Rohrbach Library Strategic Plan
2016-2019

OUR MISSION

To facilitate academic research and lifelong learning by integrating information literacy and critical thinking processes into the curriculum through the selection and provision of high quality information resources, professional services, and technologies to our diverse community.

OUR VISION

The Rohrbach Library aspires to be on the forefront within the PASSHE system, by providing transformative leadership through models of best practice for access, awareness, and utilization of information resources.

OUR GOALS

Goal 1: Information Literacy (Supports KU Goal: Academic Excellence)
The Rohrbach Library will lead the information literacy efforts at Kutztown University and will work with the KU community to incorporate information literacy in the KU curriculum.

Goal 2: Outreach (Supports KU Goal: Community Engagement)
The Rohrbach Library will promote library resources and services to the KU community through the use of print, online, and personal communication methods.

Goal 3: Collection Management (Supports KU Goal: Caring Campus Community)
The Rohrbach Library will provide patrons with a diverse collection of resources, both in topic and format that is responsive to the needs of the Kutztown University community.

Goal 4: Library as Place (Supports KU Goal: Stewardship of University's Infrastructure)
The Rohrbach Library will provide flexible and technology-equipped areas that create inviting, innovative, and inspiring spaces to support student success and promote effective performance of librarians and staff.

Goals

Goal 1: The Rohrbach Library will lead the information literacy efforts at Kutztown University and will work with the KU community to incorporate information literacy in the KU curriculum.

Objective 1: Provide the University community with Information Literacy objectives that align with the KU General Education Program information literacy outcomes (KU: Academic Excellence)
Action Step 1: Update the Rohrbach Library IL outcomes matrix, incorporating ideas from the recent Framework for Information Literacy for Higher Education

Action Step 2: Share the updated matrix with academic and other departments

Objective 2: Provide information literacy instruction in a variety of formats

Action Step 1: Design and develop tutorials

Action Step 2: Organize Libguides

Action Step 3: Inform library liaisons of information literacy instruction options

Action Step 4: Identify courses in each department for possible collaboration

Action Step 5: Collaborate between library liaisons and faculty on digitizing and using primary sources

Objective 3: Assess information literacy efficacy in KU students

Action Step 1: Develop a plan for authentic assessment of information literacy skills in KU students

Action Step 2: Investigate an information literacy assessment project involving learning analytics in cooperation with the KU Office of Institutional Research

Objective 4: Explore the possibility of librarian collaboration in the development of a First-Year Experience course at Kutztown University

Action Step 1: Meet with stakeholders

Action Step 2: Research library roles in First-Year Experience courses at other Universities

Goal 2: Outreach (KU: Community Engagement)
The Rohrbach Library will promote library resources and services to the KU community through the use of print, online, and personal communication methods.

Objective 1: Use social media to effectively promote library resources and services

Action Step 1: Research high impact practices at other academic libraries

Action Step 2: Develop a social media plan
Objective 2: Improve wayfinding in the library for the Kutztown Community

  Action Step 1: Complete sign audit
  Action Step 2: Implement new signage plan

Objective 3: Maintain updated web site

  Action Step 1: Review web site
  Action Step 2: Assess the usefulness of web site for faculty
  Action Step 3: Update web site

Objective 4: Expand library outreach efforts to promote KU community engagement

  Action Step 1: Develop guidelines and policies
  Action Step 2: Develop and implement an outreach plan for liaisons

Goal 3: Collection Management (KU: Caring Campus Community)
The Rohrbach Library will provide patrons with a diverse collection of resources, both in topic and format that is responsive to the needs of the Kutztown University community.

Objective 1: Implement new integrated library system

  Action Step 1: Review Voyager data for migration
  Action Step 2: Prepare and train for Alma, Primo, and SFX
  Action Step 3: Implement new integrated library system
  Action Step 4: Clean-up remaining migration data errors

Objective 2: Plan to develop and maintain a permanent digital repository to preserve and protect learning objects and historical items while enhancing their accessibility.

  Action Step 1: Cooperate with the KLN hub to make the KU instance of either Islandora or Rosetta a reality
  Action Step 2: Continue loading the Normal Vidette into ContentDM. When the Vidette is finished move to the Yearbooks
Action Step 3: Apply for the LSTA grant for the “School of Living” material

Action Step 4: Transition from print finding aids to ArchivesSpace, by utilizing ArchivesSpace as the primary processing tool for Archives and Special Collections

Objective 3: Increase acquisition of and access to ebook and streaming video resources

Action Step 1: Purchase ebooks and e-reference collections to replace print equivalents

Action Step 2: License streaming video content to replace VHS and DVD titles requested by faculty.

Action Step 3: Continue to work with consortia to increase access to ebooks and streaming video.

Action Step 4: Improve user access to ebooks through educational outreach and libguides.

Objective 4: Establish new policies for collection maintenance

Action Step 1: Develop new policy for print collections

Action Step 2: Develop new policy for gifts

Action Step 3: Develop new policy for electronic collections

Action Step 4: Develop new policy for digitization

Action Step 5: Develop new policy for liaisons

Goal 4: Library as Place (KU: Stewardship of University’s Infrastructure)
The Rohrbach Library will provide flexible and technology-equipped areas that create inviting, innovative, and inspiring spaces to support student success and promote effective performance of librarians and staff.

Objective 1: Initiate library master plan

Action Step 1: Develop guidelines for weeding entire collection

Action Step 2: Develop strategy for right sizing collection (Greenglass analysis)

Action Step 3: Complete weeding of collections
Objective 2: Support the development of the STEAMworks to provide lifelong learning opportunities

   Action Step 1: Develop policies

   Action Step 2: Pursue grants

   Action Step 3: Develop professional development opportunities for KU pre-service teachers

   Action Step 4: Expand collaborations and partnerships with KU community

   Action Step 5: Pursue ways to expand relationships with local and regional community

Objective 3: Promote professional development of librarians and staff to enhance library’s human resources to better support the library’s mission.

   Action Step 1: Evaluate needs

   Action Step 2: Develop plan

   Action Step 3: Pursue increased funding

   Action Step 4: Evaluate and revise librarian and staff job descriptions