the effectiveness of UB and ILLiad in promoting resource sharing.

Action 2: Assess the effectiveness of MetaLib & SFX.

Action 3: Consider administering LibQUAL+, or local surveys, focus groups, and usability studies to assess service quality.

STRATEGIC DIRECTION 4: UW Libraries will serve as centers of knowledge and information for their campuses by providing the access (both physically and virtually) and the IT infrastructure to promote teaching and learning. UW Libraries will meet privacy and accessibility requirements for all students, faculty, staff, and the public.

Objective: The UW libraries will function as centers for collaborative learning, group study, individual research and specialized instruction as well as repositories for collections (physical and virtual).

Action 1 : participate in planning for a shared preservation and conservation facility that (a) provides cost-effective preservation and storage of research collections; (b) allows libraries to enhance library environments for research, student, and learning; (c) encourages cooperative collection development to ensure the strongest possible UW library collections.

Action 2: Work with appropriate UW System and campus offices, and outside vendors to assure that workstations, web pages, web-based information resources, web-based instructional applications, and online services implement standards required for access by users with disabilities. (e.g. using UW System’s HiSoftware subscription to ensure library web pages’ accessibility).

STRATEGIC DIRECTION 5: UW Libraries will nurture staff through ongoing education and development.

Objective: The UW libraries will implement staff development programs that anticipate the changing information resource needs of students and faculty.

Action 1: Encourage innovation and experimentation in developing new services to meet the changing information resource needs of students and faculty.

Action 2: Promote staff development within the UW libraries, through such efforts as developing collaborative, regional programs and working with WiLS to organize and co-sponsor training session.

Action 3: Implement the CUWL Diversity Task Force recommendations to improve UW System Libraries staff recruitment and retention practices with the goal of increasing the number of persons of color, and other underrepresented classes, employed in UW Libraries.

Action 4: Participate in the development of new academic library leaders in the state.

Action 5: Engage in conversations on effective use of current staff such as sharing of expertise (technical or otherwise), use of hub, best practices, etc.

STRATEGIC DIRECTION 6: The UW libraries will become more accessible to University of Wisconsin alumni, Wisconsin citizens, other educational institutions, businesses, and government services and will seek mutually beneficial collaboration with these entities to promote state educational and economic goals.

Action 1: Look for joint projects, grants, and cost-saving opportunities, and occasions to share expertise.

Action 2: Develop the UW K-12 portal in cooperation with UW Extension.

STRATEGIC DIRECTION 7: The UW Libraries will seek to develop new funding sources.

Action 1: Continue to work with UW System Administration for legislative support of library DIN (Decision Item Narrative) and inflation indexed (cost to continue) funding for libraries to counter the erosion of purchasing power.

Action 2: Work with System and University administrators, and United Council to assess the feasibility of differential tuition or student fees to help fund library content.

Action 3: Present recent accomplishments to University officials and Board of Regents.

Task Force Members:

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Accepted by Cora Marrett and Ed Meachen Aug. 22, 2005

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