

Prairie View A&M University

Quality Without Compromise

**The Strategic Plan Update
for
Fiscal Years 2009-2013**

John B. Coleman Library

2009

Quality Without Compromise – The Strategic Plan Update for Years 2009-2013

A. Executive Summary:

The John B. Coleman Library developed a vision statement and revised its mission statement in 2005, along with the development of a Strategic Plan in support of the University's mission of teaching, research, and services. The Library Plan is "future-oriented" and carries the title of "New Directions- Improving USE: Unity, Services and Excellence." Over the past 4-years, the Plan focused on five basic components: 1) Staffing, 2) Collections & Services, 3) Facilities & Environment, 4) Promotion & Marketing, and 5) Budgets & Development.

Guided by its Vision Statement, the Library aspires to fulfill its unique role as a major interdisciplinary contributor to the academic, cultural, and social development of the university community. The purpose and mission of the Library is to provide information resources, access services, cultural programs, and library instruction, in support of the evolving curriculum of the University. The Library consistently seeks to align its mission and strategic planning goals with University's Core Values of "access and quality, diversity, leadership, relevance, social responsibility, and accountability."

The Library evaluates its collections, service delivery, technology, and other activities on a regular basis by applying assessment strategies that are based on goals, objectives, and strategies. Results of these assessment measurements are used to improve, enhance, and create new planning strategies for library services, resources, and programs. Some of the major goals and accomplishments since 2005 include: the expansion of the library instruction program; the growth of the collection, including print and electronic resources; and the extensive development of distance library services at the PVAMU Northwest Graduate Center.

In the future, between 2009 and 2013, the Library envisions several areas of growth, change, and innovation, including: development of career ladders for the library staff; addition of support staff; development of an Information Literacy program based on ALA/ACRL principles of instruction; installation of an information literacy computer lab to provide "hands-on" instruction; and further development of the collection and services at the Northwest Center. Library goals are also in alignment with the TAMUS Imperatives, such as: 1) The promotion and marketing of library services and programs; 2) Providing highly qualified library staff; 3) Providing state-of-the-art Technology Systems; and 4) Managing efficient and productive library budgets. As the library continues to fulfill its mission, it will be guided by the principle that, "Libraries are Essential to Producing and Transforming Learning Communities."

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B. Vision of the Unit

The John B. Coleman Library seeks to be the “heart” of the academic and research culture of the campus, and to contribute to the intellectual activities of Prairie View A&M University. The Library envisions that it will fulfill its unique role as a major contributor to the academic, cultural, and social development of the university community. In fulfilling this vision, the Library will continue to acquire and maintain adequate information resources, offer effective instruction on the retrieval and use of materials in all formats, and continue to provide state-of-the-art technology for users in all locations. The library also aspires to assist the University in its commitments to the broader community, by developing innovative approaches to supporting life-long learning. The realization and achievement of this vision will ensure our stakeholders that Prairie View A&M University will continue to meet the challenges of the 21st century, and sustain excellence in undergraduate, graduate, and professional studies.

The John B. Coleman Library has adopted the following slogans that summarize and exemplify this Vision:

“New Directions for Library USE: Improving Unity, Service, and Excellence”

and

“Libraries are Essential to Producing and Transforming Learning Communities”

C. **Mission of the Unit**

The mission of the John B. Coleman Library is to provide information resources, access services, cultural programs, and library instruction, in support of the evolving curriculum of Prairie View A&M University. The library staff provides quality service and leadership in the use and retrieval of information consistent with the University's mission of teaching, research, and service.

The Library develops and maintains a quality research collection by coordinating the active participation of the university community in identifying and acquiring information resources in all formats. In order to continue to meet the challenges and demands of a changing global environment, the library evaluates its collections, technology systems, instructional programs, and service delivery policies for off-campus sites, as well as the main campus, on a regular systematic basis.

D. Relationship of the Unit’s Mission to the University’s Mission

The Mission of the Library supports the basic components of the University’s Mission as follows:

Teaching:

Providing highly qualified and diverse staff of librarians and library assistants; Enhanced Collections, Information Resources, and Online Databases to support all academic disciplines, majors, and minors; Expanded information and reference services, including Library Instruction; Availability of Electronic Reserves and Online Interlibrary Loan; Extensive development of the Distance Library Services program at the Northwest Center; State-of-the-Art technology systems; Major improvement of facilities which provide a conducive learning environment; and Regular assessment of the satisfaction of all library users, including undergraduates, graduate students, faculty, and staff.

Research:

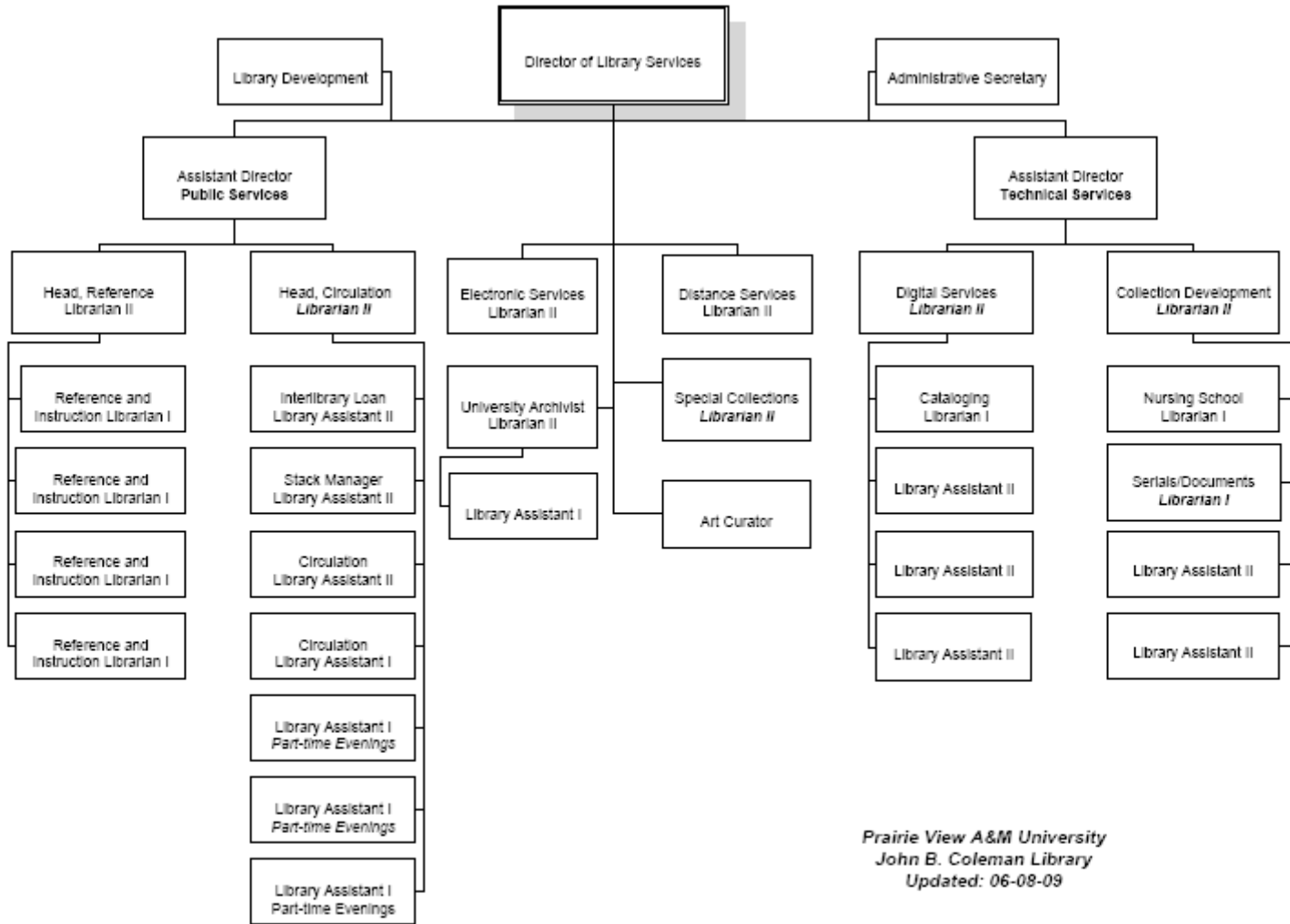
Consistent acquisition, management and preservation of information resources in all formats; Teaching information retrieval and research skills; Providing access to cooperative and reciprocal resource sharing programs; Assessment of library contributions to the research efforts of the students and faculty. Maintaining and preserving Special Collections of artistic, historical, cultural, and intellectual significance.

Service:

Provision of information resources in all formats and qualified staff in support the University’s efforts in the areas of public service programs, such as the Cooperative Extension Programs, specialized programs in nursing, juvenile justice, architecture, education, and social work.

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E. Current Organizational Structure



F. Unit's Support of the University's Core Value

| Institutional Core Values |
|---------------------------|
| 1. Access and Quality |
| 2. Diversity |
| 3. Relevance |
| 4. Leadership |
| 5. Social Responsibility |
| 6. Accountability |

| Unit's Support of Core Values Most Applicable to The Unit |
|---|
| #1) Acquisition and Maintenance of Appropriate Learning and Research Resources. |
| #2) Hiring of a competent and diverse staff; and development of historical "special collections" that reflect the growth and contributions of the University. |
| #3) Provides access to state-of-the-art information technology; creating an environment conducive for study, research, and learning. |
| #4) Provides instruction in information retrieval and library research skills. |
| #5) Provides high quality service and resources on campus and at distant locations. |
| #6) Evaluates and develops assessment strategies for improving over-all effectiveness of library services, programs, and resources. |

**G-1. The Past: Major Outcome Achievements and Changes Since 2004
(Excluding Degree Program Outcomes Reported on Forms A-1)
University Goal # 1 (see Goal List)**

| Unit Goal | Objectives/Outcomes | Methods of Assessment and Year | Evidence (Form and Location) | Outcome to be continued in 2009-2013 Cycle Y=Yes N=No |
|---|--|---|---|---|
| Offer library services that enrich the curriculum by expanding the library instruction program in support of teaching, learning, and research | <p>Number of hands on instruction sessions at the Reference Desk will increase at least 10% over the previous year.</p> <p>Increase the number of students reached by Research Instruction sessions in Classrooms by at least 10%; and at least 60% of the students will report satisfaction with library instruction services</p> | <p>User Satisfaction Survey</p> <p>Classroom Evaluation Form</p> <p>Faculty Satisfaction Survey</p> <p>Departmental Assessment Form</p> | <p>All Forms and Results are located in the John B. Coleman Library:</p> <p>1) Reference Department Head of Department – Dr. Steve Shaw</p> <p>2) Director of Library Services Office- Dr. Rosie L. Albritton</p> <p>3) Library Website: www.pvamu.edu/library</p> <p>Mr. Karl Henson, Library Web Manager</p> | Yes |

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G-1. The Past: Major Outcome Achievements and Changes Since 2004 (Excluding Degree Program Outcomes Reported on Forms A-1) University Goal # 1 (see Goal List)

| Unit Goal | Objectives/Outcomes | Methods of Assessment and Year | Evidence (Form and Location) | Outcome to be continued in 2009-2013 Cycle Y=Yes N=No |
|---|--|---|---|---|
| <p>Collection Development: Acquire, Manage, and Preserve Information Resources in all formats.</p> | <p>Increase the number of Graduate Study resources in support of Master’s and Doctoral Programs.</p> <p>Provide access to online electronic databases in all academic disciplines at the undergraduate and graduate levels.</p> <p>Enhance the core collection of research and instructional reference materials.</p> | <p>Maintain statistical technical services cataloging and acquisitions data.</p> <p>Compile annual reports for the University and National Library Databases.</p> | <p>Annual Technical Services Reports.</p> <p>ACRL Statistical Reports</p> <p>NCES Statistical Reports</p> <p>Integrated Library System Data Logs from the Online Catalog, the Cataloging Module, and the Acquisitions Module</p> <p>All located in the Office of the Assistant Director for Technical Services; and on the Library Website at www.pvamu.edu/library</p> | <p>Yes</p> |

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G-1. The Past: Major Outcome Achievements and Changes Since 2004 (Excluding Degree Program Outcomes Reported on Forms A-1) University Goal # 7 (see Goal List)

| Unit Goal | Objectives/Outcomes | Methods of Assessment and Year | Evidence (Form and Location) | Outcome to be continued in 2009-2013 Cycle Y=Yes N=No |
|---|--|--|---|---|
| Expand, enhance, and promote Distance Library Services at the PVAMU Northwest (NW) Graduate Center. | <p>Increase the number of volumes available in the Resource/Reading Room at the NW Center.</p> <p>Consistently market the distance library resources and services to current and future students and faculty</p> <p>Conduct instruction on research skills and the retrieval of information resources.</p> | <p>Annual User Satisfaction Surveys</p> <p>Annual Faculty Satisfaction Surveys</p> <p>Student evaluations of Instructional Sessions.</p> <p>Annual Focus Groups Interview with Students and Faculty.</p> | <p>All forms and Assessment Results and located in the Office of the Distance Services Librarian, at the Northwest Graduate Center.</p> <p>Results of surveys and assessments are also located on the library web-site: www.pvamu.edu/library.</p> | Yes |

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I. The Future: Unit Profile Changes (as appropriate)

| Area of Change | Type of Change A=Add D=Delete M=Modify | Year | Cost or Savings |
|-----------------------|--|-------------|------------------------|
|-----------------------|--|-------------|------------------------|

| | | | |
|--|--------------|-----------|------------------|
| 1. Organization | | | |
| Expand Professional Librarian Classification Levels from 2 to 4. Expand Support Staff Library Assistant Levels from 2 to 4. | Modification | 2011-2012 | To Be Determined |
| Create Additional Support Staff Library Assistant Positions | Add | 2009-2011 | To Be Determined |
| 2. Program | | | |
| Develop an Information Literacy Program based on the ALA Principles as a means of improving the current approach to Library Instructional Services. | Add | 2010-2011 | To Be Determined |
| Install an Information Literacy Computer Lab for “hands-on” library instruction on using electronic resources and databases. | Add | 2009-2010 | To Be Determined |
| 3. Services | | | |
| Provide online electronic circulation services at the NW Center. Expand the Collection at the NW Center. Enhance and create preservation conditions in Special/Collections Archives in JBC | Modify | 2009-2010 | To Be Determined |
| 4. Policies/Procedures/Rules | | | |
| Consider expanding or decreasing Library Hours based on “usage” and “cost effectiveness studies.” | Modify | 2010-2013 | To Be Determined |
| 5. Other | | | |

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J-1. The Future: Projected Outcome Achievement by TAMUS Imperative and University Goal (Excluding Degree Program Outcomes Reported on Forms A-1)

TAMUS Imperative #1: Openness and Accountability

Related University Goal Number(s): (2) Improve Academic Indicators, (4) Strengthen Environmental Health and Safety Programs on Campus, (9) Increase and Enhance the Visibility and Awareness of the University to The Community at Large/All Stakeholders

| Unit Goal | Projected Objectives/Outcomes | Means of Assessment By Year | Strategies Used | Savings or New Cost per Strategy |
|---|---|---|--|----------------------------------|
| Enhance Promotion and Marketing of Library Resources, Services, and Programs | Increased Visibility on Campus, Statewide, Regionally, and National. | Annual User Satisfaction Survey | Publication of Library Newsletter on a regular basis. | Minimal |
| | Digitization of Library Handbooks and Research Aids | Annual Faculty Satisfaction Survey | Participation of Librarians in Professional Development Activities in Conferences, Workshops, and Special Projects. | Minimal |
| | Enhance Library Displays and Signage | Annual Faculty Satisfaction Survey | Produce Grant Proposals to support library promotions, improvement of facilities, and programs. | Minimal |
| | Expansion of Library Website | Annual Focus Groups | Work closely with the Friends of the Library of the John B. Coleman Library | Minimal |

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K-1. The Future: Projected Outcome Achievement by TAMUS Imperative and University Goal

**TAMUS Imperative #2: Excellence through Academics & Extension
 Related University Goal Number(s): (1) Strengthen the Quality of Academic Programs; (7) Promote Programs that Contribute to**

Student Success; (9) Increase and Enhance the Visibility of the University at Large/All Stakeholders; (10) Strengthen the Quality of the Athletics Program

| Unit Goal | Projected Objectives/Outcomes | Means of Assessment By Year | Strategies Used | Savings or New Cost per Strategy |
|---|--|---|--|--|
| <p>Provide highly qualified Library Staff to implement programs, services, and access to information resources</p> | <p>High quality service and customer service on campus and at distant locations.</p> <p>Library Instruction for information retrieval and research skills.</p> <p>Acquisition and management of information resources in all formats.</p> | <p>Annual User Satisfaction Surveys</p> <p>Student evaluations of library instruction</p> | <p>Nationwide, statewide, and local recruitment of librarians and library assistants.</p> <p>Modification of the organizational structure as curriculum evolves.</p> <p>Development of career ladders and promotional guidelines for all library staff.</p> | <p>Minimal</p> <p>Minimal</p> <p>Mnimal</p> |

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K-1. The Future: Projected Outcome Achievement by TAMUS Imperatives and University Goals

TAMUS Imperative #3: Research

**University Goal Number(s): (3) Increase Applied and Basic Research;
(8) Strengthen University Advancement Programs Including Research**

| Unit Goal | Projected Objectives/Outcomes | Means of Assessment By Year | Strategies Used | Savings or New Cost per Strategy |
|---|--|---|---|----------------------------------|
| Provide State of the Art Technology Systems | Enhanced access to research information and online electronic resources and databases. | Annual User Satisfaction Survey Annual Faculty Satisfaction Survey | Continue the Library Liaison Program with the Faculty and Academic Units. Monitor the development of innovative and research-oriented materials and databases in all academic disciplines. | Minimal Minimal |

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K-1. The Future: Projected Outcome Achievement by TAMUS Imperatives and University Goals

**TAMUS Imperative #4: Resources Optimized and Leveraged
University Goal Number(s): (5) Achieve and Maintain Financial Stability (6) Increase the Efficiency of University Operations**

| Unit Goal | Projected Objectives/Outcomes | Means of Assessment By Year | Strategies Used | Savings or New Cost per Strategy |
|--|--|---|--|--|
| Maintain Library Budgets and Development | Adequate Financial Support of library services, programs, and access to information resources. | Availability of revenue to meet library operations, including personnel, material, and other expenses, from fiscal year to fiscal year. | <p>Regular analysis and monitoring of library revenues, expenses, and available accounts.</p> <p>Cost Analysis of Serials, Databases, and Monographs.</p> <p>Evaluate 3-5 year revenues and expenses.</p> <p>Review Standing Orders on an annual basis.</p> <p>Work closely with the “Friends” of the Library group.</p> | <p>Minimal</p> <p>Minimal</p> <p>Minimal</p> <p>Minimal</p> <p>Minimal</p> |