

## UHM Library Objectives 2014-2016

Goals listed after each objective refer to [Achieving Our Destiny](#) UHM campus strategic goals for 2011-2015:

- Goal 1: A Transformative Teaching and Learning Environment
- Goal 2: A Global, Leading Research University
- Goal 3: An Engaged University
- Goal 4: Facilitating Excellence

### Objective 1

**Increase outreach to the campus-wide community to highlight collections, services and resources. Engage the university community by bringing in departments to contribute their knowledge and increase interaction with the collections. [Goals 1, 2, 3]**

- a. User surveys reflect increased knowledge of services, collections, and resources as a result of outreach efforts.
- b. Evaluation of use statistics (i.e., circulation, e-resources, instruction sessions) demonstrates increased use following improved outreach.
- c. Increase in frequency of Library events and attendance at events as a result of outreach and engagement.
- d. Creation of user-contributed research and metadata.

### Objective 2

**Review library space with an eye to renovating, modernizing and better utilizing public and collection spaces. [Goals 3 and 4].**

- a. Assess space.
- b. Formulation of a plan/interim report that includes data gathered on available space.

### Objective 3

**Develop a programmatic approach to increase digitization, standardize digital preservation, and standardize metadata to increase access to our collections, especially unique materials. [Goals 3 & 4]**

- a. Use statistics reflect increased usage.
- b. Creation and implementation of metadata standards that follow best practices.
- c. Search engine rankings are increased due to page optimization.
- d. Creation and implementation of a digital preservation policy.
- e. Increased inquiries about collections, especially unique materials.

### Objective 4

**Streamline and integrate discovery tools [Goals 1 & 3].**

- a. Newly designed, simplified, more intuitive library web page.
- b. Integrated interface for digitized primary resources.
- c. Web site analytics show click-throughs have increased after web site redesign.
- d. Usability study to track viewing behavior demonstrates better integration.
- e. Direct user surveys reflect user satisfaction.

## **Objective 5**

**Identify programs and services that are going to be prioritized, de-emphasized, or decommissioned. Clarify departmental mandates, responsibilities, capabilities, and missions. Increase/realign personnel to accomplish library goals [Goal 4].**

- a. Programs and services are prioritized using a comprehensive listing of all departments and programs and services and compilation of usage statistics and other relevant data.
- b. A cost-benefit analysis to assess how we allocate the materials budget results in reprioritization to increase purchasing power.
- c. Defined goals for all departments, programs, and services.

## **Objective 6**

**Library Administration will develop and implement a plan to improve communication and promote recognition that all staff are essential to fostering a caring and welcoming environment. [Goal 1]**

- a. Creation and implementation of a plan following a baseline survey of employees.
- b. A survey of staff reflects increased feelings of satisfaction.

## **Objective 7**

**Gather and analyze data on use of library resources (including ILL and e-resources) to create an accessible and centralized source of data on use of resources [Goal 2].**

- a. Creation of regular reports.
- b. Usage statistics reflect use of the centralized resource.