

*Tradition to Innovation
The duPont-Ball Library's Strategic Plan
2015-2019*

The Strategic Planning Process

The duPont-Ball librarians and staff met many times during the 2014-2015 academic year to develop our Strategic Plan.

Our work included:

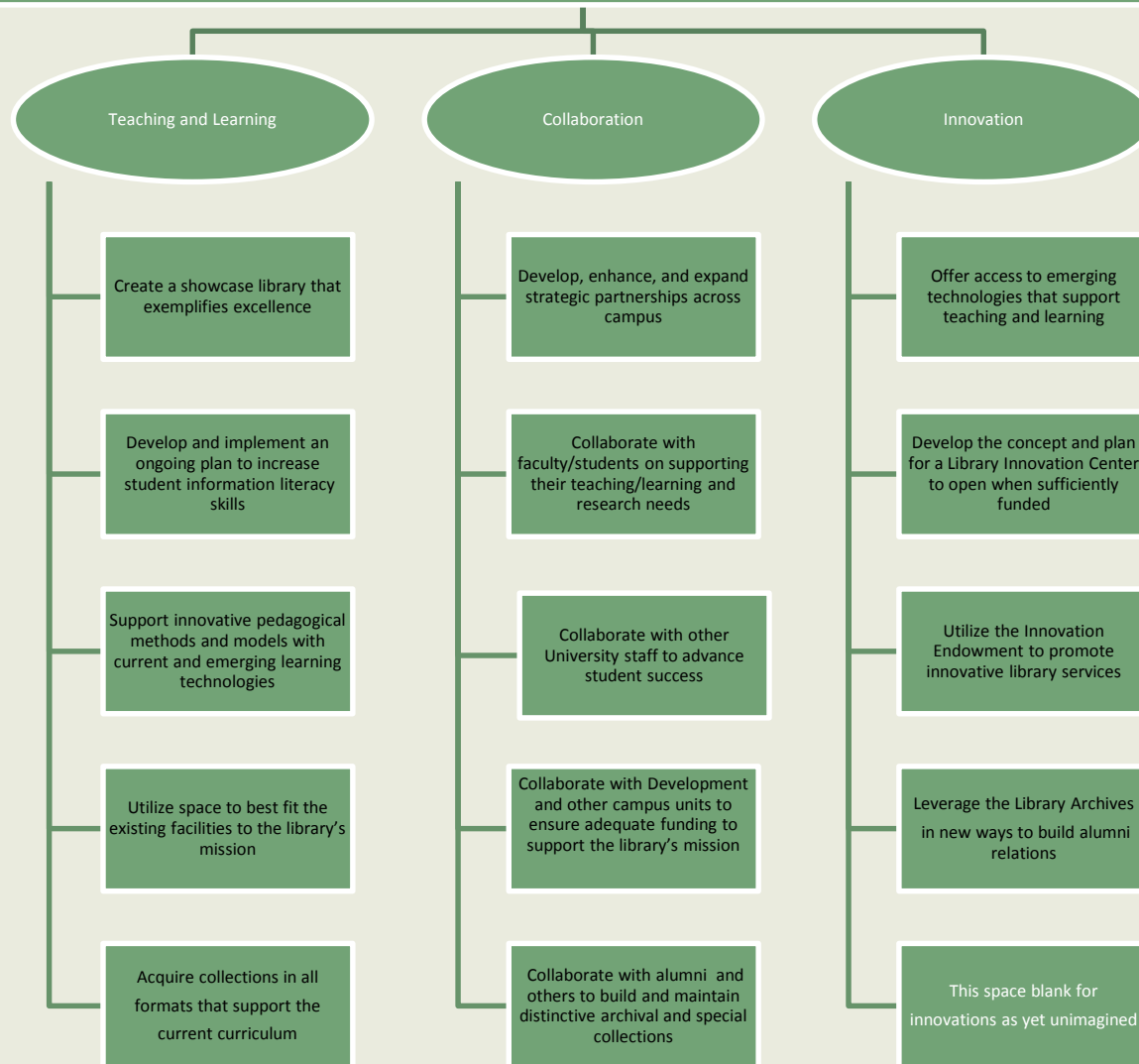
- *Creating a new library mission statement*
- *Establishing our three broad areas of focus: Teaching and Learning, Collaboration, and Innovation*
- *Conducting faculty and student library satisfaction/perception surveys*
- *Holding staff and student focus groups*
- *Refining goals for each area of focus*
- *Identifying specific action plans to address areas of concern*
- *Creating a duPont-Ball Library Strategic Map, 2015-2019*

Mission

The duPont-Ball Library encourages teaching and learning, collaboration, and innovation through our services, collections, technologies, and facilities.

LIBRARY STRATEGIC MAP: 2015-2019

The duPont-Ball Library encourages teaching and learning , collaboration, and innovation through our services, collections, technologies, and facilities.





Teaching and Learning

Create a showcase library that exemplifies excellence: The duPont-Ball Library aspires to be a model academic library that others want to emulate. Other libraries already refer to *The Stetson Model* of collection development and look to our Archives, Digital Archives, and our collaborative 3D Printing Lab as aspirational examples. We will expand areas of expertise with an emphasis on *teaching and learning*, and increase our visibility by presenting what we are doing successfully at conferences and publishing in the library literature.

Develop and implement an ongoing plan to increase student information literacy skills: Librarians, working with teaching faculty, have already implemented multi-year information literacy standardized testing and developed website tutorials, learning outcomes, and assessment tools. We will continue to work with broad constituencies across campus to educate a more information literate Stetson student.

Support innovative pedagogical methods and models with current and emerging technologies: Instructional designers and librarians will encourage and support faculty in their development and use of new technologies, both in the classroom and online.

Utilize space to best fit the existing facilities to the library's mission: Space planning will focus on creating flexible, multi-use areas that best meet the needs of today's students. Priorities include creating quiet zones, lessening noise through acoustical adjustments, acquiring more comfortable tech-friendly seating, and expanding both the Archives and the Innovation Lab.

Acquire collections in all formats that support the current curriculum: While electronic collections (e-books, online journals, databases, streaming music and video) will continue to grow, we will preserve a smaller, but more relevant print collection. Our goal will be to create a robust, dynamic collection that can be updated and managed effectively to ensure support of current course offerings and faculty research needs.



Collaboration

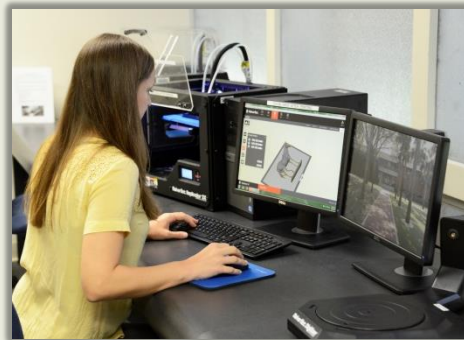
Develop, enhance, and expand strategic partnerships across campus: More than ever before, the librarians and library staff engage in collaborative work with faculty, as well as staff in Student Success; Information Technology; the Writing Center; Development; the Grants, Sponsored Research and Strategic Initiatives Office; Alumni Relations; and others. We will continue to seek out partnerships that strengthen the services we offer.

Collaborate with faculty/students on supporting their teaching/learning and research needs: The library collects material using a combination of librarian expertise in curriculum-driven collection development and user-driven acquisition models. We will explore new cost-efficient arrangements with publishers and information vendors as the market evolves and investigate and implement the most current learning technologies that support both curricular and research needs.

Collaborate with other University staff to advance student success: The Hollis Family Student Success Center, opening in the library in fall 2015, offers an exciting avenue for more interactive collaboration in supporting the success of our students. Not only will we work to maximize the synergies between the library and the Office of Student Success, but we will proactively assess learning outcomes from the new partnership.

Collaborate with Development and other campus units to ensure adequate funding to support the library's mission: The library dean will continually seek funding by strategically managing the budget process, working with current and potential donors, and exploring grant opportunities.

Collaborate with alumni and others to build and maintain distinctive archival and special collections: The library will market our University Archives to alumni with the goal of using the physical and digital archives as the centralized repository for University history. We will seek to acquire and develop targeted and valuable special collections that are well-matched to our curriculum and areas of interest.



Innovation

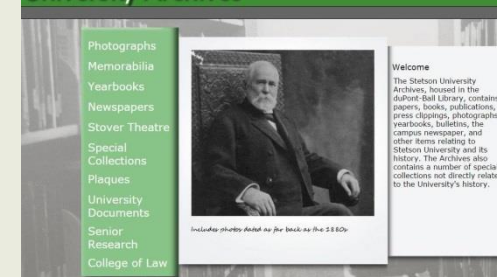
Offer access to emerging technologies that support teaching and learning: The defining characteristic of “emerging” technologies is constantly adapting to what is new. The library will strive to identify the most relevant emerging *teaching and learning* technologies that will best meet the needs of our faculty and students and implement those that fit within the library’s mission.

Develop the concept and plan for a Library Innovation Center to open when sufficiently funded: Librarians and staff, with input from many campus stakeholders, will develop a Library Innovation Center plan that not only includes innovative emerging technologies, but is also truly innovative in the way it supports research and learning projects.

Utilize the Innovation Endowment to promote innovative library services: The library dean, with advice from librarians, faculty, staff, and students, will use funding generated from the Innovation Endowment to promote innovative learning and services. Projects funded from the Innovation Endowment have already resulted in national faculty and student publications and presentations, as well as two competitive Innovation Awards for the library.

Leverage the Library Archives in new ways to build alumni relations: The University Archives, which holds physical, written, and digital items pertaining to Stetson history, is the conduit through which many new and renewed relationships have been formed with alumni. We will seek innovative avenues to proactively market the Archives to alumni to reconnect them with what they love about Stetson.

University Archives



duPont-Ball Library Survey Results

Visits the library once a week or more:

69% of students

48% of faculty

Overall satisfaction with the library:

83% of students satisfied (+16% somewhat)

91% of faculty satisfied (+ 6% somewhat)

Overall satisfaction with library facilities:

76% of students satisfied (+21% somewhat)

82% of faculty satisfied (+ 6% somewhat)

Overall satisfaction with library services:

82% of students satisfied (+16% somewhat)

85% of faculty satisfied (+12% somewhat)

Overall satisfaction with library collections:

82% of students satisfied (+13% somewhat)

82% of faculty satisfied (+12% somewhat)

Number one reason for using the library:

Students: Studying alone

Faculty: Conducting research

Believes that the library presents an overall positive image:

93% students

94% faculty

duPont-Ball Library Survey Results

Satisfaction with library hours of operation:

58% students (+16% somewhat satisfied)

Satisfaction with research assistance:

60% students satisfied (33% n/a-not sure)

45% faculty satisfied (53% n/a-not sure)

Satisfaction with front desk help:

77% students satisfied (10% n/a-not sure)

70% faculty satisfied (24% n/a-not sure)

The library makes good use of technology:

85% of students agree (5% don't know/not sure)

78% of faculty agree (16% don't know/not sure)

Satisfaction with the library website:

79% students satisfied (+10% somewhat satisfied)

69% faculty satisfied (+21% somewhat satisfied)

I achieve my objectives for my library visit most of the time or almost always:

Students: 89%

Faculty: 91%

I believe that the library has functional and effective spaces:

Students: 85%

Faculty: 82%

duPont-Ball Library Survey Results

Top areas to study / address: **Student Comments / Concerns**

- Noise level
- 24-7 study space
- More comfortable seating
- More tables
- More areas for group study
- More electrical outlets
- More 3D printers

70% of students would like short in-person workshops on various research topics

62% of students would like peer research assistance

Top areas to study / address: **Faculty Comments / Concerns**

- Expanding and updating print book collection
- Better communication on how to use online resources
- Frustration with e-books
- More advanced Blackboard assistance

59% of faculty would like the library to offer assistance with copyright and intellectual property issues

Our Favorite Student Survey Comments

Perfect place to study

The library is wonderful

The library is always clean and has plenty of desks for studying

The employees are very friendly and understanding

You guys are most helpful and just a group of very awesome people

Online resources are great

The front desk help is always very helpful and knowledgeable

Always so helpful and friendly

Whoever runs interlibrary loan is awesome

I have always been able to find useful and relevant information and anything else I need

The online database is incredibly user friendly and helpful

The library website is a great resource for my papers

"I love the library!"

Our Favorite Faculty Survey Comments

I am truly amazed by our collection. It has been very helpful.

The Learning Librarian did a wonderful presentation to my classes

The front desk staff are always friendly and helpful

Everyone is always helpful

The staff seems to take pride in offering professional service and support

The library dean is always available and enthusiastic

"I really appreciate what the library does for me and Stetson students! Thanks!"

Action Plan Priorities, 2015-2019:

Facilities:

- Develop an Innovation Center
- Open a 24-7 study space on the ground floor
- Expand the Archives to house growing collections
- Mitigate noise levels
- Create quiet zones for study
- Acquire comfortable, tech-friendly furniture



Services:

- Investigate more flexible staffing hours to increase evening services
- Consider training for peer research assistance
- Research potential overlapping services with Student Success
- Offer regular workshops of interest (intellectual property, research, etc.)

Collections:

- Follow e-publishing trends to ensure the best acquisitions models
- Maintain a zero-growth relevant print collection
- Investigate streaming options for multimedia



Technologies:

- Acquire learning technologies that best support curricular and research needs
- Collaboratively develop learning applications with faculty for classroom and research use