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Nelson Poynter Memorial Library and the USFSP Vision 20/20 Plan

Nelson Poynter Memorial Library.

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Nelson Poynter Memorial Library and the USFSP Vision 20/20 Plan

September 2015

The Library services, resources, faculty and staff are critical to the success of the USFSP Vision 20/20 goals. To help the Implementation Steering Team with their work, the Library Leadership Team highlights some of the Library's key initiatives that support the strategic goals and strategies.

STRATEGIC GOAL #1: DISTINCTIVE IDENTITY

1.1 Brand and institutionalize USF St. Petersburg's identity across all communication and traditions.

- With over 12,000 items celebrating the unique output and connections of the University, the USFSP Digital Archive has been visited nearly 5 million from all over the world. Every page in the Archive is branded with the official USFSP logo with a hyperlink to the University's home page.
- USFSP ID cards, produced in the Library, are now redesigned to highlight our unique identity and vision for the future.
- The Special Collections and University Archives Department is the official repository for the USFSP and provides access to researchers and community members who wish to know more about USFSP's and St. Petersburg's history and traditions.

1.2 Communicate USF St. Petersburg's core values to campus constituents and beyond.

- The Library hosts a number of signature events and displays that have become campus traditions, such as the Student Research Colloquium, Faculty Lightning Talks, the Read Poster contest, and visits from Therapy Dogs International. Library events celebrate scholarly, social, and community connections while communicating the University's core values.
- The Library Diversity Committee and the programming it has sponsored, such as the Living Books event on November 18, 2014, illustrate and bring the core values of the University to life.
- On evenings and weekends, the staff in the Access Services Department are the welcoming public face of the institution, providing information about a wide range of University programs and services to current students, visiting parents, and local community members.

1.3 Weave USF St. Petersburg's identity with the city so that USFSP anchors the city and the city flows into campus. Link USF St. Petersburg leadership with local government, civic and corporate leaders to create seamless educational and experiential opportunities for students and members of the community.

- Library events, exhibits, and collaborations such as the Jordan Park exhibit, the Florida Humanities Council publication *Forum* available in the digital archive, the collection of COQEBS materials, the Multicultural Day Living Books event involving community members, and many others build strong bridges between the University and St. Petersburg.
- Library faculty and staff serve on boards of local institutions. Through presentations, tours, and lectures, they connect the University to the St. Petersburg and Pinellas communities.

1.4 Market the "10 in 10" growth initiative to help stakeholders appreciate how planned growth to a student body of 10,000 in 10 years stabilizes and energizes USF St. Petersburg and promotes the city.

- The Library's Online Learning and Instructional Technology Services Department (OLITS) provides centralized support for online learning at USFSP and plays a key role in the development of additional online programs and courses to help meet this goal.

1.5 Review current peer institutions; identify aspirational institutions as comparison points for progress.

- The Library has a longstanding and robust program of assessments and regularly contributes data to IPEDS and other surveys that enable peer group comparisons.

1.7 Boost USF St. Petersburg's image by trumpeting our unique contributions. Repeat.

- The faculty and student research collections in the digital archive, as well as the public talks featuring faculty and student researchers, boost the University's image.

STRATEGIC GOAL #2: STUDENT SUCCESS AND CULTURE

2.1 Create a climate of social and academic support for students with shared goals and cross-disciplinary opportunities to share results.

- The Library embodies the essence of cross-disciplinary efforts. The faculty of the Library Research & Instruction Department provide assistance in face-to-face classes, through embedded connections in Canvas, in person, via email and chat, and over the phone.
- The Library provides a variety of venues for students to share the results of their creative and scholarly works including: the display of Graphic Design posters, the Student Research Colloquium Lecture Series, the USFSP Student Research Journal, the Undergraduate Research Symposium digital collection, and the Student theses collection.
- The Library has redesigned its public spaces to provide more opportunities for collaboration, effective use of technology, and flexibility to create unique spaces on-the-fly to satisfy a diversity of student needs and expectations.
- Under the direction of the Collection Development & Technical Services Department, the Library provides access to a rich collection of print and electronic resources supporting cross-disciplinary exploration for USFSP's students.

2.4 Create a signature First-Year Experience for freshmen and transfer students to anchor them at USFSP and improve engagement, retention and time to graduation.

- The library plays an integral role in the development of the USFSP Living Learning Communities. In addition, Library faculty are actively engaged in the various campus groups working on student engagement and retention.
- A series of online and interactive library research modules were developed to teach students the knowledge and skills to avoid plagiarism, evaluate sources, and effectively conduct research. These modules are used by first year Composition English classes as well supporting instruction in many other courses throughout the colleges.

2.7 Identify at-risk students and provide campus-wide support to ensure their success.

- Many institutions are making use of data collected through their LMS, Canvas, to develop predictive analytics to identify at-risk students. With the expertise of the OLITS Department, in

collaboration with the IR Director and College faculty, it is within the grasp of USFSP to make effective use of data that is already readily available through Canvas.

- Librarians in the Library Research & Instruction Department provide one-on-one assistance to students having difficulty clarifying research questions, and finding resources required for assignments.
- The Library is a recognized safe zone for LGBT students.

2.8 Develop, maintain and evolve student culture and traditions and student participation in athletics and social, recreational and wellness events.

- Library events are integrated with the PeteSync program to promote social and scholarly community and wellbeing on campus.

2.9 Energize the USF St. Petersburg Alumni Society and re-engage alumni.

- The Library has digitized all of the commencement programs in the USFSP Digital Archive and created a spreadsheet of all graduates, their degrees, their College, major (when available), and any contact information available. This spreadsheet has been turned over to University Advancement for developing the first-ever USFSP alumni database.
- Members of the USF Alumni Association have access to full-text business and academic journals through the databases Academic Search Alumni Edition, Business Book Summaries, and Business Source Alumni Edition. Members may also borrow books from the library.

STRATEGIC GOAL #3: FACULTY EXCELLENCE IN TEACHING AND RESEARCH

3.1 Recruit, recognize and retain diverse, world-class faculty.

- The Library provides a wide range of faculty services that help to retain world-class College faculty.
- The Library's comprehensive collections and efficient interlibrary loan service are widely used and cited by faculty as a major factor in their decision to remain at USFSP.
- The Library faculty set a model of excellence in their research, scholarship, and service.

3.2 Increase capacity and expand research, creative accomplishments and scholarly activities.

- The Library's print, electronic, and special collections are fundamental to faculty research.
- The Library's creation of comprehensive digital portfolios for every faculty member provides an opportunity to promote faculty scholarship. The Library hosts faculty research presentations, including the Faculty Lightning Talks, also increases recognition of faculty accomplishments.

3.3 Institutionalize the practice of student and faculty collaborative research.

- The *USFSP Student Research Journal* hosted by the Library institutionalizes faculty/student collaborations.

3.4 Define and celebrate excellence in teaching.

- The OLITS Department introduces faculty to effective pedagogy in the online environment through the auspices of Quality Matters and also provides a robust professional development program for faculty in the effective use of technology in the classroom

3.6 Promote globalization of programs including study abroad and research.

- The Student Research Colloquium and faculty talks hosted by the Library frequently feature student and faculty experiences from around the world, including Vietnam, Ethiopia, Mexico, Moldova, etc.

STRATEGIC GOAL #4: STRATEGIC PARTNERSHIPS

4.2 Collaborate with institutions within the USF system as well as with other institutions of higher education.

- As part of the USF Libraries System, the Nelson Poynter Library is able to efficiently and cost-effectively provide access to a wealth of electronic resources beyond the normal capacity of an institution this size.
- The Library provides workshops featuring experts on topics such as copyright, data management, and learning space redesign. These professional development sessions are open to library and disciplinary faculty from within the USF System and beyond.

4.4 Build and support strategic partnerships and alliances.

- The Library has a long history and tradition of partnering with local organizations, such as COQEBS, the Juvenile Welfare Board, the Dali Museum, Florida Humanities Council, the Florida Holocaust Museum, Equality Florida, etc. and stands ready to support the University in developing and enhancing other community partnerships.

STRATEGIC GOAL #5: INFRASTRUCTURE TO MEET CURRENT AND FUTURE NEEDS

5.2 Optimize space and facilities to support academic, residential and co-curricular needs.

- The Library's public spaces cater to a variety of student learning styles. The first floor supports collaboration and group learning while the third floor ensures quiet individual study.
- To meet the needs of the students, the Library extends hours during exam periods.
- We converse with other academic units on campus; and when appropriate, we partner with them to support additional academic and co-curricular programs.

5.3 Promote and support environmentally sustainable practices.

- The Library support environmental initiatives such as recycling bins throughout the facility, reducing paper consumption via the electronic collections and the USFSP Digital Archive. We participate in a program to redistribute book materials to underserved populations through the Better World Books partnership.

5.5 Strengthen IT, distance learning, library and instructional services to ensure the deployment of innovative teaching and research technologies as they become available.

- OLITS and the Library's Systems & Digital Technology Department continually monitor new technologies and strategically implement those that are most advantageous to students, faculty and USFSP Community.

5.6 Continue commitment to shared governance by supporting USF System and USF St. Petersburg faculty and governance structures.

- Library faculty actively participate in faculty governance.
- The USFSP Digital Archive provides a stable home for all University business, including Faculty Senate and College Council meetings and committees.

5.7 Design and enhance internal and external communication systems to support mission and goals.

- The Library actively assists in improving communications through several mechanisms including the USFSP Digital Archive, the Distance Learning Blog, Library Facebook page, and print and electronic signage.

STRATEGIC GOAL #6: SUSTAINABLE FUNDING

6.1 Align resource allocation with strategic priorities.

- The library practices good stewardship of the resources allocated to us through strategic planning, open communication, careful selection of collection materials, and ongoing assessments.

6.2 Diversify financial resources by increasing private support, strategic partnerships and grants.

- The Library leadership works closely with the campus development office and Institutional Research to position ourselves to take advantage of any appropriate opportunity that may arise. The Library has a history of community support in the form of private donations of money and materials.

6.3 Provide incentives for colleges to develop revenue-producing programs.

- The Distance Learning revenue-sharing model allocates a percentage of revenue each College generates back to the Colleges for professional development and marketing.

6.4 Examine under-enrolled courses and programs and overall administrative expenditures

- Each semester, OLITS generates a report tracking the SCH generated by online courses to assist the colleges and the administration in academic planning.