Portland State University Library
2015-2020 Strategic Plan

Marilyn K. Moody, Dean
PO Box 1151
Portland, OR 97207
503.725.4616
http://library.pdx.edu

University
Library
PORTLAND STATE UNIVERSITY

Portland State University Library 2015-2020 Strategic Plan

We seek to align our mission and values with those of the University while also articulating a unique vision for the Library's future. This plan builds on our expertise and accomplishments, addresses internal and external challenges, and looks to future opportunities to serve our community.

Mission

To advance the intellectual vitality, knowledge, and creativity of the Portland State University community.

Vision

Challenging ourselves to be at the center of intellectual inquiry at Portland State University, we will:

- Promote the knowledge and use of collections and services
- Champion learning experiences that stimulate and inspire
- Engage with all members of the PSU community
- Steward library collections, facilities, and resources
- Provide creative spaces for participation and discovery
- Embrace a culture of innovation and exploration

Values

The Portland State University Library is committed to the following values:

Integrity

Guided by the principles of intellectual freedom and the protection of privacy, we build trust through accountability and fiscal responsibility. We act with honesty, openness, fairness, and professionalism in our interactions with each other, our collaborators, and those served by the Library.

Expertise

We build and provide access to high quality collections and services. With a focus on critical thinking, we teach our community to evaluate resources. We build tools that enable knowledge creation and intellectual vitality to flourish.

Initiative

We strive to be embedded in campus life and aware of the PSU community's needs. Using innovative approaches, we connect people and knowledge. We meet the challenges of an ever evolving environment through collaboration, creativity, flexibility, and the empowerment of individuals.

Collaboration

Through collaboration and teamwork, we invite partnerships with the University community and the greater Portland community. We are committed to open and respectful communication that is vital to successful collaboration.

Stewardship

We identify, preserve, and ensure access to the scholarly and historic records of lasting value to the PSU community. We practice sustainable collection management by building and nurturing supportive relationships within the Library, our campus, and the broader community.

Equity and Inclusion

We aspire to make the PSU community feel welcome in the Library. We actively support recognition and respect for different backgrounds, experiences, and perspectives. We are committed to the success of all.

Goals, Objectives, and Actions

Goal 1: Support student success with library services, collections, and spaces that meet students' educational, research, and informational needs in equitable and inclusive ways.

Objective 1.1: Develop physical environments to meet students' diverse needs that help students succeed.

Action 1.1a: Improve the mix of study, technology, group, individual, quiet, silent, and social spaces.

Objective 1.2: Make resources that students need more accessible and affordable.

Action 1.2a: Evaluate and implement plans to reduce student costs for textbooks and course materials in collaboration with key partners.
Action 1.2b: Expand the number and types of technological resources available to students at the Library.

Objective 1.3: Enhance access to and awareness of the Library's information resources and services to better serve students.

Action 1.3a: Assess, analyze, and prioritize resources, collections, and services.
Action 1.3b: Develop the Library's collections to better serve students.
Action 1.3c: Evaluate and develop approaches for services and resources.

Objective 1.4: Continue to offer excellent direct user interactions at service points in the Library.

Action 1.4a: Assess, analyze, prioritize, and refine services.

Goal 2: Promote and support instructional and research activities and information needs in equitable and inclusive ways.

Objective 2.1: Improve research support.

Action 2.1a: Analyze current research trends and use of resources.
Action 2.1b: Support faculty with funded activities.
Action 2.1c: Increase awareness of data management and scholarly communication services.
Action 2.1d: Evaluate and address research needs of academic units.
Action 2.1e: Support faculty success by highlighting research accomplishments.

Objective 2.2: Increase faculty satisfaction with collections and services.

Action 2.2a: Assess and analyze faculty collection and service needs.
Action 2.2b: Increase awareness of library services, including new and evolving services.
Action 2.2c: Create a long-term collection development plan.

Objective 2.3: Engage with faculty regarding instruction, curricular support, and course design.

Action 2.3a: Work with faculty, Office of Academic Innovation (OAI), and other units to develop courses and programs.
Action 2.3b: Support faculty efforts to incorporate campus-wide learning outcomes into curricula.
Action 2.3c: Proactively address the needs of adjunct faculty.
Action 2.3d: Guide faculty in incorporating library materials and open educational resources in instruction and course design.

Objective 2.4: Provide guidance and expertise to faculty regarding library resources and services.

Action 2.4a: Develop and define our role in regards to copyright guidance within the context of the campus community.
Action 2.4b: Increase awareness and use of specialized platforms offered by the Library.
Action 2.4c: Expand understanding and awareness of the Library's ability to enhance faculty success.
Action 2.4d: Leverage and diversify partnerships to expand content in PDXScholar.
Action 2.4e: Provide education and expertise for data management and scholarly communications.

Goal 3: Develop our virtual spaces to facilitate use and discovery of library resources and services by a wide range of users.

Objective 3.1: Create a more cohesive user experience.

Action 3.1a: Create tools and pathways to provide streamlined integration of library resources and services.

Action 3.1b: Improve the usability of the Library's virtual presence.

Action 3.1c: Develop a set of tools for assessing all library systems, including both qualitative and quantitative approaches.

Action 3.1d: Integrate the Library's virtual presence into campus systems.

Action 3.1e: Develop and implement strategies for improved accessibility, including Web Content Accessibility Guidelines.

Objective 3.2: Increase awareness and recognition of the Library's virtual presence.

Action 3.2a: Strengthen virtual library branding.

Action 3.2b: Promote virtual library services and resources.

Objective 3.3: Develop online instructional services and materials to better serve learners.

Action 3.3a: Maintain and increase the quality and relevance of library online learning objects.

Goal 4: Develop and build strategic collaborations which positively impact the University, the Library, and the Portland community.

Objective 4.1: Ensure timely inclusion of the Library in relevant initiatives.

Action 4.1a: Create an inventory of current collaborators to identify gaps.
Action 4.1b: Strengthen connections in order to expand opportunities for the Library's inclusion.

Objective 4.2: Strengthen relationships within PSU to have a broader and more diverse campus presence.

Action 4.2a: Enhance relationships with the PSU Foundation and the PSU Alumni Association.
Action 4.2b: Collaborate with University units having a public service role.
Action 4.2c: Work with campus offices, centers, programs, and student groups that represent and serve historically underrepresented and underserved students.

Objective 4.3: Strengthen and diversify relationships with affiliated communities and organizations.

Action 4.3a: Seek opportunities with the Orbis Cascade Alliance and other regional library partners and organizations.
Action 4.3b: Develop and implement a plan for effective and sustainable community engagement and service that includes identifying and inventorying collaborations.
Action 4.3c: Increase engagement with the community through the strategic growth of special collections that are relevant to Portland, including its underserved communities.

Objective 4.4: Improve communication with key audiences and stakeholders to increase awareness and understanding of the Library's role.

Action 4.4a: Create, implement, and evaluate a robust communication plan.
Action 4.4b: Increase awareness and understanding of the Library's role as the provider of information resources, library technologies, and services for University-wide use.

Objective 4.5: Develop strategic partnerships to support sound fiscal stewardship.

Action 4.5a: Maintain current funding levels.
Action 4.5b: Seek additional funding through multiple avenues.

Goal 5: Create a library space that is welcoming to all and uniquely focused on academic uses and support.

Objective 5.1: Evaluate and adjust the balance between user spaces and collection spaces.

Action 5.1a: Conduct use and condition studies of the physical collection.
Action 5.1b: Optimize the physical space devoted to collections, including off-site locations.

Objective 5.2: Evaluate and improve the experience of the building environment for all users.

Action 5.2a: Explore furniture options that are comfortable, sustainable, modular, and accessible.
Action 5.2b: Conduct a study of physical space use and user experiences.
Action 5.2c: Consider the Library's relationship to and impact on other student spaces.
Action 5.2d: Create a safer library environment and be better prepared for potential emergencies.
Action 5.2e: Assess and enhance the space to ensure we are meeting the needs of diverse students and groups.
Action 5.2f: Prioritize physical maintenance and conditions of the building.
Action 5.2g: Advocate for and develop long-term renovation plans and capital improvements.

Objective 5.3: Develop plans for the building that accommodate changing technological trends.

Action 5.3a: Anticipate technology trends and be prepared to support students with spaces for technology exploration.
Action 5.3b: Explore collaboration opportunities with campus units such as Office of Information Technology and the Office of Academic Innovation.

Goal 6: Build a collaborative and flexible organization with a shared purpose reflective of our values and positioned to meet opportunities and challenges.

Objective 6.1: Develop an effective organization that allows us to take advantage of opportunities and respond to challenges.

Action 6.1a: Evaluate existing organizational structure and consider other structures that may help us meet challenges and opportunities.

Action 6.1b: Develop transparent, flexible, and proactive decision-making practices.

Action 6.1c: Assess library workloads.

Action 6.1d: Foster strong working relationships among areas in the Library.

Objective 6.2: Create a vital and effective organization by fostering respect, trust, collaboration, teamwork, and better communication.

Action 6.2a: Assess and improve the organizational climate.

Action 6.2b: Nurture a sense of shared community.

Action 6.2c: Support work-life balance.

Action 6.2d: Provide a safe and supportive environment that encourages innovative thinking and creative risk-taking at all levels.

Action 6.2e: Modify the physical environment to foster better communication and collaboration.

Action 6.2f: Identify successes and recognize achievements.

Objective 6.3: Provide career development and training at all levels to build skills and knowledge.

Action 6.3a: Identify needed skills, knowledge, and learning opportunities.

Action 6.3b: Create and implement a library-wide plan for career development and training.

Action 6.3c: Provide the support necessary for each person to be successful in their position.