

2019-23 STRATEGIC PLAN

LIBRARY OBJECTIVES AND ACTIVITIES

GOAL INTENTION

The Barber Library's strategic plan document is modeled after Central Oregon Community College's (COCC's) strategic plan and initiatives. The library's management team, in conjunction with library staff, developed objectives and activities that align with the COCC strategic plan but are specific to the Library. The plan was adopted in Spring 2019 and will be monitored and assessed over the next three academic years, eligible for review in Fall 2021.

STUDENT SUCCESS

SS-1: ENHANCE DEVELOPMENT OF COURSE AND PROGRAM OFFERINGS AND DELIVERY METHODS.

OBJECTIVE SS-1.1

Have a fully articulated Information Literacy program that supports COCC's course and program offerings.

ACTIVITIES

- Develop an Information Literacy plan with measurable goals and objectives.
- Provide library credit course offerings as one of the instructional modes to meet or exceed library instructional outcomes.
- Provide training opportunities to faculty regarding information literacy offerings and library resources.

OBJECTIVE SS-1.2

Address Information Literacy skills as an essential competency that enhances students' ability to navigate an information-rich environment as literate information users and creators.

ACTIVITIES

- Collaborate with Career and Technical Education programs (CTE) for the implementation and assessment of Information Literacy skills as part of student preparation for a technologically-advanced workplace (this includes LIB100 as a prerequisite for CTE programs and degrees).
- Collaborate with transfer programs for the implementation and assessment of Information Literacy skills as part of General Education requirements.
- Partner with Developmental Education and Adult Basic Skills, including English Language Learning programs, to promote student awareness of the Library's support in their learning and college success.

SS-2: ENHANCE AND PROMOTE THE RESOURCES AND TOOLS AVAILABLE TO HELP STUDENTS EFFICIENTLY COMPLETE THEIR ACADEMIC GOALS.

OBJECTIVE SS-2.1

Expand the role of the library's learning commons in providing responsive, comprehensive services for student success at all levels.

ACTIVITIES

- Collaborate with the Early Childhood Education Program for the expansion of the Children's Literature & Equity Resource Center (CLERC) as a central resource for the early childhood learning curriculum.
- Collaborate and partner with tutoring services, including the Writing Center, to promote a more unified academic support for the success of students.
- Collaborate with eLearning and IT to ensure the Library provides integrated access to library resources and services for students.

OBJECTIVE SS-2.2

Maintain and grow online, physical, and multimodal library collections to provide a rich, high-quality information environment at all COCC campuses.

ACTIVITIES

- Support the needs of the CTE and transfer curricula at all campuses by building, maintaining, and strengthening library collections.
- Meet and exceed college and program accreditation standards by building, maintaining, and expanding appropriate library collections for all campuses.

OBJECTIVE SS-2.3

Maximize regional and state partnerships (Orbis-Cascades, Statewide Database Licensing Group, OCCDLA, etc.) to expand, maintain, and enrich library collections and services on all campuses.

ACTIVITIES

- Maximize cooperative purchasing of electronic resources (e.g., databases, electronic book collections, and streaming video) via Orbis Cascade Alliance, Statewide Database Licensing Group, the Oregon Community College Distance Learning Association (OCCDLA), etc.
- Utilize library partnerships for resource sharing through services such as Interlibrary Loan.
- Explore opportunities for state and federal grants to enrich our collections and services.

SS-3: ENHANCE AND PROMOTE THE RESOURCES AND SUPPORT SERVICES AVAILABLE TO HELP STUDENTS OVERCOME NON-ACADEMIC CHALLENGES.

OBJECTIVE SS-3.1

Address college affordability issues by playing a leading role on campus providing free and low-cost access to information, technology, and resources.

ACTIVITIES

- Play a primary advocacy and support role for the creation and sharing of open materials such as Open Educational Resources (OER).
- Promote the use of library Reserves, collections, and online resources to provide students with free access to texts and information.
- Maintain and grow the Library's technology lending collection.

OBJECTIVE SS-3.2

Provide students with tools and experiences outside the typical classroom to create a supportive community space that adds to an overall positive college experience and encourages retention.

ACTIVITIES

- Market the view of the library as the "campus living room" to engage students outside the classroom via collections and activities (e.g., CLERC, graphic novels, puzzles, and board games).
- Offer a variety of events to enrich students' cultural and expressive experiences while on campus via the library's rotating art exhibits, Poetry Month activities, various readings and book conversations, Stress Free Finals, and other programming.

STUDENT EXPERIENCE

SE-1: DEVELOP AND IMPLEMENT A COMPREHENSIVE APPROACH TO ACADEMIC OFFERINGS AND STUDENT SUPPORT SERVICES ON ALL CAMPUSES AND ONLINE.

OBJECTIVE SE-1.1

Develop a strategic approach to providing library resources and services that are responsive to the evolving needs of students on the northern campuses and online.

ACTIVITIES

- Assess needs and modes of delivery for library instruction at the northern campuses and online.
- Provide library collections, online resources, and spaces to students on the northern campuses.

- Collaborate with and offer training opportunities for staff on the northern campuses who provide library services to students.

SE-2: INCREASE ACCESS TO ACADEMIC PROGRAMS AND COURSES ON ALL CAMPUSES AND ONLINE.

OBJECTIVE SE-2.1

Promote resources and support services to increase access to a quality library experience across all COCC campuses.

ACTIVITIES

- Increase awareness of instructional opportunities available on all campuses, such as Information Literacy sessions and Book a Librarian appointments, and reference outlets (i.e., chat, reference desk, email, phone).
- Explore partnership opportunities on the northern campuses to grow the Library's presence beyond the Bend campus and better support students.

OBJECTIVE SE-2.2

Ensure the Library is a key partner in providing support for teaching and learning in the online environment.

ACTIVITIES

- Collaborate with eLearning and IT to integrate library services, resources, and instruction into online course offerings.
- Facilitate discovery of library resources in the online environment via the library catalog, vendor databases, and librarian-created web content.
- Enhance student experience in the online environment by continuously improving the usability of librarian-created web content, such as COCC webpages, LibGuides, and asynchronous tutorials on a variety of devices through periodic user testing and redesigns.
- Develop instruction that utilizes various modes of delivery to extend information literacy support to a web-based environment.

SE-3: PROMOTE DIVERSITY, INCLUSIVENESS, AND COMMUNITY ON ALL CAMPUSES AND ONLINE.

OBJECTIVE SE-3.1

Curate physical and digital collections that foster diversity and inclusiveness in teaching and learning.

ACTIVITIES

- Expand and maintain diverse and inclusive library collections on all campuses, with a particular focus on the Children's Literature Equity Resource Center (CLERC) and browsing collections.

- Explore grant opportunities to continue and expand diverse and inclusive collections.

OBJECTIVE SE-3.2

Organize and host programs events that facilitate conversations around diversity and inclusiveness.

ACTIVITIES

- Support diversity and inclusiveness on all campuses with library cultural programming such as Poetry Month, exhibits, CLERC events, book conversations, and other inclusion initiatives.
- Partner with the Office of Diversity and Inclusion to promote and support their mission through library programming on all campuses.
- Explore grant opportunities to continue supporting and expanding library programs and exhibits supporting diversity and inclusiveness.

OBJECTIVE SE-3.3

Continuously evaluate and improve the accessibility of the library's physical and online resources and services as well as instructional content and delivery to meet the needs of all populations.

ACTIVITIES

- Improve the accessibility and responsiveness of librarian-created web content and instructional curricula by following the principles of universal design.
- Collaborate with Services for Students with Disabilities, eLearning, and IT to evaluate and improve the accessibility of library spaces, programming, web content, face to face and online instruction, and collections.

OBJECTIVE SE-3.4

Integrate the values of diversity and inclusion in the Library's instructional program and research support services.

ACTIVITIES

- Develop culturally responsive curricula reflecting a diversity of voices for the library's credit and noncredit instructional offerings.
- Collaborate with campus partners, such as the Office of Diversity and Inclusion, to provide trainings on cultural competencies, difficult dialogues, and diversity for library instructors and staff.

COMMUNITY ENRICHMENT

CE-1: CULTIVATE NEW AND STRENGTHEN EXISTING CONNECTIONS/PARTNERSHIPS WITH EDUCATIONAL STAKEHOLDERS, INCLUDING PREK-12, UNIVERSITIES (HIGHER EDUCATION), LIFELONG LEARNERS AND BUSINESS AND INDUSTRY.

OBJECTIVE CE-1.1

Provide opportunities for enrichment and personal development through cultural programming and library collections that expose the COCC and broader communities to diverse viewpoints, ideas, and life experiences.

ACTIVITIES

- Support community enrichment through library cultural programming such as Poetry Month, exhibits, CLERC community-focused events, book conversations, etc.
- Use the Library's Rotunda Gallery and potential collaborations with the art community to support the Arts and art appreciation on our campus.

OBJECTIVE CE-1.2

Ensure the Library is a partner as COCC continues to expand its connections and collaborative initiatives to support Central Oregon business and industry, educational stakeholders, lifelong learners, and the broader community.

ACTIVITIES

- Identify cultural groups on campus (e.g., COSSI, Ganas, etc.) with unique information needs to provide support and resources in alignment with their community enrichment missions.
- Connect with primary and secondary educational partners to support the development of essential information literacy competencies.
- Promote the library as a resource for in-depth research for independent scholars in the Central Oregon community.
- Cultivate connections with other regional libraries and museums within the COCC district.

CE-2: ADVANCE POSITIVE REGIONAL ECONOMIC DEVELOPMENT BY ASSISTING WITH EDUCATIONAL AND TRAINING NEEDS OF BUSINESS, INDUSTRY AND WORKFORCE.

OBJECTIVE CE-2.1

Maintain and grow library collections and programs that are responsive to regional economic development and training needs of Central Oregon business and industry.

ACTIVITIES

- Support regional Early Childhood Education professionals via CLERC collections and programming.
- Provide job skills training via Work Study and internship opportunities in the library.

CE-3: OFFER COLLEGE SERVICES AND EXPERTISE IN RESPONSE TO COMMUNITY NEEDS.

OBJECTIVE CE-3.1

Offer library services and expertise in response to community needs.

ACTIVITIES

- As the largest academic library in the Central Oregon region, respond to the needs of community members by providing access to existing services and resources.
- Facilitate access to online and print government information as the only federal depository library in Central Oregon.
- Explore new ways to facilitate access to information resources for community members.

INSTITUTIONAL EFFICIENCY

IE-1: IMPROVE PRACTICES AND STRUCTURE RELATED TO PROVIDING A HEALTHY AND PRODUCTIVE WORKPLACE.

OBJECTIVE IE-1.1

Cultivate a work environment where library staff, administrators, and faculty are engaged and committed to Library and College missions.

ACTIVITIES

- Provide constructive feedback to library staff, administrators, and faculty via evaluation processes.
- Balance Library needs and abilities of staff, administrators, and faculty to best take advantage of existing talents and skills in the assignment of tasks, activities, and new programs.
- Support and encourage professional development and engagement with the field and the college.
- Support wellness.
- Collaborate with Campus Public Safety to provide opportunities for safety training and awareness.
- Work with other campus partners, such as the Office of Diversity and Inclusion, to provide a safe and inclusive work environment.

IE-2: DEVELOP UNIFORM, EFFECTIVE AND EFFICIENT PROCESSES.

OBJECTIVE IE-2.1

Optimize Barber Library's efficiency in operations while keeping its goal for high service standards.

ACTIVITIES

- Analyze and evaluate the Library's evolving needs for staffing and assignment of duties following college policies and contractual obligations.
- Prioritize library capital investment in a way that supports the college curriculum and ensures institutional quality and viability.
- Take advantage of opportunities such as library consortia support to achieve college savings through sustainable, shared agreements while also expanding opportunities for students to experience information resources, technology, and services beyond the community college level.
- Encourage partnerships with other campus departments to support cross-departmental, efficient operations for the library and the college.
- Manage the library facility in collaboration with other departments residing in the building to ensure efficiency.
- Provide cost-effective and efficient support for northern campus operations utilizing and expanding existing library resources, services, technology, collections, and information literacy programming.

IE-3: DEFINE, DOCUMENT AND PRACTICE CLEAR OPERATIONAL DECISION-MAKING

OBJECTIVE IE-3.1

Use data-driven assessment and decision-making to ensure policies and services align with the mission, vision, and strategic plan of the Library and College.

ACTIVITIES

- Research and assess the impact of programs, services, and collections as part of the Library's planning and decision-making.
- Periodically evaluate and revise policies and procedures within each Library functional area.
- Use the Academic Unit Review process to establish and assess goals and measurable objectives for the department.
- Monitor and evaluate activities on the Library's Strategic Plan.

IE-4: IMPROVE INFORMATION SHARING PRACTICES AND PLATFORMS.

OBJECTIVE IE-4.1

Create a collaborative, collegial, and efficient work environment by providing substantial opportunities for library staff to share information.

ACTIVITIES

- Employ communication, data collection, and reporting platforms and tools that inform a collaborative decision-making process.
- Maintain a schedule of routine library and functional area meetings to ensure all staff are engaged in policy-making and projects across the library.