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.