

Texas Tech University Libraries Strategic Plan 2019

Professional, Student Development and the MSLIS Program

Professional development at the TTU Libraries encourages a continual learning environment. Library faculty teach a one hour for credit course. The MSLIS program under the umbrella of the Library and Graduate School will offer an immersive educational experience with electives across all university colleges.

Initiatives:

- a. Provide ongoing professional development opportunities for all library employees to refine and enhance knowledge and trends in Libraries;
- b. Teach LIBR1100 effectively to undergraduates, ensuring a deep understanding of how to do research using library and other appropriate resources in various disciplines that students will be able to use beyond their collegiate career;
- c. Create opportunities for under-represented groups in entry level faculty positions and staff recruitments;
- d. Recruit and develop the next generation of librarians, archivists, digital curators and knowledge researchers, ensuring their readiness to contribute to the profession upon graduation.

Goals

1. Partner with Gilbreath Marketing Firm for recruitment to MSLIS Program.
 - a. Desired Outcomes – Work with Gilbreath Marketing Firm to create and execute a marketing plan / campaign for the TTU MSLIS Program that will include, but not be limited to 1) Unique Branding 2) Advertising for Social Media, Print and other Media 3) Web page design (within TTU guidelines / colors) 4) Audience identification / targeting 3) Video / photographs / layout designs 4) A ‘Why’ Story and Tagline.
 - b. Timeline – January – April 2019 for recruitment season in May, June, July; ALA pre-candidacy June 2019.
 - c. Personnel – Library Communications and Marketing Team, Graduate Intern, Dean, Assistant Dean, MSLIS Librarian & Graduate Coordinator, Web Librarian, Graduate School personnel (as needed).
 - d. Means of Assessment - Positive feedback on campaign development; successful link to graduate school application; number of hits to website; number of social media spots; primary audiences reached; market penetration achieved; number of applications; number of graduate students who applied because of marketing efforts; SACSCOC approval, ALA pre-candidacy achieved.
 - e. Impact – Successful recruitment of diverse and high achieving students; candidates in West Texas region who can get their MSLIS at TTU without traveling to Dallas or East Texas and at a lower cost; graduates or employees of TTU have an option for an MSLIS degree as a benefit; school librarians in Texas can secure a raise by completing the degree program; alumni identity for new program; potential donors for the Library.
 - f. Ongoing Assessment – Number of applicants to the program increase; quality of students, reports required for ALA; feedback from applicants; feedback from students.
2. Recruit and hire FTE PhD Faculty and support staff for the MSLIS Program; one FTE administrative assistant; one half time marketing/recruiting position.
 - a. Desired Outcomes - Initial faculty appointments will be for an Assistant Professor, Archives to develop and teach Archives courses and an Associate Professor, Technology to develop courses in Knowledge Management, Data Science, Data Management and so on. This will be an experienced leader who will assist with the accreditation process be the inaugural department chair. The administrative assistant will support the faculty and the graduate students; the marketing/recruiting position will be split with the Library’s Communication and Marketing unit. Two additional FTE PhDs and one joint appointment PhD is projected to be hired.
 - b. Space – Temporary office spaces will be created if needed in Main Library basement until the Chess space on 3rd floor can be secured and or the Library west addition is built and the program offices are relocated to the current Administration Suite. Digital Lab space and equipment will be located on the second floor of the Main Library.
 - c. Timeline – Initial PhD hires, office space, support staff hires, Summer/Fall 2019; One PhD and Joint Appointment (.5) hires, Summer/Fall 2021; One PhD hire, Summer/Fall 2023.
 - d. Personnel – Search committees.
 - e. Means of Assessment – new courses developed and approved; student feedback; applications increased; lab equipment increased; students receive monies from graduate school, other award means; faculty scholarship increased; ALA candidacy achieved; ALA accreditation achieved.
 - f. Impact - TTU represented at appropriate conferences and recruitment events; quality, depth of program increased with new courses.
 - g. Ongoing Assessment - Number of applicants to the program increase; quality of students, student feedback, reports required for ALA; grades; retention; persistence.

3. Raise funds in support of and scholarships and internships for the MSLIS Program through individual Donors, Foundations and Grants – To Date: Six Fellowships for Master of Science in Library and Information Science Program (MSLIS) in health sciences, law, school librarianship, academic librarianship, archives, and digital scholarship are being considered for 2020 & 2021 by the Helen Jones Foundation (60K); Letter of inquiry sent to Sid Richardson Foundation for a summer program for 6 rural school librarians to attend an 10 day MSLIS summer institute at TTU including tuition, room and board and a laptop to complete the program at home starting summer, 2020 (20K).
 - a. Desired Outcomes - Continue to pursue and encourage opportunities to significantly increase resource streams.
 - b. Timeline – HJF – 2020 & 2021, Richardson Foundation, 2020 (if funded); Ongoing.
 - c. Personnel – Dean, Library Development Officer, Assistant Dean, Faculty.
 - d. Means of Assessment – Funds brought in, retention, alumni giving.
 - e. Impact – Program sustainability; student success, alumni pride.
 - f. Ongoing Assessment – Fund growth; continued giving, retention, new gifts or grants.

4. Identify special topics and instructors for MSLIS; Add Law and Health Sciences Specializations to program.
 - a. Desired Outcomes - Special Topics courses proposed, developed and adopted for inclusion in MSLIS program by Library Faculty. Law and Health Sciences exemplify cooperation and crossover between colleges and system while answering need for information professionals in those fields.
 - b. Timeline - Law and Health Science courses approved in Spring 2019; other courses as created, teachers identified through 2022.
 - c. Personnel – Dean, Appropriate Committees, Appropriate Faculty, Assistant Dean.
 - d. Means of Assessment - Library, Law and Health Sciences Library faculty teaching and engagement opportunities realized; student learning needs appropriately expanded; P&T requirements fulfilled for Library faculty instructors; ALA pre-candidacy achieved
 - e. Impact – Students able to select additional specializations and knowledge base; university and students benefit from practicums in the expanded fields of practice.
 - f. Ongoing Assessment – Student enrollment in courses; faculty interest in teaching; student feedback; alumni feedback; job placement; employer feedback.

5. Secure ALA Accreditation and AASL-CAEP for school librarianship for the MSLIS Program.
 - a. Desired Outcomes - All faculty, courses, documentation, assessment, reports and materials will be reviewed and vetted for successful accreditation. Resources and support documented.
 - b. Timeline – Pre-candidacy June 2019; Candidacy 2020 – 2021-22, Accreditation Target: 2021 or 2022 for both.
 - c. Personnel – Dean, Appropriate Committees, Appropriate Faculty, Assistant Dean.
 - d. Means of Assessment – Accreditation secured.
 - e. Impact – ALA Accreditation is the requirement for most Library jobs and though voluntary, is the Accreditation body for any Library Science education program; AASL-CAEP is a desirable qualification that will make our program competitive.
 - f. Ongoing Assessment – as required by ALA, AASL, TTU.

6. Identify needs and create online training videos for student assistants in the Libraries; Improve service.
 - a. Desired Outcomes - Develop training opportunities for Student Assistants (SA) to empower them for success after graduation. Improve SA performance of duties, staff, faculty morale. Graduates of TTU better prepared for life after college and service improved for public.
 - b. Timeline – Fall 2017 – Fall 2018 Write and Create Training Videos; Spring 2019 - Fall 2019 Test and Assess Videos; Create additional timeline to ensure videos are reviewed on a routine basis.
 - c. Personnel – Appropriate personnel and volunteers.
 - d. Means of Assessment - 1. Review student assistant evaluations for improvement. 2. Gather feedback from our graduating SA's, create exit interview questions or brief survey; 3. Edit or create new videos as needed.
 - e. Impact – Students are more professional. They are also better prepared graduates and that will enhance TTU's reputation to prospective employers that our graduates interact professionally and appropriately in the workplace. Service is improved.
 - f. Ongoing Assessment – Regularly scheduled reviews of the educational videos to ensure they are timely, and checking in with students, supervisors and users for feedback.

7. Increase attendance of workshops, online trainings by faculty and staff by 5%.
 - a. Desired Outcomes - Provide training opportunities that will help staff/faculty to become more effective; Search ALA, NISO, other library organization's pages for trainings/webinars etc., motivate employees to want to learn by offering innovative and engaging programs that will also support TTU priorities.
 - b. Personnel – All are encouraged to submit suggestions, make requests.

- c. Timeline – Spring 2019 – Spring 2020
 - d. Means of Assessment - 1. Seek feedback on programming provided. 2. Evaluate and make changes as necessary. 3. Compare attendance from previous year to current year.
 - e. Impact – Continuous learning environment created; potential to move up career ladder recently implemented by Library for certain positions; potential to improve services; requiring every employee to have one goal that includes a professional development outcome will insure success.
 - f. Ongoing Assessment – Require sign in at sessions; continuous feedback mechanism; annual survey.
8. Enable opportunity for all Library staff to attend Mental Health training for higher education.
- a. Desired Outcomes – Schedule mandatory trainings for all Library staff to learn how to identify students in crisis.
 - b. Personnel – Off-campus trainers.
 - c. Timeline – January – February 2019.
 - d. Means of Assessment – All Library Faculty and Staff will be able to identify and assist students in crisis.
 - e. Impact – Being able to identify our students in crisis will be invaluable.
 - f. Ongoing Assessment – Will determine with trainer.
9. Enable opportunity for all Library staff to attend basic Medical triage training.
- a. Desired Outcomes - Schedule mandatory trainings for all Library staff to learn how to do basic Medical triage in case of emergency.
 - b. Personnel – Off-campus trainers to be identified.
 - c. Timeline – Summer – Fall 2019.
 - d. Means of Assessment – All Library Faculty and Staff trained.
 - e. Impact – Being able to assist in a medical crisis will be invaluable.
 - f. Ongoing Assessment – Will determine with trainer.
10. Create an entry-level three-year term librarian post graduate position to diversify library personnel.
- a. Desired Outcomes - Recruit new MLIS graduate / professional from a historically under-represented group, so they can gain professional experience in an academic setting and the library can benefit from a diverse point of view.
 - b. Personnel – Search Committee.
 - c. Timeline – Until filled.
 - d. Means of Assessment – person hired is from an under-represented group in the library field.
 - e. Impact – individual brings new perspectives into the Library and TTU community; Library enables professional growth, work experience and collegiality.
 - f. Ongoing Assessment – regular check-ins with supervisor, mentor assigned; conversations with Dean; feedback from colleagues, students, other team, group interactions.
11. Add summer sessions of LIBR1100; develop assessment plan and outcomes for student learning.
- a. Desired Outcomes – Add summer sessions of one credit course LIBR1100 to accommodate needs of summer students; create assessment plan for curricula, teaching, outcomes for student learning; implement consultant ideas as appropriate; create core Library Instruction Team.
 - b. Timeline – Fall 2018 (Teaching consultant) - Spring 2019 – Spring 2020 Assessment plan, Student Learning Outcomes, Additional courses added, Team created.
 - c. Personnel – Public Services Team, Public Programming Team, Library Faculty.
 - d. Means of Assessment – Courses filled; student feedback; faculty feedback.
 - e. Impact – Students learn how to do effective library research and are successful in their coursework and beyond graduation; Library faculty implement assessment and student learning outcomes for more effective teaching.
 - f. Ongoing Assessment – Student feedback; courses filled; faculty feedback.
12. Raise 100K for Professorships.
- a. Desired Outcomes – Identify Library Faculty positions for named professorships; identify donors / administration shared funding opportunities.
 - b. Timeline – Spring 2019 – completed.
 - c. Personnel – Dean, Library Development Officer.
 - d. Means of Assessment – Professorships funded; reports generated annual for donors; reports as required by TTU.
 - e. Impact – Salary portion covered by professorships go back into library accounts to pay for materials, preservation or other services in that area as appropriate in perpetuity; professorships will give the library high profile for donors, professional organizations and will aid in recruiting future faculty for those positions as they become vacant.
 - f. Ongoing Assessment – Annual reports of materials or activities generated by fund pool; professor’s activities in the named position.

These Initiatives and Goals support and align with the following University Priorities: 1) Educate and empower a diverse student body; 2) Enable innovative research and creative activities; 3) Transform lives and communities through strategic outreach and engaged scholarship.

Public Services and Outreach

The TTU Libraries provide public services such as but are not limited to Circulation, Document Delivery, Research Assistance, Workshops and have a Graduate Certificate program. The Libraries' strive for interactions between employees and users to be positive and productive.

Initiatives:

- a. Provide exemplary Library Services to the TTU community and beyond.
- b. Create library-wide online resources such as datasets, dashboards and library guides to meet the growing needs of users and allow for access for a greater number of users.
- c. Create awareness campaigns with marketing and outreach materials to promote new and continuing library services.
- d. Outreach to departments and colleges at TTU to provide instruction to students and faculty and obtain input from students and faculty on resources and collections to enhance and complement scholarship/research endeavors.

Goals

1. Map and evaluate using group study rooms and carrels, including online reservations and key checkout.
 - a. Desired Outcomes - Easy reservations / easy checkout; room availability clear; students can find rooms.
 - b. Timeline – January 2019 - pilot Fall 2019.
 - c. Personnel – Public Services Team, UX Team, Website Team, Library Student Advisory Board.
 - d. Means of Assessment - Surveys, LibCal & RIO Stats, number of check outs, number of turnaways.
 - e. Impact – Students happy with service; less confusion finding rooms & carrels; student and staff success.
 - f. Ongoing Assessment – User surveys, number of check outs, create benchmarks.
2. Map the user experience of key library services.
 - a. Desired Outcomes – Streamline Library Services for best possible service.
 - b. Timeline – Fall 2019 – Fall 2021.
 - c. Personnel – Public Services Team, UX Team, Website Team, Access Services, Library Faculty / Staff as appropriate.
 - d. Means of Assessment – User surveys, quantitative and qualitative Library statistics.
 - e. Impact – Better service and improved workflow.
 - f. Ongoing Assessment – User surveys, create benchmarks, redefined Library statistics.
3. Evaluate usability & user satisfaction with LibGuides.
 - a. Desired Outcomes – LibGuides should be easily accessible online, consistent and usable by students, faculty, staff, internal and external audiences.
 - b. Timeline – July 2017 – August 2020.
 - c. Personnel – Public Service, Website and UX Teams, RIO, specific Library staff.
 - d. Means of Assessment – User feedback, surveys, quantitative Library statistics, number of hits / uses.
 - e. Impact – Improved navigation, resources more visible. LibGuides are online publications that take the place of a reference interview and guide the user through a search. Making sure they are easily found, consistent and understood mean that they can be relied upon in the absence of a librarian and users can be confident in their research process.
 - f. Ongoing Assessment – User feedback, create benchmarks, redefined Library statistics.
4. Increase number of events co-sponsored with other departments on campus.
 - a. Desired Outcomes – Create opportunities for other colleges, units to co-sponsor events that the Library hosts; include TTU FOL events, scholarly lectures, invited speakers and training or workshops as appropriate.
 - b. Timeline – Spring 2019 – Spring 2021.
 - c. Personnel – Dean, Public Programming & Outreach, Library Development, Volunteers
 - d. Means of Assessment – Increase in co-sponsors across campus; feedback from co-sponsors, attendees; number of participants.
 - e. Impact – Co-sponsorship will insure participation of more and varied student and faculty interests from around the campus to create interdisciplinary opportunities and sharing of ideas among attendees.
 - f. Ongoing Assessment – Student, faculty surveys; attendee feedback; co-sponsor repeat; annual review, three-year benchmark.

5. Increase number of workshops and instruction sessions; develop assessment plans.
 - a. Desired Outcomes – Increase number and kinds of workshops for students on campus or taking online courses; talk with OLLI for potential partnering opportunities / themes to develop for retirees, summer session potential and community attendees; develop assessment plan for workshops, sessions and Graduate Certificate program.
 - b. Timeline – Spring 2019 – Fall 2021
 - c. Personnel – Public Services Team, Website Team, Library Student Advisory Board, Outreach, Library Faculty.
 - d. Means of Assessment – Number of attendees; student feedback; faculty feedback; surveys.
 - e. Impact – More effective sessions; community engaged.
 - f. Ongoing Assessment – Student, faculty, attendee feedback; create three-year benchmark comparisons.

6. Improvement of Makerspace / services.
 - a. Desired Outcomes – Establish costs to build out new Makerspace in the basement of the Library with a larger footprint and electrical needs for equipment; draft plan for new services, partnerships, workshops and O&E.
 - b. Timeline – Summer 2019 for estimate on costs, and draft plan. TBD for any implementations.
 - c. Personnel – Public Services Team, Technology.
 - d. Means of Assessment – Existing statistics; faculty and student surveys.
 - e. Impact – Larger space will enable more activity and cross-disciplinary use, planned community engagement and problem-solving research. Increase in student use and faculty use.
 - f. Ongoing Assessment – Student, faculty feedback. Annual benchmark comparisons.

7. Initiate / increase Outreach and Engagement programming / opportunities.
 - a. Desired Outcomes – Work with the Office of Outreach and Engagement (O&E), other partners, faculty or staff on campus to implement / initiate / increase the Library presence in the community, schools and other venues as appropriate.
 - b. Timeline – Spring 2019 – Fall 2019 – develop and implement an O&E plan.
 - c. Personnel – O&E, All Library Faculty, Staff as appropriate, Public Program Team, Public Services Team, Outreach.
 - d. Means of Assessment – Programs created; positions or internships created; faculty or staff embedded in the community or schools; community feedback; faculty / staff feedback; student feedback; research opportunities increased; student research / involvement increased.
 - e. Impact – With the availability of space and knowledge resources, the Library and its faculty / staff can have a significant impact in the community working to solve problems by connecting interdisciplinary researchers, instructing how to do research at all levels, creating primary teaching materials, and being an effective presence online and in-person.
 - f. Ongoing Assessment – Participants feedback; Faculty participant; Faculty/staff feedback; grants or research accomplished; community feedback; student engagement; create annual benchmarks.

8. Create venues / opportunities for faculty and student art / poster exhibits and or student organization use in the Main Library and SWC, as appropriate.
 - a. Desired Outcomes – Create marketing plan with brochure (hard copy and online) to share with colleges that includes photos, layouts and examples of recent events and link to website application.
 - b. Timeline – January 2019 – March 2019 (for brochure).
 - c. Personnel – Public Services Team, UX Team, Website Team, Library Student Advisory Board, Outreach, RIO.
 - d. Means of Assessment – Number of requests for exhibits, student organization use, etc. increase; feedback from students, faculty who use the Library service.
 - e. Impact – Library space is open and usable for any student organization; faculty and student work can be seen by the largest audience possible in a place where 1.5 million visitors come through the doors.
 - f. Ongoing Assessment – Feedback, annual benchmark comparisons, surveys.

9. Prepare and plan for USAIN Conference
 - a. Desired Outcomes – Plan, market, and secure sponsorships, etc., to host a successful USAIN (United States Agricultural Information Network) Conference in 2020.
 - b. Timeline – January 2019 – May 2020
 - c. Personnel – Public Programming and Outreach Team, Website Team, Library Faculty and Staff.
 - d. Means of Assessment – Registrations, sponsorships secured, attendee feedback, speaker feedback, TTU attendees.
 - e. Impact – City of Lubbock and TTU will gain national attention; students can gain experience working with the conference planning committee; TTU attendees can have a quality learning experience from speakers in the agricultural field.
 - f. Ongoing Assessment – None; however, follow-up surveys and conference proceedings will be available online.

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Research and Research Support

The TTU Libraries' are committed to conducting innovative research in the fields of librarianship, archives, history, popular culture, natural history, southwest history, information technologies, digital curation, higher education management and so on; we also provide support to all levels of researchers in the forms of education, best practices, curation and data management.

Initiatives:

- a. Conduct cutting edge research, engaging scholars across the university and at other institutions
- b. Develop policies and procedures utilizing best practices for data management, data access and data curation with data science
- c. Work closely with Office of the Provost, OIT, OVPR, Faculty and other groups as appropriate to support the needs of the university

Goals

1. With OIT, finalize pilot then implement university-wide a system to store large data sets for the university.
 - a. Desired Outcomes – Develop, pilot and implement a Research Data Management System (RDMS) for faculty/staff research data that will enable the safe storage, preservation and accessibility of large (or small) data sets for all TTU researchers.
 - b. Timeline – Spring 2019 for pilot; university wide implementation Fall 2019 / Spring 2020. Possible System-wide implementation TBD.
 - c. Personnel – Data Management Team, OIT, other faculty, staff as needed. Dean, CIO, OVPR.
 - d. Means of Assessment – Successful ingestion of data sets, metadata without loss; faculty feedback; OVPR feedback. Adoption university-wide.
 - e. Impact – Fulfills compliance requirements regarding grants; ability for faculty / staff to store data effectively raises TTU profile for researcher / faculty recruitment purposes. Assists with maintaining Carnegie Tier One Research Status.
 - f. Ongoing Assessment – Benchmarks created. Successful ingestion of data sets, metadata without loss; faculty feedback; OVPR feedback. Vendor contract (Globus) reviewed for interface. Adoption system-wide.
2. Introduce / Increase Usage of PLUMX Across Campus.
 - a. Desired Outcomes – Increase number of publications and profiles in the PLUMX system. Faculty with access to profiles to track their metrics and will skills to update, if needed. Resources linked to track usage.
 - b. Timeline – Fall 2018 – Fall 2020
 - c. Personnel – SC/SP Team, Library Faculty and Staff.
 - d. Means of Assessment – Surveys; Feedback; Increased usage of system.
 - e. Impact – Through PlumX, researchers can track their publication metrics, from views to citations. It is an innovative analytics tool that can gather statistics from sources outside the usual and would be especially helpful for faculty that use social media in their work, for example. Also works with ORCID.
 - f. Ongoing Assessment – Surveys; feedback; increased usage of system, annual benchmarking and review.
3. Develop measures of impact around faculty / student usage of research materials
 - a. Desired Outcomes – Create a method by which a report can be made to measure the impact of success of students and or faculty use of research materials.
 - b. Timeline – Spring 2019 – Spring 2023
 - c. Personnel – Assessment Team, Library Faculty and Staff, Dean
 - d. Means of Assessment – TBD
 - e. Impact – The research may be able to determine a 'value' beyond the funds spent on resource materials; this would be an invaluable calculation for the field of Library Science.
 - f. Ongoing Assessment – TBD

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Scholarly Communications & Scholarly Publishing

The TTU Libraries' will provide recommendations and support on affordable course materials, digitization and publishing projects in all formats, scholarly communication, and copyright related toward teaching and research.

Initiatives:

- a. To develop plans and policies that advocate for the increased adoption on campus of Open Educational Resources and scholarly communication needs of the campus
- b. Prepare materials to develop and deliver programming to raise awareness of internal and external faculty and staff with issues relating to library publishing, scholarly communication and copyright
- c. Gather information and develop recommendations on designated issues and topics
- d. Create a digital publishing platform
- e. Use POD on demand model where appropriate

Goals

1. Open Education Resource Adoption
 - a. Desired Outcomes – 1) Advocate and educate the campus community about open/affordable educational resources to enhance student learning and increase cost savings for students 2) Engage faculty in converting existing and developing new courses into O/AER courses. 3) Increase sustainable support, resources, and tools for faculty using affordable/open resources. 4) Develop sustainable system-wide strategies 5) Identify collaborative partnerships at each campus to ensure sustainability & quality of the initiative 6) Have a TTU representative on the State-Wide Planning Committee.
 - b. Timeline – Spring 2017 – Summer 2022 (TBD)
 - c. Personnel – Scholarly Communications, Library Faculty and Staff, University Administration, Faculty and Staff, SGA
 - d. Means of Assessment – Increase in number of faculty adoptions; Establishing incentives to support faculty; Communication and partnership with campus partners; Communication at the State Level.
 - e. Impact – Increase in student savings; Increase in enrollment and retention; Increase faculty participation; State level participation is critical for TTU profile.
 - f. Ongoing Assessment – Track adoptions through the bookstore, library and other campus stakeholders; Calculate savings, enrollment, drop/withdraw/fail rates each semester; Communication at the State Level.
2. Develop / initiate / support campus digital publishing initiatives.
 - a. Desired Outcomes – Develop, initiate and or support various digital publishing initiatives across campus and in the community as appropriate including open access journals, affordable course content, student projects, library materials, and other publishing needs that support research and outreach efforts.
 - b. Timeline – TBD
 - c. Personnel – SC/SP Team, Library Faculty and Staff, Faculty, Student groups
 - d. Means of Assessment – Growth of digital content, projects, web statistics.
 - e. Impact – Increase opportunities to publish through alternative sources for low cost; increase the publications, ease of discoverability, and breadth of dissemination of publications of the TTU Campus community.
 - f. Ongoing Assessment – Growth of digital content, projects, web statistics.
3. Open Education Week Participation (International Event).
 - g. Desired Outcomes – Increased awareness of textbook affordability and OER; actions for students to take; marketing materials for future events.
 - h. Timeline – Every March
 - i. Personnel – SC/SP Team, Library Faculty and Staff, Faculty, SGA
 - j. Means of Assessment – Monitoring how many attend our various activities/programs; amount of social media interaction; feedback on activities; participation.
 - k. Impact – Increase campus awareness of affordable course materials and OER; increase usage of affordable course materials and OER; increase student engagement and advocacy.
 - l. Ongoing Assessment – None, though events, comments received will form the next year's event planning.

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Support and Resource Services / Collections

Support services at TTU Libraries ensure the continual access and awareness of library systems, services and resources.

Initiatives:

- a. Conduct ongoing assessments of current systems, services, and collections through user experience, system testing, surveys, and discussions to provide the highest quality resources and experience for library users
- b. Accessibility for library website and services.
- c. Create policies and procedures to select (obtain) collections and datasets necessary for supporting research needs of the TTU community.

Goals

1. Collections digitization eBook pilot
 - a. Desired Outcomes – Identify books with high circulation for potential purchase in an eBook format that will provide the TTU community enhanced access to materials.
 - b. Timeline – Spring 2019 – Spring 2022
 - c. Personnel – Collections Team, Library Faculty and Staff.
 - d. Means of Assessment – Number of successful title requests by month; User feedback.
 - e. Impact – Improved service for users and available to distance users as well; shift to purchase more eBooks than physical volumes (saves space).
 - f. Ongoing Assessment – Annual usage; User feedback.
2. Retire Metalib Database Management System
 - a. Desired Outcomes – Compare functionality of Alma with enhancements to Metalib to reduce redundancies of products and retire Metalib DMS.
 - b. Timeline – Spring 2019 – Spring 2021
 - c. Personnel – Collections Team, UX, Library Faculty and Staff.
 - d. Means of Assessment – All functionality needs met; User feedback.
 - e. Impact – Service redundancy removed saves times for users and work time for Library Faculty, Staff who have to maintain.
 - f. Ongoing Assessment – None when project completed (Alma will be annually assessed).
3. Use Resource Recommender customization in Alma/OneSearch/Primo
 - a. Desired Outcomes – Add customization tool that when a user performs a search in which the query exactly matches the searchable tag (which may be a word or phrase), Primo will display up to three associated recommendations at the top of the brief results.
 - b. Timeline – Spring 2020
 - c. Personnel – Discovery Services Team, UX Team, Library Faculty and Staff.
 - d. Means of Assessment – Quantitative and qualitative data from user testing; Primo analytics.
 - e. Impact – Improved service for the user by connecting additional librarian recommended resources with the search, including the name of a Reference Librarian associated with the topic.
 - f. Ongoing Assessment – Repeat usability testing, review survey feedback.
4. Hold regular library staff workshops for Alma/OneSearch/Primo
 - a. Desired Outcomes – Holding regular workshops for the Library will enable faculty and staff to get training on any enhancements or upgrades made to the catalog as they are implemented; the sessions will also provide a means of communication between the Discovery Team and the Library to discuss any feedback they hear from users.
 - b. Timeline – Spring 2019
 - c. Personnel – Discovery Services Team, Professional Development.
 - d. Means of Assessment – Faculty and staff feedback; attendee training / education / work improvement.
 - e. Impact – Improved service for users; work knowledge improved; continuous learning.
 - f. Ongoing Assessment – Faculty and staff feedback; attendee training / education / work improvement.

5. Determine interest in materials to digitize from SWC /SWL/ TTU Collections
 - a. Desired Outcomes – Determine what users would like or faculty (in the Library or at TTU) determine would be useful or unique scholarship to digitize, and what resources would be required.
 - b. Timeline – Spring 2019 – Spring 2020
 - c. Personnel – Public Services Team, Collections
 - d. Means of Assessment – Library statistics, user surveys and feedback, number of downloads, website hits, requests for digitization.
 - e. Impact – Increased use of primary research materials; profile of TTU raised; discovery of information, potential donor recognition, increased gifts and grant activity.
 - f. Ongoing Assessment – Library statistics, user surveys and feedback, number of downloads, website hits, requests for digitization, benchmarks created.
6. Apply for grants, individual funds or endowments in all areas of interest in the Libraries – of interest, but not limited to: collection digitization, digital projects, digital scholarship, collections, digital humanities, preservation, guest lectures, original scholarship and so on.
 - a. Desired Outcomes – Increase overall percentage of grant applications and funding to the Libraries.
 - b. Timeline – Spring 2019 - ongoing
 - c. Personnel – All, Library Development Office
 - d. Means of Assessment – Funding increased; projects underway.
 - e. Impact –TTU profile raised, faculty scholarship increased
 - f. Ongoing Assessment – Library statistics, user surveys and feedback, benchmarks created, faculty recognition.

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Technology Services

The TTU Libraries' provide current technology to the TTU community. As technology services evolve, the TTU Libraries' ensures that users have access to the latest services available and continue to look at technology trends as they develop.

Initiatives:

- a. Provide timely, cutting edge technology for users.
- b. Facilitate partnerships to ensure TTU Libraries are able to provide cutting edge services to TTU community.
- c. Provide access to library resources and collections to all TTU Libraries users via online accessibility.

Goals

1. Assess TTU Libraries' existing technology and related services, determining how it measures up to current Association of American Universities member institutions and where gaps might be closed.
 - a. Desired Outcomes / Steps - 1) Survey of AAU institutions. 2) Develop gap analysis of TTU services and equipment. 3) Propose equipment and service additions and upgrades. 4) Forge on-campus partnerships to sponsor horizon technologies and potential grant funding. 5) Secure funding. 6) Implement new equipment and services
 - b. Timeline – Spring 2019 – Fall 2023
 - c. Personnel - TTULTT, UX Team, Development, Library Faculty, Staff as needed
 - d. Means of Assessment – Library statistics; surveys; faculty and student feedback.
 - e. Impact – Closing the gap on technology and related services from a Library POV will ensure our status as a Carnegie Tier One Research Institute and get us closer to AAU like status; recruitment and retention may be positively affected from both faculty and student perspectives.
 - f. Ongoing Assessment – Faculty, staff, student feedback; surveys; statistics; benchmarks established.
2. Research horizon technologies to evaluate their usefulness to the Libraries, MSLIS Program and TTU.
 - a. Desired Outcomes / Steps - 1) Define, identify and evaluate available horizon technologies 2) Determine viability 3) Propose horizon technologies and potential advantages.
 - b. Timeline – Spring 2019 – Ongoing
 - c. Personnel - TTULTT, UX Team, Library Faculty, Staff as needed
 - d. Means of Assessment – Library statistics; surveys; faculty and student feedback.
 - e. Impact – Access to horizon or bleeding edge technologies allow for unprecedented teaching and research potential. Recruitment and retention may be positively affected from both faculty and student perspectives.
 - f. Ongoing Assessment – Faculty, staff, student feedback; surveys; statistics; benchmarks established.

3. Mobile site updates.
 - a. Desired Outcomes – Make the Library Mobile Site more usable and useful.
 - b. Timeline – Summer 2019 – August 2021
 - c. Personnel – Website Team, UX Team, Library Faculty, Staff as needed.
 - d. Means of Assessment – Library statistics; surveys; faculty and student feedback.
 - e. Impact – Patrons want to use mobile technologies to access information from the Library; making our Mobile Site easier to use will mean success for their research projects and equate into a positive experience and ability to complete their work on the fly.
 - f. Ongoing Assessment – Faculty, staff, student feedback; surveys; statistics; benchmarks established and annual review.

4. Create intranet of resources for Library Faculty and Staff.
 - a. Desired Outcomes – Create an online internal site for Library employees to find frequently used sites / resources quickly.
 - b. Timeline – Summer 2019 – August 2022
 - c. Personnel – Website Team, UX Team, Library Faculty, Staff as needed.
 - d. Means of Assessment – Library statistics; Library Faculty and Staff.
 - e. Impact – Library employees need to be able to find frequently used *internal* resources (including people) quickly to best assist our users; creating this internal online site will ensure open communication and that workflows are up-to-date meaning an efficient and effective organization.
 - f. Ongoing Assessment – Library faculty, staff feedback; statistics; annual review.

5. Review web presence at TTU CR Library.
 - a. Desired Outcomes – Create a biannual review process for the TTU CR Library website to ensure updates are done as needed for TTU CR site faculty and staff.
 - b. Timeline – Summer 2019 – August 2022
 - c. Personnel – Website Team, UX Team, Library Faculty, Staff as needed.
 - d. Means of Assessment – TTU CR Library statistics; TTU CR Faculty, Staff and Students, Library Faculty and Staff
 - e. Impact – Students and Faculty at TTU CR will be able to find and access the resources / librarians they need to ensure success; this will help with student retention, recruitment.
 - f. Ongoing Assessment – Feedback; surveys, library statistics; biannual review.

7. Update SWC/SCL website.
 - a. Desired Outcomes – Evaluate and update SWC/SCL Website so that it falls within the university guidelines and has banners and services consistent with the Libraries (such as search, library guides, Ask-A-Librarian and so forth); main body should enable uniqueness as consistent with the collections with the ability to showcase / link etc. to digital exhibits, collections and finding aids.
 - b. Timeline – Spring 2019 – Summer 2020
 - c. Personnel – Website Team, UX Team, Library Faculty and Staff
 - d. Means of Assessment – Library / Web statistics; User feedback; Library Faculty and Staff feedback.
 - e. Impact – Improved access to digital collections, using new technologies for digital exhibits and improved searchability to the website will heighten the online researcher’s experience and expand the SWC/SCL reach on the internet.
 - f. Ongoing Assessment – Library / Web statistics; User feedback; Library Faculty and Staff feedback; Annual benchmarking review.

These initiatives support and align with the following University Priorities: 1) Educate and empower a diverse student body; 2) Enable innovative research and creative activities; 3) Transform lives and communities through strategic outreach and engaged scholarship

Library as Place

The TTU Main Library has more than 1.5 million visitors annually; with over 38,000 students, the Library has only 6 square feet per student and the number of seats in the building is 17 to 1. While our services and personnel get outstanding reviews, survey responders are consistent in the requests for improving facilities to accommodate the growing student body and new modalities of learning.

Initiatives:

- a. Transform Libraries building/spaces to meet the changing needs of education and research
- b. Create more learning spaces for users.
- c. Enhance current study areas.

Goals

1. Improve wayfinding signage in the Main Library.
 - a. Desired Outcomes – Evaluate and update signage in Main Library for ease and consistency.
 - b. Timeline – Spring 2019 – Spring 2020
 - c. Personnel – Public Services Team, UX
 - d. Means of Assessment – Library statistics, user surveys and feedback.
 - e. Impact – Library visitors will be able to navigate the building readily.
 - f. Ongoing Assessment – Library statistics, user surveys and feedback. Annual review for updates as needed.
2. Purchase new furniture for all floors.
 - a. Desired Outcomes – Determine cost for new furniture throughout the facility; raise funds to purchase as needed.
 - b. Timeline – Spring 2019 – Fall 2020 / TBD.
 - c. Personnel – Dean, Library Development Officer, UX Team.
 - d. Means of Assessment – Technology requirements; Library Faculty and Staff feedback, User feedback; Library surveys.
 - e. Impact – Student surveys have revealed that Library furniture is uncomfortable; providing more comfortable chairs and furniture that can be easily moved will enable students to study in comfort.
 - f. Ongoing Assessment – User feedback; funds raised; annual surveys.
3. Secure funding, campaign approval for West End Library addition.
 - a. Desired Outcomes – BOR approves go ahead for addition that will accommodate additional student seating, classroom space, gathering spaces with innovative technology and new café; work with TTU Administration to identify / cultivate list of high dollar donors.
 - b. Timeline – Spring/Summer 2019 – TBD.
 - c. Personnel – Dean, Library Development Officer, Library Faculty and Staff.
 - d. Means of Assessment – Initial funds secured, campaign plan developed, user feedback on building plan – internal and external community.
 - e. Impact – Additional 540 seats for students when completed; glass addition will be a ‘beacon’ of light on campus that will be recruiting tool for students, faculty; adding high-tech rooms will enable new scholarship and research capabilities expected at a Carnegie Tier One Campus; contemporary outdoor patio space facing the historic barn will give students a pleasant place to study and be an inviting entertaining space; moving the Library administrative offices to the new wing will allow the MSLIS program to move into that space and expand appropriately.
 - f. Ongoing Assessment – Library statistics; MSLIS program growth; user feedback; funds raised.
4. Investigate moving Library Technology Offices / Labs.
 - a. Desired Outcomes – Determine feasibility of moving some or all Library Technology Faculty and Staff offices / labs to Main Library basement level if West Addition approved and Makerspace moved to basement.
 - b. Timeline – Spring 2019 – Fall 2019.
 - c. Personnel – Dean, TTULTT, Library Development Officer, Library Faculty and Staff.
 - d. Means of Assessment – Technology requirements; costs; Library Faculty and Staff feedback, User feedback.
 - e. Impact – With Technology Faculty and Staff in the basement near the new Makerspace, the Main Library can make a shift to relocating most technology services on the lower level next to the ATLC which is a natural partnership that will benefit students. Any student seating that is lost can be relocated to the second floor where offices were.
 - f. Ongoing Assessment – Library statistics; user feedback; funds raised.

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Respectfully submitted for the Texas Tech University Libraries,

Bella Karr Gerlich, PhD
Professor and Dean of Libraries