

College of Charleston Libraries

Annual Plan

2011-12

Building on the Library's Strategic Plan and specifically on the vision of the Lowcountry Academic Research Center (LARC), these are the major goals on which the libraries will focus its resources and staff this year. We will review progress on these goals each quarter.

To build comprehensive collections of information resources that support College of Charleston curricular programs and, as appropriate, the community's wider research interests.

To accelerate the addition of ebooks, ejournals, and other commercially developed electronic information into the library collection

- Add to our electronic collections; consider purchasing new collections such as those from JSTOR, Readex, Films on Demand, Mergent, etc.
- Work with PASCAL administration to put back in place significant funding for state-wide purchases of electronic collections.
- Monitor print journal subscriptions closely and replace them as appropriate with ejournals.

To continue to select and acquire print books, journals, manuscripts and archival material of high quality for the library collection

- Reduce slightly number of print book purchases.
- Launch the campaign to rebuild the Mackenzie library.
- Review the collection requirements for new undergraduate and graduate programs like the MBA.

To produce digital collections that strengthen the College's instructional programs and support research about the region

- Continue to digitize rare documents, photographs, and other cultural heritage materials based on the recommendations of content experts in consultation with library faculty.

- In partnership with faculty, researchers and librarians, continue to plan and implement multifaceted digital projects such as After Slavery, Charleston in 1883, and the Rev. Glennie Meteorological Observations.

To assure that the library's collections, real and virtual, are based on sound collection management principles

- Downsize the print reference collection substantially.
- Weed the VHS media collection, eliminating materials that are outdated, available in other formats, or in poor condition.
- Conduct collection assessments in two areas.

To organize timely, logical, aggregated and convenient access to electronic and print information resources

To make all current acquisitions and gifts available for students and faculty

- Process newly purchased and gift collections in a timely manner.
- Outsource cataloging to OCLC for difficult foreign language, music, etc.
- Continue to process College archives, Spoleto, JHC material and other collections in a timely manner.

To continue to implement new services and protocols for the acquisition, cataloging and archival processing

- Conduct workflow and procedures analysis, comparing internal costs with costs of outsourcing in Technical Services.
- Implement RDA as records become available.
- Expand the scope of Technical Services responsibilities in assigning metadata to digital material.
- Continue building partnership with the South Carolina Historical Society to share catalog and access to the collections.
- Apply EAD standard to archival finding aids to ensure more consistent structure, navigation, and extensibility; train staff as needed; investigate potential repository options with LCDL to store finding aids and digital library materials and make them more accessible.

To improve access to existing collections of library materials

- Complete the entering of holdings for MRL journals into the OCLC database.
- Continue to investigate and when possible establish database links to ILL software.
- Circulate the media collection to students, faculty and staff.

To continue to develop a comprehensive educational program that contributes to students' highly personalized education, supports faculty research, embraces the value of information literacy, and promotes lifelong learning

To continue to enhance online/virtual reference services

- Embed chat and other library related widgets into OAKS. Develop a package of virtual reference services (research guides, citation tools and anti - plagiarism tools) into OAKS.
- Implement knowledge-based reference response system. (LibAnswers)
- Continue designing usable webpages, research guides and other tools that guide students to information resources. (Reference, Special Collections, North Area, MRL and Communications Museum webpages)
- Begin collecting, organizing and describing institutional learning objects for inclusion in a College of Charleston library repository.

To review and modify as needed in person reference services to reflect changing patterns of use of these services

- Plan and implement peer reference service using students as “first tier” support.
- Consolidate student support services and reference services at the larger service desk.
- Work with Honors College students applying for highly competitive awards (Fulbrights, etc.)
- Review and revitalize reference services aimed specifically at faculty—both for their own research needs and for students in their classes.

To continue to develop the library's bibliographic instruction programs

- Maximize the efficiency of instruction in FYE and in English 101 classes with modules/tutorials that can be used systematically in all classes.

To collaborate more closely with students to understand their needs

- Continue to monitor student usage at night and on weekends. Revise the proposal for 24hr operations as needed.
- Create a Student Advisory Board to facilitate communication on this and other student issues.
- Continue building the SGA media collection.

To provide physical environments that improve student learning, further collaboration and facilitate research

To continue to make improvements in the Addlestone facility

- Integrate unbound journals with bound journals on the second floor.
- Plan and implement a new media services area.
- Conduct a full feasibility study that will increase number of seats for students and archival storage space with addition of mobile shelving.
- Refinish cork floors as funding permits.
- Create additional space on the first floor for interactive, technology-rich, collaborative uses by reorganization of reference and current periodicals areas.

To be prepared to handle natural and other disasters that threaten the collections, the facility and the library community

- Continue updating the library's disaster preparedness plan.

To continue to make improvements to other library facilities

- Shift the MRL collection to accommodate growth of monographs and reduction in print journals.

To make investments in technology and related infrastructure to support learning, teaching and research for the region

Assure that the library catalog is fully functional and the investment and utilities are maximized

- Investigate "Discovery Systems" technology for additional access approaches to catalog information.

- Review the PASCAL contract to make sure that it is maintaining its technical infrastructure; support the purchase of a new server if necessary.

Continue to build the infrastructure that supports the production of digital information

- Investigate digital preservation/backup such as LOCKSS or Portico.
- Investigate plan for implementation of virtual servers.
- Organize an “innovation team” to foster collaboration among departments, find new ways of addressing library issues, and improve the users’ experience.

To seek out and maintain partnerships which extend the access to information, cultivate support for collections and services, and strengthen the local community

To develop and sustain relationships with local libraries, archives and museums to heighten the visibility of the Addlestone Library and its unique characteristics

- Contribute information about new acquisitions in Special Collections to South Carolina Historical Society’s publications.
- Work with the South Carolina Historical Society to bring new manuscript collections to Addlestone Library as appropriate.
- Work with partner institutions at the Lowcountry Digital Library to ensure the overall quality of the digital library’s content and to provide training and support for archive, library, museum and other cultural heritage professionals throughout the region

To generate new Friends of the Library and steward existing members

- Hire a membership and events coordinator.
- Continue the Roundtable series.
- Launch a planned giving campaign.
- Create a stronger social media presence.
- Initiate outreach campaigns at Kiawah, Bishop Gadsden, etc.

To ensure that the organization reflects an understanding of current trends in information technology, attracts and retains a competent staff, pursues positive change and remains open and consultative

To support staff development and compensation

- Give financial assistance to library staff who are continuing their education in library school or related programs.
- Continue support for library staff to participate in webinars, conferences, and training programs.
- Continue review of equity for all staff. Advocate for adjustments when feasible.
- Develop strategies to effectively communicate library initiatives to library staff and faculty, and the campus.
- Conduct site visits to other libraries to discuss their operations and programs.

To strengthen the hiring process

- Develop a recruitment plan that embraces diversity and reflects the evolving roles of librarians and staff.
- Review, update, and enhance the current interview process.

To develop an organization with the expertise, knowledge and agility to be effective in a constantly changing information and educational environment

- Continue to develop a diverse staff that is professionally active, engaged and interested in developing new skills to improve our services to students and faculty.
- Continue to encourage library staff to write grants, especially in collaboration with external partners.

Library Strategic Plan

I. Division/School Core Purpose

The Library's mission is to make available a comprehensive collection of scholarly materials and services consistent with the institution's present and anticipated instructional and research requirements and congruent with the College of Charleston's mission to provide students and faculty the opportunity to realize their intellectual and personal potential.

II. Envisioned Future

The College of Charleston Library, the Avery Research Center, and the Marine Resources Library have forged formal partnerships with key regional libraries, archives, and related information depositories to create the Lowcountry Academic Research Center (LARC). With its comprehensive collections, its robust, state-of-the-art technical infrastructure, and its highly trained and experienced professional staff working at multiple locations, the LARC supports post secondary education at every level.

In every sense, students, faculty and the community have the library experience found at one of the nation's premier research libraries. The LARC provides the information resources (print books, journals, and especially digital collections) that range from the introductory to the in depth and nationally significant. The LARC provides state-of-the-art information technology for library operations and resource-sharing, access to online resources, and the production and dissemination of digital collections. The LARC documents the history and culture of the region while it supports current research initiatives and cultivates creative content and digital information in appropriate formats across disciplines in support of scholarly inquiry. The LARC staff teach the community of students and scholars to think critically and ethically about information. The LARC advances intellectual and cultural excellence throughout the region by making its resources and services freely available to the community. The LARC enhances, but does not replace libraries and research centers in the region.

III. Division/School Goals and Strategies

Goal 1 Statement:

Create the Lowcountry Academic Research Center (LARC)

Goal 1 Description:

The LARC provides information support for post secondary education through its partnerships and structured relationships with institutions such as MUSC, The Citadel, Charleston School of Law, CSU, the South Carolina Historical Society, Charleston County Library, Beaufort County Library, etc. The LARC, virtual and real, is the first stop for students and researchers looking for scholarly information and research assistance. The combination of limitless information needs and limited institutional resources continues to be an incentive for collaboration with information technology as its principal vehicle. The LARC engages in projects and programs judged to be of value to its members and to the broader academic community.

- Strategy 1 The College of Charleston Library takes the lead in identifying regional partners and soliciting cooperative agreements to support the LARC 's vision and overall direction.
- Strategy 2 The LARC publicizes unique materials housed in the region and highlights current research conducted by scholars in or about the Lowcountry of South Carolina.
- Strategy 3 The LARC coordinates consistent methodologies in the cataloguing and presentation of materials, research guides, and other resources that enhance research.
- Strategy 4 The LARC develops a regional library leadership program that fosters professional development and growth among information professionals through mentoring, workshops, continuing education cross-training and promotes the ongoing scholarship of the library faculties at all institutions.
- Strategy 5 The LARC is a member of the Association of Southeastern Research Libraries (ASERL) joining other research institutions such as Duke University, UNC– Chapel Hill, UNC- Charlotte, Clemson University and Georgia State University.

Goal 2 Statement:

Develop a comprehensive educational program that contributes to our students' highly personalized education, supports faculty development, embraces the value of information literacy, and promotes life-long learning to all members of the community.

Goal 2 Description:

Through partnerships and collaboration, the library further enhances the learning environment through promotion of library content in curriculum design, through a greater commitment to teaching across all disciplines and to all audiences, and through integration of instructional technology into the classroom.

- Strategy 1 Library professionals and instructional faculty work together to design assignments and syllabi with library content and to integrate technology into the classroom.

- Strategy 2 Library professionals offer instruction on plagiarism, copyright, and intellectual property, as well as workshops on new technologies for teaching and research, including bibliographic software, digitization, publishing, and qualitative research software.

- Strategy 3 The library attracts, hires and retains an innovative team of faculty and staff with diverse skills who are deeply committed to learning and scholarship.

- Strategy 4 The library develops and implements informative and interactive marketing and communications strategies to promote the library and the LARC's content, services, and instructional offerings.

- Strategy 5 The library designs and manages a comprehensive array of instructional and informational services. This cohesive array of services combines physical service points and services, traditional and virtual consultations, tutorials, library guides, library instruction, and other virtual services through latest and emerging

technologies. The library professionals will be engaged in ongoing assessment and evaluation to continually refine and enhance these services while creating new ones.

Goal 3 Statement

Through the LARC, the library continues to evaluate and acquire collections, especially digital content, in formats that make mobile access possible and convenient.

Goal 3 Description

As a part of the LARC, the library accelerates the integration of electronic resources into library collections, supports digital initiatives for online resources, digitizes and makes accessible unique local resources and responds effectively to external developments.

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| Strategy 1 | Develop a core collection which supports undergraduate and post-graduate research. It will be acquired, cataloged and accessed by efficient methods. |
| Strategy 2 | Continue building and maintaining print and electronic resources for student and faculty research, while partnering with other libraries to avoid unnecessary duplication and maximize the use of these purchases. |
| Strategy 3 | Implement a flexible technology-based assessment model to evaluate learning outcomes, services, collection usage, programs and resources, both financial and human to determine benefit, cost, and efficacy. |
| Strategy 4 | Continue to enhance virtual environments, including digital collections, virtual reference, eBooks, electronic databases etc. and to provide unmediated services like self checkout and interlibrary loan. |
| Strategy 5 | Recognizing that information exists globally, the LARC devises the most efficient means of creating, aggregating, accessing, retrieving, displaying and using digital collections ethically, responsibly and productively. |

Goal 4 Statement:

Develop physical environments that improve student learning, foster collaboration, and facilitate research.

Goal 4 Description:

To facilitate learning and serve library users from across the region, the LARC and the library provide adequate collaborative spaces, protection of quiet study, and an overall attractive and welcoming environment. Along these lines, we avoid encroachment on public spaces unnecessarily. In addition, we provide the necessary technology to teach and learn. We evaluate and meet patrons' comfort and technology needs and continue to modify and enhance these facilities so they remain a pleasant place to study and research.

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| Strategy 1 | Provide a public forum for faculty and scholars to present and discuss their work in both formal and informal settings. |
| Strategy 2 | Improve access to media resources by renovating the media room and ensuring that the library has the proper technology to present its media resources to students and patrons. |
| Strategy 3 | Add more seating and group study areas in the library by increasing the number of books in compact shelving and off-site storage. |
| Strategy 4 | Through curating displays, creating online exhibits and sponsoring events for the Friends of the Library and the academic community, the library and the LARC become intellectual hubs for the region. Both the library and the LARC sponsor outreach events such as speaker series and special events. |
| Strategy 5 | Create a new center for the campus and the community that includes an expanded historical research division (formerly Special Collections) to accommodate additional collections from organizations such as the Charleston Library Society, the South Carolina Historical Society, Charleston Museum, etc. |

Goal 5 Statement:

Make investments in infrastructure and technology to support the learning, teaching and research contributions from the region.

Goal 5 Description

Cutting edge technology is a necessity in support of knowledge seeking and collaboration at the highest levels. The library and the LARC have a plan in place that provides funding for robust networks, scalable servers, flexible computers and other current and future technologies.

- Strategy 1 Take advantage of high speed data initiatives.

- Strategy 2 Purchase and replace computer technology on a cyclical basis that ensures an effective continuum of intellectual creativity and education.

- Strategy 3 Upgrade fiber between institutional locations as new gateways and switches are installed.

- Strategy 4 Add and enhance cable, satellite, video and audio streaming, and other services that deliver content to the classroom and to the user, regardless of location.

- Strategy 5 Develop and/or purchase application software that is both beneficial and useful for instruction.

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