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Strategic Plan 2001 — 2005

Goal 1: Increase Student Learning. "Promote learning that develops individual potential, and produces nationally and globally competitive graduates for the workforce."

1.1 Provide excellent facilities and state-of-the-art equipment to house collections and provide informational and instructional services

1.1.1 Substantially renovate the entire Helm-Cravens Complex, including infrastructure, for operational efficiency and effectiveness, for ergonomic considerations, for security of the collections, for compliance with ADA and other standards, and for the safety and comfort of all library users and personnel

1.1.2 Expand and renovate the Kentucky Building to provide appropriate access and space for programs, exhibitions, and collections

1.1.3 Establish a basic Reference Collection at the Bowling Green Community College

1.1.4 Monitor the facility and resource needs of the Educational Resources Center and the Glasgow Campus Library

1.1.5 Study the facility and resource needs of the existing extended campus library service sites at Owensboro and Elizabethtown

1.2 Improve access to information

1.2.1 Continue retrospective conversion and cataloging projects (e.g. archives, government documents, curriculum materials, Robert Penn Warren collection)

1.2.2 Continue the conversion from OCR labels to bar codes for circulating materials; install equipment in Circulation areas to utilize bar codes

1.2.3 Strengthen existing and encourage development of new partnerships to make available resources that otherwise would be inaccessible, especially electronic resources (e.g., finding aids in KYVL, Kentuckiana Digital Library)

1.2.4 Implement and maintain a proxy server to increase database access to authorized remote users

1.2.5 Investigate and implement processes such as digitization that would provide greater access to the University Libraries and Museum's collections and services (e.g. government documents, virtual library & museum)

1.2.5.1 Investigate a partnership between the University Libraries and the U. S. Government Printing Office regarding the digitization of certain federal publications to provide global access to documents of historical interest

1.2.6 Upgrade and expand the client server system, including the addition of new modules as appropriate (citation server for e-reserves, ILL module, etc.)

1.2.7 Identify or create reports from the integrated library system that provide the information necessary for the analysis of library collections (e.g., use of collection, number of materials within each LC classification, age of collection)

1.2.8 Research and evaluate software designed for cataloging and managing museum artifacts and identify the monies necessary to implement the automation of museum collection records

1.2.9 Formulate a plan and identify the funds necessary for making certain components of the museum catalog available to the public via the World Wide Web as well as at kiosks located throughout the Kentucky Building

1.3 Enhance University Libraries and Museum Collections

1.3.1 Receive annual inflationary adjustments in the materials budget (subscriptions and books in all formats) for all collecting areas

1.3.2 Receive additional funding to support Programs of Excellence and nationally prominent programs

1.3.3 Apply existing collection development criteria to Internet resources in order to include the best sites in TOPCAT and on TIP

1.3.4 Evaluate collections to meet curricular needs

1.3.5 Seek additional funding designated for the purchase of materials, artifacts, etc., to be housed in the Kentucky Building

1.4 Ensure that all collections are maintained according to accepted library, archival and museum standards for security, environment, and access

1.4.1 Evaluate present conditions according to standards above to determine needs of all collections

1.4.2 Develop and implement a plan of action which would result in a continuing preservation program

1.4.3 Review and revise the UL&M's disaster preparedness plan

1.4.4 Network with existing preservation/conservation agencies

1.4.5 Replace the HVAC system and address structural deficiencies (roof, walls, windows, etc.) in the Kentucky Building

1.5 Enable patrons to become information literate persons who can think critically, evaluate resources, and investigate subjects independently

1.5.1 Design a teaching program that incorporates the effective use of instructional technologies, including supplemental, web-based research instruction

1.5.2 Over the next five years, increase by 5% the number of students reached through Research Instruction conducted by UL&KM faculty

1.5.3 Foster the development of knowledge-based skills, research strategies, and critical thinking skills in instruction

1.5.4 Partner with other faculty to incorporate print and electronic information resources into course content

1.5.5 Expand programming that increases public awareness of information resources and the interpretation of museum artifacts (e.g., tours, lecture series, workshops, cultural events, and exhibits)

1.5.6 Collaborate with the Coordinator of the "use of the library" component of the Freshman Seminar to ensure that library and museum innovations are updated in the course content

Goal 2: Develop Student Excellence and Diversity "Attract, retain, and graduate increasingly diverse, academically talented, and achievement-oriented students."

2.1 Cooperate with other University entities in campus diversity programs

2.2 Create an environment that promotes a diverse student body and encourages student excellence

2.3 Continue to partner with the Office of Admissions in beginning campus tours at the Kentucky Building

2.4 Develop a promotional CD-ROM for prospective students, their parents, and distance learning students, describing the UL&KM's services and programs

Goal 3: Assure High Quality Faculty and Staff "Attract, retain, and support high-quality faculty and staff."

3.1 Meet national standards set forth by the Association of College & Research Libraries for library personnel (see ACRL web site: <http://www.ala.org/acrl/guides/college.html>)

3.2 Affirm our commitment to the principles and practices of affirmative action by recruiting and retaining a culturally diverse faculty and staff

3.3 Ensure high-quality faculty (both full- and part-time) through nationally competitive compensation and support

3.4 Ensure high quality staff (both full- and part-time) through an appropriate rewards system

3.5 Provide support and opportunities for professional growth and development for the University Libraries and Museum faculty and staff

3.5.1 Seek increased financial support for attendance at professional conferences and workshops

3.5.2 Encourage faculty and staff to take advantage of on-campus opportunities to increase their skills via classes and workshops

3.5.3 Continue to host professional workshops and teleconferences that increase the knowledge and proficiency of UL&KM's faculty and staff

3.5.4 Encourage participation in in-house workshops

Goal 4: Enhance Responsiveness to Constituents "Respond to educational, social, cultural and economic development needs with increased outreach, applied scholarship, service, and innovative opportunities for lifelong learning."

4.1 Explore the potential for collaborative opportunities with the Bowling Green Public Library (e.g., expand the Southern Kentucky Festival of Books as a means of improving family literacy)

4.2 Collaborate with faculty in Library Media Education, Folk Studies and other departments and programs where appropriate to develop instructional opportunities, internships, and partnerships

4.3 Continue to partner with regional, state and local library consortia, cultural agencies, and other groups (e.g., Kentucky Arts Council, KYVL, Solinet) to expand the resources available to the WKU Community and to scholars worldwide

4.4 Continue outreach to in-school and out-of-school community organizations, at-risk children's groups, international groups, and the African-American community

4.5 Offer exhibits and programs that reflect the diverse cultural heritage of our service area

4.6 Partner with WKU's educational television station to create a new multi-purpose film that will be used as a promotional program and as an orientation to the Department of Library Special Collections

4.7 Add a video projection system to the *Growing Up Victorian* theater in the Kentucky Building and utilize this area for tours, teaching, and viewing

4.8 Continue to offer programming for all individuals in our service community

Goal 5: Improve Institutional Effectiveness "Commit to continuous improvement of institutional effectiveness and efficiency in all programs and services."

5.1 Enhance the development program for University Libraries and Kentucky Museum

5.1.1 Implement a strategic plan for fund raising

5.1.2 Identify specific needs to be funded through development activities (e.g., see 1.3.5)

5.1.3 Strengthen the WKU Friends of the Libraries and Museum Associates organizations

5.1.4 Become more proactive in obtaining grant funds for UL&KM programs and services

5.1.5 Seek underwriting for *Collections & Connections*

5.1.6 Seek to effectively engage the knowledge and expertise of the Libraries and Museum Advisory Councils to increase donor support

5.2 Assure that strategic planning is an ongoing process in the University Libraries & Museum

5.2.1 Use the Strategic Plan in managing library and museum operations

5.2.2 Evaluate results of specific goals or objectives annually

5.2.3 Review the Strategic Plan annually and revise as necessary

- Recommended by the Council of Library Department Heads, March 1, 1999
- Approved by the Dean, March 1, 1999
- Revision approved by the Dean, July 24, 2001