

Strategic Plan

2018 – 2021



Contents

INTRODUCTION & CURRENT SNAPSHOT

VISION & MISSION

GOALS & INITIATIVES

- People
- Technology
- Access
- Information Literacy
- Research
- Partnerships

METHODOLOGY

COMMITTEE CHARGE & MEMBERS

BIBLIOGRAPHY



INTRODUCTION

The strategic plan for 2018–2021 was guided by the charge, the values of the library, and the engaged input of staff and stakeholders and is closely aligned with the university's strategic plan. The goals and strategies in this plan form a shared vision and provide guidance to committees, departments, and individuals to chart the course of the library over the next three years.

CURRENT SNAPSHOT

The UTRGV University Library consists of four libraries, united and created in 2015 following the creation of The University of Texas Rio Grande Valley, the second largest Hispanic-serving institution in the nation. Our libraries are located throughout the RGV, including the University Library (Brownsville and Edinburg), Aaronson Library (Edinburg) and Ramirez Library (Harlingen).

The UTRGV University Library employs 67 full-time staff, who are assisted by 70 student workers, in service to over 28,000 students. Combined, the UTRGV University Library houses nearly 1.4 million volumes in print and electronic collections providing the necessary resources for over 120 undergraduate and graduate degrees.





VISION

The UTRGV University Library will invest in Emerging Research status by concentrating on:

- User Experience
- Library as Leader
- Innovation
- Collaboration

MISSION

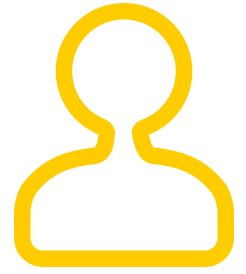
The University Library's mission is to support and strengthen teaching, learning, and emerging research as the heart of UTRGV. We strive to provide an excellent user experience by focusing on staff, technology, access, research, information literacy, and strategic partnerships.



Goals & Initiatives

2018 – 2021





PROVIDE EXCELLENT USER EXPERIENCES FOR ALL PATRONS

The University Library strives to provide an excellent user experience for all patrons regardless of where they are. We will focus on providing welcoming physical spaces, diverse and innovative services, and a creative and collaborative culture.

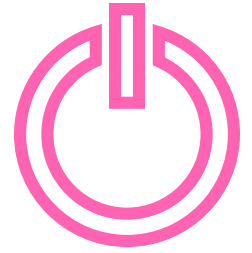
- 1** Create welcoming and engaging library environment by evaluating the user experience to maximize productivity and eliminate barriers to success.

Sample metrics include:
Number of seats added in library
Number of hours open
Number of study rooms and spaces added
Measure space utilization within University Library
- 2** Expand staff skills, learning, and knowledge to meet the evolving needs of our students and faculty.

Sample metrics include:
Number of trainings offered
Number of trainings attended
Number of conferences attended
Scholarly activity of University Library staff
- 3** Foster a creative and collaborative culture that celebrates staff accomplishments, appropriate risk-taking, and positive communication.

Sample metrics include:
Number of staff cross-trained
Number of staff achievements and recognitions
- 4** Recruit a diverse and innovative staff that reflects and represents our users while fostering student success.

Sample metrics include:
Number of new positions created
New services provided
Number of full time staff recruited



INVESTIGATE AND SUPPORT NEW TECHNOLOGIES

This section of the strategic plan was crafted to underscore the importance of providing the highest level technological advancements to support education and research goals and reduce barriers for students and faculty. The University Library will provide the technological tools, spaces, and presence necessary to ensure success for the communities we serve.

- 1 Provide innovative digital tools, tech-enabled spaces, and deliver consistent results at all levels of engagement.

Sample metrics include:

 - Number of virtual assets created
 - Number of social media hits
 - New technologies implemented
- 2 Evaluate and improve technologies and services to empower library users and increase engagement.

Sample metrics include:

 - Use of physical and online technologies provided by the University Library
 - Number of online learning tools created
 - Assessment of online resource usage
 - Assessment of website usage
- 3 Support faculty by promoting scholarly communications and demonstrating the value of digital tools and spaces.

Sample metrics include:

 - Creation of Institutional Repository
 - Number of services that support scholarly communications



PROVIDE TOOLS & RESOURCES DESIGNED TO FACILITATE LEARNING, RESEARCH, AND INTELLECTUAL ENGAGEMENT

The University Library seeks to empower students, faculty, staff and members of the community to engage, explore, and harvest information in new and more effective ways. In so doing, we can reduce barriers such as language and location. We will leverage library tools more efficiently and improve discoverability to ensure real-time accessibility and delivery of resources to library users wherever they are.

- 1 Provide research content in a diverse range of formats.
 - Sample metrics include:
 - Spending by discipline
 - Spending and usage by format
 - Number of items purchased/acquired by the University Library per requests by UTRGV faculty
- 2 Enhance resource access, discoverability, and delivery to support educational development across a distributed campus.
 - Sample metrics include:
 - Database usage statistics
 - Count use statistics
 - Number of items requested and/or delivered
 - Number of items added to the UTRGV institutional repository
- 3 Provide research content to support a bilingual, bicultural, and biliterate university.
 - Sample metrics include:
 - Library information provided in Spanish
 - Spending by language



SUPPORT AND ENHANCE CURRICULUM DEVELOPMENT AND INFORMATION LITERACY

The University Library will promote student and faculty success through teaching and instruction support focusing on increasing services that enrich information literacy and enhance curriculum. The library will strive to meet the needs of its diverse population by providing learning opportunities through vigorous and robust outreach programming.

- 1** Establish a vigorous instructional presence in the library and the classroom to reach users of diverse needs.
 - Sample metrics include:
 - Number of instruction sessions taught
 - Number of instruction session attendees
 - Number of new faculty reached
 - Number of information literacy instruction tools created
 - Usage statistics for instruction tools
- 2** Support student and faculty success through inclusive programming.
 - Sample metrics include:
 - Number of programs for students
 - Number of programs for faculty
- 3** Promote community engagement through regular and targeted outreach programs.
 - Sample metrics include:
 - Number of community partners engaged
 - Number of community focused on-campus programs
 - Number of off-campus programs
- 4** Produce UTRGV curriculum-based resources and services.
 - Sample metrics include:
 - Number of faculty collaborated with
 - Number of tools created
 - Number of courses embedded in



DEVELOP INFRASTRUCTURE TO EMPOWER HIGH-IMPACT RESEARCH AND PUBLISHING

In support of the University's strategic plan and emerging research aspirations, the library will lay the groundwork in three areas: we will engage in research-based partnerships with library users; strengthen scholarly communications within UTRGV to support data storage, internal collaboration, and publishing; and, as the library pivots away from a knowledge-storage focus, we will lay the groundwork for providing space, tools, and services for knowledge-creation.

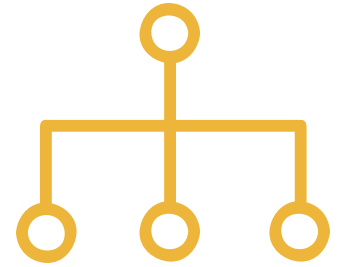
- 1** Develop infrastructure and services to support data storage, grantsmanship, publishing, and new program development.

Sample metrics include:
Number of new programs supported with library involvement
Number of departmental partnerships
Number of grants/publications/new programs with direct library involvement
Bibliometric reports for UTRGV
- 2** Initiate community-engaged, research-based partnerships.

Sample metrics include:
Number of research-based events
Number of community researchers
Number of Special Collections reading room users
- 3** Explore technologies, equipment, and services that support knowledge creation for UTRGV students and faculty.

Sample metrics include:
Number of relevant conferences attended
Number of community events attended
Number of conversations with stakeholders

Goals & Initiatives



DEVELOP AND BUILD STRATEGIC COLLABORATIONS THAT POSITIVELY IMPACT THE UNIVERSITY, THE LIBRARY, AND THE RESEARCH COMMUNITIES OF THE RGV

The University Library occupies a unique position, allowing us to provide and facilitate engagement through collaborations, programming, and marketing. Inhabiting a neutral space allows us to break down silos and bridge the disciplines. We will use this position to invest in student and faculty success by developing strategic partnerships to meet the needs of its diverse population.

- 1** Create a unique identity within UTRGV to increase awareness and understanding of the University Library's role and relevance in university-wide initiatives.

Sample metrics include:
Participation in orientations
Development of marketing plan
Number of events with University Library participation
Number and type of University Library staff appointments to UTRGV and external committees & task forces
- 2** Strengthen relationships within UTRGV to have a broader, more diverse campus presence that serves underrepresented and under-served students.

Sample metrics include:
Number of external committees served on
Number of external University Library events
Number of student support service partners
- 3** Establish and diversify partnerships with affiliated communities and organizations within the RGV and beyond.

Sample metrics include:
Number of new partnerships
Number of community events hosted
Participation in service learning opportunities

COMMITTEE CHARGE

The UTRGV Library Strategic Plan Task Force will develop a plan that reflects and supports the priorities of UTRGV, specifically as it aspires to achieve Emerging Research University status. Building on the university's newly crafted strategic plan, this document will identify overarching initiatives that closely align with existing services within the University Library. It will highlight new areas of emphasis important to the future of libraries, fostering the development of services in these areas. It will solidify the library's role in furthering the goals of the university, as well as charting our own course for the next few years.

COMMITTEE MEMBERS

Susan Bushnell (Chair)
Adela Cadena
Joel Chirinos
John Ferris
Milagro Hernandez
Stephanie Lapka
Kelly Leu
Shannon Pensa
Alisha Puentes
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