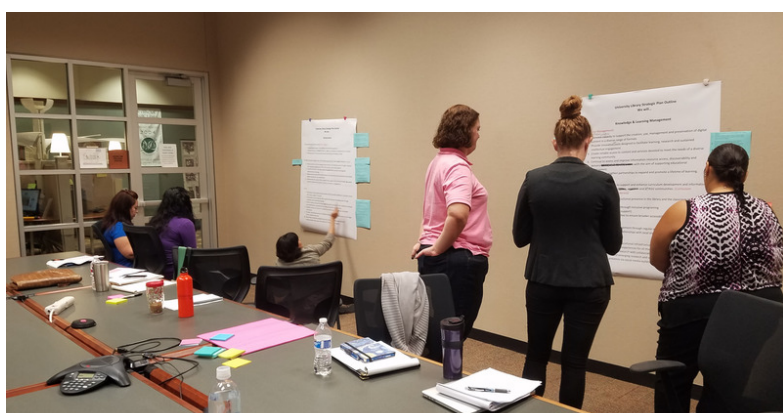
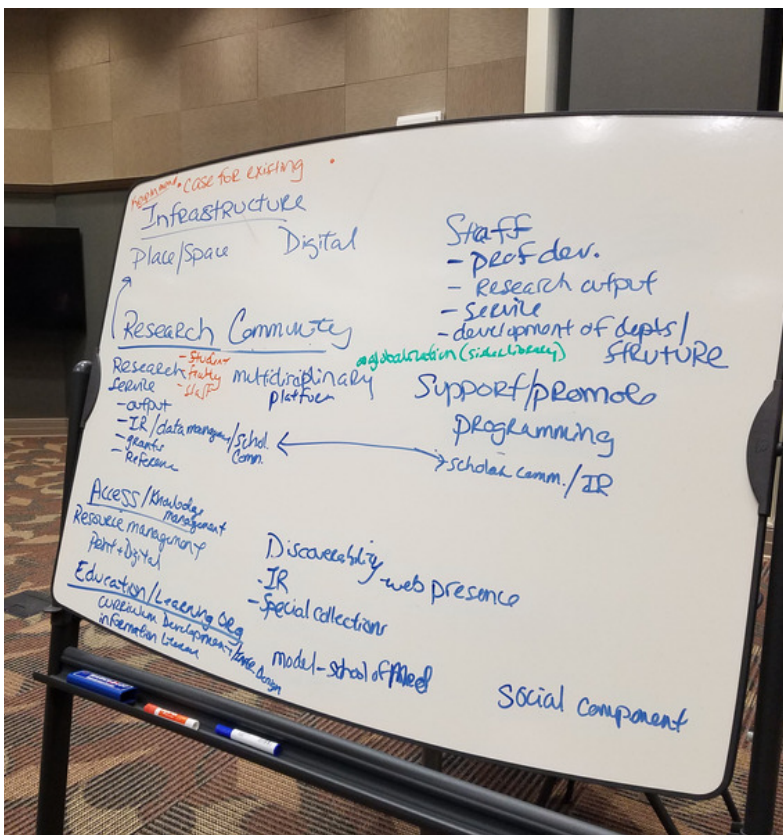


Methodology

STRATEGIC PLANNING ADDENDUM



Methodology

The University Library Strategic Planning Task Force convened on January 11th, 2017. The task force was given the charge and tasked with an August deadline to complete a Strategic Plan for the library. The task force met every two weeks through August 31, 2017 in Harlingen and once at Brownsville and Edinburg to give the members a multi-campus context.

CREATING THE FRAMEWORK

- Analyze the strategic plans of peer and aspirational institutions to inform what style of strategic plan works best for our institution as well as identify some key areas of focus.
 - Identify key areas of importance to the library and the key roles of the library in conjunction with the university; these became the mission statement components and were revised throughout the planning process:
 - Infrastructure: Place/Space, Digital, Staff
 - Research Community: Research Services, Partnerships
 - Knowledge & Learning Management: Resources, Information Literacy
- ## DEFINING THE STRATEGIC PLAN
- Identify current and future ways that the library fulfills components of the University's newly created Strategic Plan, including all elements of Student Success, Community Engagement, Educational Opportunities, Research, and Health & Medical in context of the above mission statement components.
 - Identify current and future ways that each department within in the library fulfills mission statement components.
 - Vision statement components were identified as factors that resonated in all areas of the library's strategic plan. Outline current and future ways that the library can fulfill the Vision components:
 - User Experience
 - Recruitment & Retention
 - Library as Leader
 - Innovation
 - Collaboration
 - Identify key challenges and barriers, specifically to the mission statement components.
 - Alignment of the 3-year University Library strategic plan with University Master Plan for the library.

Methodology

DEFINING ACTION PLANS

- Identify major stakeholders and create plan for soliciting feedback from both internal and external stakeholders.

The task force felt it was very important to try to find a way to solicit feedback from all staff at the library, regardless of position or length of service and provide a mechanism for further participation. During the stakeholder feedback phase, a comment card was distributed to all staff (% return) identifying the library's strengths and weaknesses, the top priorities for needed improvement, including short term and long term, and soliciting feedback on the "one library" experience. A focus group was assembled from volunteers, where staff were presented with the comment card feedback and were given the opportunity to provide more in depth commentary on the "one library" experience.

- Compile, analyze, and use stakeholder feedback to inform and alter the strategic plan.

DESIGN & PRESENTATION

- Develop a design strategy create three modes of access to the final plan: a long form with detailed components, a short form visual At-a-Glance, and a webpage.
- The task force also compiled supplemental reports based on the collected data and anonymous comment feedback for committees and departments, as well as an in depth report for administration including topics that were outside the scope of the task force/strategic plan, such as technological barriers and budget and staff concerns.

