

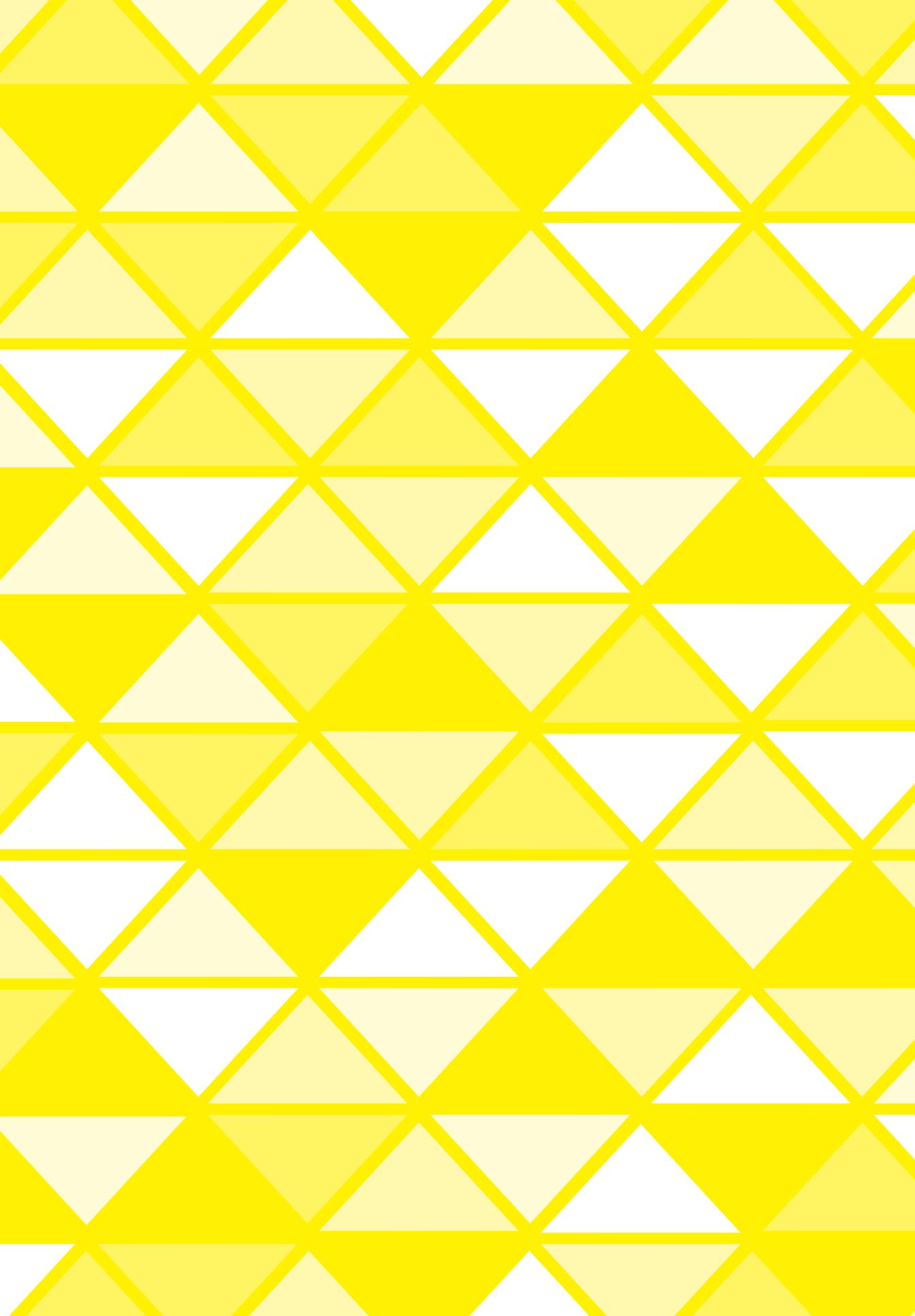
2013
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2018



A Plan for
Supporting
Research,
Teaching,
and Service

THE LIBRARY

AND THE MISSION OF THE UNIVERSITY



THE LIBRARY

AND THE MISSION OF THE UNIVERSITY

2013–2018



University of North Carolina at Chapel Hill

July 2013



THE LIBRARY

MISSION

The University of North Carolina at Chapel Hill Library provides collections, expertise, services, and facilities that are essential to achieving the University's mission of research, teaching, learning, and public service for the campus community, state, nation, and world.

VISION

We aspire to be a leader among academic research libraries in meeting users' evolving knowledge-creation and knowledge-management needs. Building on a foundation of library excellence at the nation's first public university, we will define and integrate new library roles, practices, partnerships, and technologies in achieving this vision.

GUIDING PRINCIPLES

Achieving this vision requires that we strengthen our commitment and provide leadership to:

- Identify users' needs, measure the impact of library services on users, and use results to improve student, faculty, and library performance;
- Explore and apply new technologies to advance the creation and dissemination of knowledge, ensure service success, and increase library efficiency;
- Promote and encourage innovation and intelligent risk-taking;
- Collaborate with internal and external partners as a key approach to creating new library roles and practices;
- Foster a diverse environment that is marked by integrity, inclusiveness, and respect;
- Develop and employ staff expertise in all UNC libraries to create a cohesive, team-based culture that meets users' needs;
- Track and shape the environment in which collections and other information resources and services are created and used; and
- Leverage existing and new resources to achieve the Library's goals.

THEME

1

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THE RESEARCH LIFECYCLE

Foster researchers' success by providing active support throughout the research lifecycle, from identification of the problem through dissemination of results.

GOAL 1: Provide strong collections and develop new mechanisms for delivering them to researchers.

- Experiment with new methods to acquire and deliver research collections and data, such as demand-driven acquisitions and “pay-per-view” access to research literature.
- Improve shared availability of library materials with partner research libraries in the Triangle.
- Expand the acquisition and delivery of image, film, video, recorded sound, data, and other non-text collections.
- Make rare and unique collections in the libraries increasingly available onsite and online.
- Participate in national and global initiatives to preserve the scholarly record through digitization.

GOAL 2: Provide researchers with the space, tools, and information assistance they need to successfully conduct research and manage research results.

- Expand research support services such as identifying appropriate funding sources and research partners, conducting systematic literature reviews, and developing data management plans.
- Create advanced research spaces and services in the libraries.
- Forge new collaborative relationships with campus partners who share the goals of enhancing research.
- Promote the use of library spaces for individual and team consultation and collaboration.
- Embed library staff into the research environment and increase their engagement outside the libraries.
- Create a web presence that enables users to engage with library services, data, and materials in new and unexpected ways.
- Provide leadership for digital scholarship activities and provide services such as data mining, visualization, and rights management that support them.

GOAL 3: Support the dissemination and preservation of research results and the measurement of their impact.

- Collect, preserve, and offer online the results of campus research.
- Promote open access and related areas of scholarly communication that make scholarship more accessible to researchers.
- Partner with publishers to preserve scholarly publications by UNC authors in the Carolina Digital Repository.
- Partner with the Odum Institute to archive and preserve social science data from other UNC system institutions.
- Support researchers’ use of tools for assessing the impact of scholarly research.
- Help researchers comply with public access policies and practices for their scholarly publications and data.

Libraries have historically interacted with the research process at its beginning and at its end. We acquire and provide books and raw materials for research, then purchase the books and journals that publish scholarly research. We also provide traditional research consultations and guidance along the way.

Dramatic changes in the research landscape call for new types of engagement. “Big data,” digital humanities, and translational biomedical research are reshaping research across disciplines. Researchers seek support and partners to help manage complex data, locate funding and interdisciplinary partners, analyze the impact of published research, and use new media.

UNC’s libraries will support UNC’s position as one of the nation’s top ten research institutions by taking a leadership role in meeting these needs, whenever they occur throughout the research lifecycle.

THEME
2



TRANSFORMATIVE TEACHING AND LEARNING

Support continuous and transformative learning experiences by engaging in all aspects of the educational continuum.

GOAL 1 : Assist students and faculty in all disciplines to engage with, create, and transform works in both analog and digital forms as a regular part of their coursework.

- Provide tools to facilitate the use of digital library collections by students and faculty in the software applications of their choosing.
- Prepare faculty and students to address the intellectual property rights issues involved in creating and using content, including digital objects and media.
- Provide timely digitization of library collections for use in classes and curricula.
- Increase the use of rare and unique materials in teaching and learning by improving special collections spaces, building technology-rich classrooms, and streamlining protocols for use in courses and assignments.

GOAL 2 : Provide virtual and physical library environments that inspire creativity, discovery, innovation, and collaboration.

- Provide visible, accessible, flexible, well-equipped spaces that facilitate group and individual learning.
- Develop spaces that encourage collaborative programming with campus partners.
- Develop a digital scholarship “sandbox” where instructors, students, and academic support partners can experiment with instructional tools and technologies.

GOAL 3 : Extend library teaching and learning support beyond the bounds of location and constraints of the academic schedule.

- Collaborate with faculty to design and deliver learning experiences that can be used outside the traditional classroom to improve students’ information-seeking and knowledge-management skills.
- Develop library instruction, learning objects, and resource modules that are easy to discover, access, and incorporate into technologies such as learning management systems and social media.
- Expand access to resources and services for regional campuses of Health Affairs schools.
- Build strategic partnerships with student groups and academic support units to take library services to the campus community and to bring campus resources into libraries.

Libraries have historically supported teaching and learning by providing books, journals, databases, and other types of information; offering general and specialized study spaces; teaching information literacy skills; and providing reference consultations in person and online.

Educational models are rapidly evolving. Advances in technology, publishing, information sharing, and pedagogy shape the needs of instructors and students. UNC seeks to reach students not only in Chapel Hill, but across the state and around the world.

UNC’s libraries will be engaged wherever teaching and learning occur. Librarians will draw upon their full repertoire of expertise and resources in collaboration with teachers, learners, and academic support partners to transform the teaching and learning experience.

THEME
3



SERVICE TO AND BEYOND THE UNC COMMUNITY

Support an informed and engaged citizenry and scholarly community statewide and globally, and provide information resources and services that support the health care and economic development of North Carolina.

GOAL 1 : **Contribute to a well-informed and productive North Carolina citizenry through outreach and partnerships.**

- Improve lifelong access to and preservation of the state's cultural heritage for future generations in partnership with the state's educational and cultural institutions.
- Enhance K–12 curricula and student learning by working with North Carolina educators to make better use of library resources.
- Provide access to information resources for North Carolinians.
- Expand individual and community knowledge and awareness through exhibitions, programs, workshops, and conference presentations.
- Collaborate with campus partners to support the welfare of North Carolina citizens.
- Support economic development in North Carolina by meeting information needs arising from partnerships between UNC and the private sector.

GOAL 2 : **Ensure that health care providers and consumers at UNC and across the state have ready access to health information services, resources, and expertise.**

- Integrate point-of-care knowledge resources and services with clinical systems and services to support evidence-based practice, inter-professional education, and other emerging models of health care delivery.
- Collaborate with UNC Medical Center partners to improve patient care and support certificate programs, degree programs, and continuing education.
- Work with UNC Medical Center partners on selecting, organizing, and improving patient access to educational materials and programs.
- Provide health information for the public that integrates patient-to-patient social media sites and tools for managing health care and personal health data.
- Seek active roles and partnerships in emerging areas of health care technology and patient engagement.

GOAL 3 : **Contribute to UNC's global efforts to improve the human condition and to support research worldwide.**

- Provide information services and support in world regions where UNC has a presence.
- Enhance the visibility and availability of UNC's unique resources to the global research community.
- Collaborate with partners on and off campus to address critical global issues identified as University priorities.

In addition to serving their primary constituents on campus, the libraries at UNC have historically provided information services and resources to North Carolinians and to those well beyond the borders of the state as part of the University's mission of public service.

UNC's libraries will provide more customized, user-centered services, including adopting mobile technologies to help users manage their personal information needs, meeting information needs of professionals and alumni, contributing expertise to health information systems being deployed on campus and throughout the state, and promoting unique resources to the global community.



INVESTING IN SUCCESS

Achieving the vision expressed in this plan will require that the libraries improve capacity in the areas mentioned below. Each of these areas is critical to overall success and represents a significant investment in building or realigning key assets.

GOAL 1: Equip and support library staff to demonstrate the skills, abilities, attitudes, and knowledge that will make them sought-after partners and effective leaders.

- Retrain and redeploy current staff for new roles through staff development programming and training opportunities.
- Recruit and retain a diverse workforce with the skills and expertise needed for new and emerging roles.
- Employ mentoring and leadership-development approaches to foster staff success and professional advancement.
- Sustain a positive, productive organizational culture that contributes to individual and organizational success.

GOAL 2: Provide physical facilities and virtual environments that enable research, teaching, learning, and engagement to flourish.

- Generate an overall plan for library facilities at UNC that will support the strategic plan.
- Rebalance user space needs and collection space needs.
- Address major repair and renovation priorities.

GOAL 3: Implement and support the best technologies to improve users' success in an environment of rapid and continuous change.

- Adopt a lifecycle planning, acquisitions, and support approach that ensures adequate and secure technology resources for the libraries and library users.
- Evaluate and implement discovery tools and approaches that allow users to find resources that inform their research and teaching at UNC and beyond.
- Acquire and support the technologies that users need to create, acquire, use, and preserve digital resources.

GOAL 4: Pursue new sources of funding and redirect existing funding toward the Library's strategic priorities.

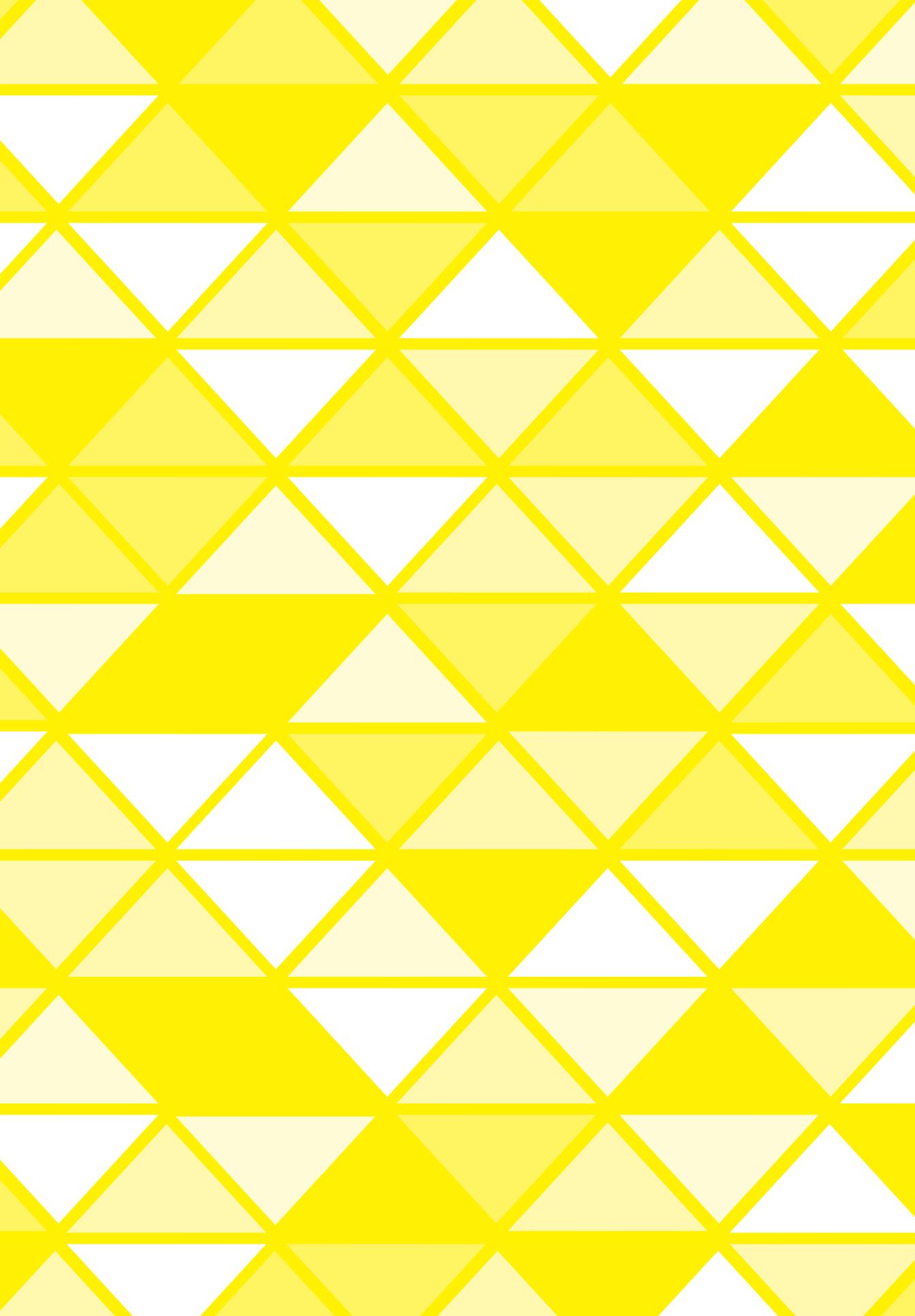
- Advocate for the Library to be one of the highest priorities on campus in the upcoming campaign.
- Diversify funding sources through pursuit of grant, contract, and other opportunities.
- Seek increased state funding for library collections, staff, and facilities.
- Convert unstable one-time funding for libraries to an ongoing base budget allocation.

GOAL 5: Demonstrate and communicate library value.

- Conduct periodic and comprehensive user-centered assessments in order to inform planning and improve services.
- Collect, analyze, and report data that support decision making, improve performance, and demonstrate the value of library services, collections, and environments.
- Build awareness of and support for library spaces, collections, expertise, and services through a comprehensive communications and marketing program.

FOR MORE INFORMATION, VISIT

<http://library.unc.edu>





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