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2021-2024 KSU Library System Strategic Plan

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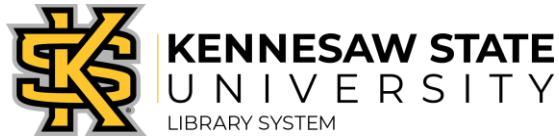


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**KSU Library System Strategic Plan
2021-2024**

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Mission

The KSU Library System is committed to supporting and furthering Kennesaw State University's mission of being a powerful, diverse, student-centered, and research-driven university. The Library System carefully cultivates resources, services, and spaces that enhance teaching, learning, scholarship, and creative endeavors for our users. These efforts focus upon supporting student success--especially advancing undergraduate programs, supporting the graduate programs, furthering research with relevance, and promoting lifelong learning.

Vision

The KSU Library system will advance student success, lifelong learning, and research with relevance through teaching, access, and discovery with the expertise and dedication of our professional faculty and staff.

Professional Values

The KSU Library System faculty and staff strive to embody the University System of Georgia's Core Values of integrity, excellence, accountability, and respect in addition to the American Library Association's Core Values of access, confidentiality/privacy, democracy, diversity, lifelong learning, intellectual freedom, preservation, the public good, professionalism, service, social responsibility, and sustainability.

Our Professional Values Statement reflects our organizational culture and shared beliefs, which guide us in our courses of action and form a foundation for our overall effectiveness.

Student Success: We focus on creating a user-centered organization that places the success of our students as our highest priority. We strive for service excellence in pursuit of this value.

Lifelong Learning: We promote and support the lifelong pursuit of knowledge and are committed to the academic success and personal growth of our students, our faculty, and our staff. Our focus on developing information literacy skills for our users prepares them for futures beyond their matriculation at KSU and ensures lifelong success for KSU students.

Innovation: The KSU Library System encourages creative solutions and the utilization of new technologies and pedagogical strategies to improve our resources and services. We seek innovative ideas and approaches in our pursuit of continuous improvement in supporting student success and research with

relevance.

Diversity and Inclusion: The KSU Library System values diversity and inclusion in our services and resources. We believe that diversity strengthens an organization and we strive to ensure that our employees and users feel valued, supported, and heard.

Collaboration: We strongly believe in collaboration and teamwork, both internally and with other departments, colleges, and institutions to achieve common goals. The Library System actively pursues and supports interdisciplinary initiatives.

Research with Relevance: Building on our professional values and expertise in information science, we promote and support research with relevance for the KSU community. To this end, we actively pursue collaborative endeavors with faculty, staff and students across campus, continuously curate and develop library resources, offer research assistance and support for the KSU community, and encourage the scholarly activities of the KSU Library System's faculty and staff.

Ethical Guidelines

The KSU Library System advances professional values of intellectual freedom, intellectual property rights, user privacy and confidentiality, accessibility, collaboration, and user-centered service.

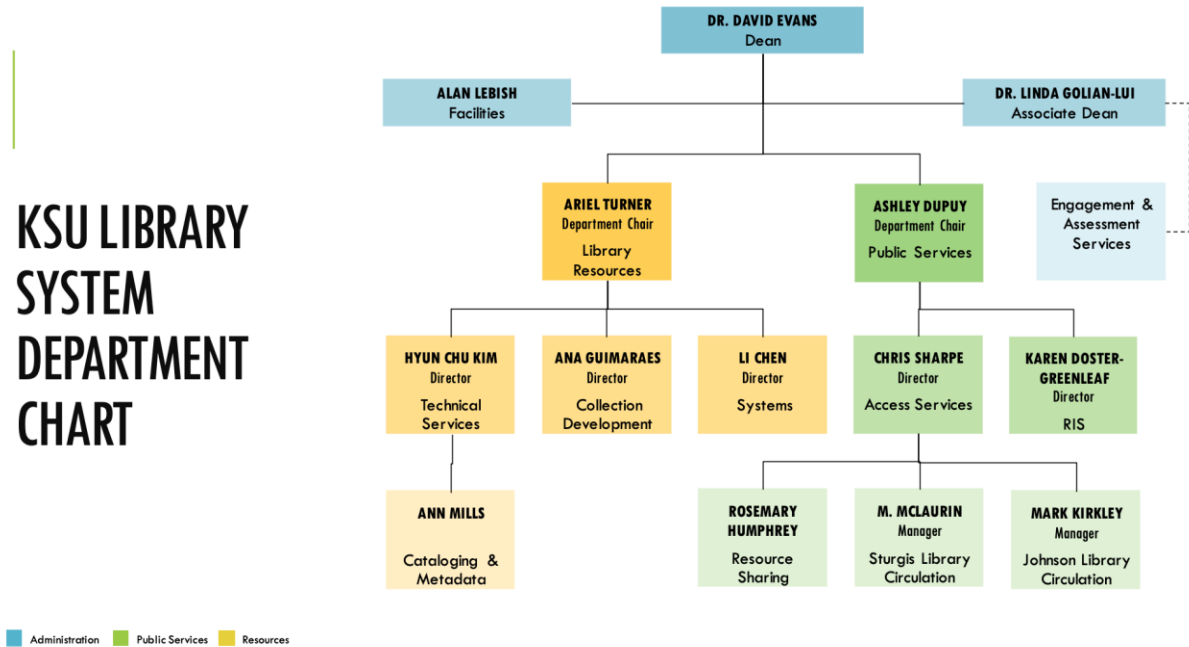
To accomplish this, we will:

- Resist all efforts at censorship.
- Protect the right to privacy and confidentiality of library users.
- Support the University System of Georgia's general education goal of promoting data fluency and information literacy through targeted information literacy instruction to the KSU community.
- Respect intellectual property rights and advocate for the balance between the interests of information users and the rights of information holders through policy and educational programming.
- Ensure responsible stewardship of funding and resources by containing costs and optimizing efficiencies.
- Promote diverse voices in our resources, services, and staffing.
- Support academic integrity and deter plagiarism through user education.
- Remove barriers to accessibility of resources and services.
- Commit to a user-centered approach and demonstrate the centrality of users in all aspects of service design and delivery in the physical and virtual spaces.
- Collaborate across campus and institutional boundaries.
- Pursue initiatives to promote cost-savings for students, such as Affordable Learning Georgia and the Textbook Transformation Grant efforts.
- Support lifelong learning through the promotion of open educational resources.

Guiding Principles

 Services We will focus upon our users and their engagement with the Library System by providing them excellence in library usage and information management that support student success.	 Collections We will carefully cultivate materials in a wide variety of formats that support the teaching, learning, scholarship, and creative endeavors for our academic programs.	 Spaces We will strategically develop flexible library learning spaces that support research, collaboration, and utilization of our services and collections.	 Professionals We will act as skilled professionals who demonstrate our commitment to effectively and efficiently educate our users.
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KSU LIBRARY SYSTEM DEPARTMENT CHART



**KSU Library System Strategic Plan
Strategic Areas of Emphasis
2021-2024**

Academic Success

- Support undergraduates through transformative instruction
- Prioritize graduate students and graduate education
- Expand research assistance
- Encourage active, academic engagement
- Improve resource accessibility for all users
- Develop diverse collections

Empowering Research

- Educate and partner with the campus community on forms of scholarly discovery and research dissemination
- Advance the responsible conduct of research
- Promote the power of open research, open science, and open systems to advance the public good
- Strategically improve advanced research collections and access
- Support the growth of undergraduate research as a high impact practice
- Ensure graduate and faculty research are adequately resourced

Collaboration & Communication

- Improve internal & institutional communication
- Build upon the social networks of users to bridge into new communities
- Develop new collaborative opportunities
- Investigate future experiential learning opportunities
- Encourage professional and personal growth of our employees

Funding & Partnerships

- Investigate community partnerships and advising
- Seek opportunities for financial sponsors for events and resources
- Collaborate with partners to strengthen our campus and community engagement
- Strengthen our professional networks

Resource Foundations

- Make discovery of information intuitive for our users
- Implement strategies for best stewardship of physical and digital collections
- Increase awareness of library collections and services
- Champion fiscally responsible management of resources

**KSU Library System Strategic Plan
Administrative Department
2021-2024**

Mission

The KSU Library System is committed to supporting and furthering Kennesaw State University's mission of being a powerful, diverse, student-centered, and research-driven university. The Library System carefully cultivates resources, services, and spaces that enhance teaching, learning, scholarship, and creative endeavors for our users. These efforts focus upon supporting student success--especially advancing undergraduate programs, supporting the graduate programs, furthering research with relevance, and promoting lifelong learning.

Vision

The KSU Library system will advance student success, lifelong learning, and research with relevance through teaching, access, and discovery with the expertise and dedication of our professional faculty and staff.

Areas of Responsibility

- Assessment
- Spaces
- Marketing & Outreach
- Personnel & Leadership
- Budgeting

Strategic Goals**Goal 1:**

Grow the KSU Library System social media presence.

Unit:

Engagement and Assessment Services Team

Area(s) of Emphasis:

Collaboration & Communication

Funding & Partnerships

Academic Success

Why:

Communicate with Library System users to inform them of collections, services and spaces that support student success. Create new and stronger partnerships with other KSU and local communities.

Strategies for Success:

- Expand posting ideas and themes for social media posts in Instagram, Facebook, and Twitter.
- Increase posting to all social media spaces to twice a week.
- Market social media sites on more Library System materials, outreach, and facilities.
- Identify and partner with key KSU social media to highlight and engage with the KSU Library System's social media.

Resources Needed:

- Funds for sponsored posts and swag.
- Personnel time adjusted accordingly.

Assessment of Success:

- Increase number of followers on Instagram, Facebook, and Twitter, each by 5% a year for 3 years
- Increase number of views on Instagram, Facebook, and Twitter, each by 5% a year for 3 years

Goal 2:

Improve internal organizational communication within the KSU provided technology infrastructure

Unit:

Administration

Area(s) of Emphasis:

Collaboration & Communication

Why:

Improve internal organization communication for enhanced transparency, collaboration, and better organizational effectiveness and efficiencies.

Strategies for Success:

- Create a Task Force with an assigned person in work units to collaboratively work on reviewing, organizing, and maintaining idrive and SharePoint (or other decided software)
- Update *Best Practices for Organizational Communications* annually
- Incorporate into *Best Practices* document when to use idrive and when to use SharePoint

Resources Needed:

- Department Chairs and Library Administration assign Task Force members and charge
- Personnel time for unit representatives.

Assessment of Success:

- Creation of a new structural rubric for Sharepoint and idrive organization
- Qualitative assessment

Goal 3:

Identify areas for growth in technology for workflow streamlining (ie Artificial Intelligence and programming languages)

Unit:

Administration

Area(s) of Emphasis:

Collaboration & Communication

Resource Foundations

Why:

Improve the individual employee workload through the utilizing technological advantages.

Strategies for Success:

- Implement YEWNO insights tool
- Investigate and engage technology developers
- Identify possible campus partnerships
- Professionally develop our faculty and staff in emerging technologies

Resources Needed:

- Funding of resources
- Personnel time
- Professional development and travel funding

Assessment of Success:

- YEWNO assessment
- Increase the number of faculty and staff engaging in professional development in emerging technologies increases from year to year for three years

Goal 4:

Promote a collaborative relationship between the Library System and Institutional Research (UTS)

Unit:

Engagement and Assessment Services Team

Area(s) of Emphasis:

Collaboration & Communication

Academic Success

Empowering Research

Why:

Promote the habit of data-driven decision making at all levels of the Library System

Strategies for Success:

- Use the Data Warehouse for statistical assistance in data-driven decision making
- Run a semiannual GPA-Library Usage correlation analysis
- Develop internal professional development opportunities in data and data usage

Resources Needed:

- Personnel time allotted
- Funding for professional development opportunities

Assessment of Success:

- At least one professional development opportunity a year for three years focusing on data, usage, or data-driven decision making.
- Begin preparing a white paper comparing usage and student GPA by 2024

**KSU Library System Strategic Plan
Public Services Department
2021-2024**

Mission

The Department of Public Services supports the use and accessibility of Library System collections, spaces, and resources. We educate students, faculty, staff, and the broader community to enhance academic success and lifelong learning. Our dedicated faculty and staff are committed to providing an equitable experience when users enter our facilities or access our virtual spaces.

Vision

The Department of Public Services strives to enrich the student learning experience, facilitate research at all levels, and engage the community through innovative educational services and relevant technology.

Areas of Responsibility

- Access Services
- Research and Instructional Services

Strategic Goals**Goal 1:**

Develop and provide accessible library digital instruction content.

Unit:

Research & Instructional Services

Area(s) of Emphasis:

Academic Success
Collaboration & Communication
Empowering Research

Why:

Increase use and impact of instructional resources for all users.

Strategies for Success:

- Provide accessible pedagogy & relevant Equity, Diversity, and Inclusion training for Research & Instructional Services librarians.
- Track and fix broken links within Springshare products.
- Strengthen relationship with Office of Student Disability Services
- Investigate and develop an internal accessibility evaluation tool

Resources Needed:

- Personnel time adjusted accordingly
- Springshare products we currently subscribe to
- Niche Academy
- MediaSpace
- Camtasia
- Participation from Systems unit
- Participation with Office of Student Disability Services

Assessment of Success:

- Check 25% of existing tutorials, modules, and LibGuides for accessible content each calendar year
- All new tutorials, modules, etc. are created with accessible content
- Yearly check-in evaluation of services with the Office of Student Disability Services

Goal 2:

Improve the accessibility and organization of the physical collection

Unit:

Access Services

Area(s) of Emphasis:

Academic Success
Collaboration & Communication
Resource Foundations

Why:

Improve the ease of use and discoverability of physical items

Strategies for Success:

- Develop an inventory process for Alma
- Shift items on shelves following guidelines and best practices from respected sources
- Update and revise signage for improved and accurate wayfinding and discovery

Resources Needed:

- Personnel time adjusted accordingly
- Participation from Library Resources Department and EAST
- Consultation with Office of Student Disability Services

Assessment of Success:

- Create accessibility checklist and list of future improvements for annual review of stacks
- Investigate the accuracy and efficiency of the new inventory process
- Create revised written procedures on regular searches for lost and missing items

**KSU Library System Strategic Plan
Library Resources Department
2021-2024**

Mission

The Department of Library Resources supports student success and research with relevance by enabling the efficient and affordable curation, acquisition, and discovery of library resources, enhancing the university's international digital publishing presence, and through the support and maintenance of library systems to improve student access to and navigation of resources.

Vision

The Department of Library Resources will cultivate collections and further access to resources that directly support the academic and research pursuits of KSU students, faculty, and staff through the expertise and dedication of our professional faculty and staff and the use of innovative technologies.

Areas of Responsibility

- Systems
- Technical Services
- Collection Development
- Digital Commons

Strategic Goals**Goal 1:**

Streamline best practices of workflows.

Unit:

Technical Services
Collection Development
Systems

Area(s) of Emphasis:

Collaboration & Communication
Resource Foundations

Why:

The creation and management of best practices and workflows ensures consistency across units and personnel. These documents can also serve as teaching content for new hires to streamline the onboarding process.

Strategies for Success:

- Create a department-level repository of workflows and best practices linked to the unit-level documents to ensure updates to the documents are consistent.
- Add workflow maintenance and updates to the departing personnel checklist.
- Prioritize the creation, alteration, and possible deletion of workflows.
- Examine a possible switch to SharePoint Modern.

Resources Needed:

- Funds appropriate to the possible change to SharePoint Modern.
- Personnel time adjusted accordingly.

Assessment of Success:

- Identify the number of workflows
- Review of all workflows on a yearly basis beginning year two

Goal 2:

Continue to cultivate and build upon partnerships within and external to the institution.

Unit:

Technical Services
Collection Development
Systems

Area(s) of Emphasis:

Collaboration & Communication
Funding & Partnerships
Empowering Research

Why:

Library Resources' partnerships with stakeholders internal and external to the institution improves access to resources through cost-savings, improved infrastructure, increased discoverability of resources, and impact on statewide library policy decisions.

Strategies for Success:

- Continue to develop MOUs with departments related to funding library resources when opportunities arise.
- Ensure that KSU has representation from Library Resources on statewide GIL Committees.
- Partner with other KSU units such as UITS, TRAC, MARB, and FLRC on projects to increase discoverability of and access to resources.

- Leverage the Digital Commons to promote the research of the KSU community and increase awareness of open educational resources.

Resources Needed:

- Personnel time adjusted accordingly.
- Fill vacant lines.

Assessment of Success:

- Investigate case studies of the MOU relationship process and YEWNO partnership every year for three years
- Positive post assessments of the Digital Commons presentations to the KSU community specifying participant awareness of open educational resources for three years