

Digital Library Future Search analysis:

Question 1: Looking three years into the future, what would you want our users to be saying about the ULS digital library?		
Highly Characteristic	Somewhat Characteristic	Unique
Easy to use <ul style="list-style-type: none"> • Intuitive • Navigable Comprehensive <ul style="list-style-type: none"> • One-stop shop • Relevant content 	(this group did not identify any)	<ul style="list-style-type: none"> • Mobile Device aware • Adaptable, flexible • Stay current with users & partners • Great, helpful staff
Action Plan (“Headlines”): <p>“Say Nothing” – it’s just part of normal research habits/no problems</p> <ul style="list-style-type: none"> • Great source of primary source material • At least as relevant as google scholar • Excellent image quality <p>“ULS is better than Google”</p> <ul style="list-style-type: none"> • Easy to use • Comprehensive collections • Personalized scholarly content • Improve device awareness • Improve remote access • Improve discoverability of content • Find innovative ways to connect collections <p>“I didn’t find the library, the library found me”</p> <ul style="list-style-type: none"> • Promote resources • Integration into departments and curricula • Personalization • Branding • Marketing • Liaison work 		

Overarching Themes Key:

Technology	Users/User-centered approaches	Internal Communication/Training
Adaptability/Flexibility	Marketing/Outreach	O.A./Copyright
Content-based access		

Question 2:

What would you say are the major strengths of the current ULS digital library? What recent accomplishments or aspects of the digital library are you most proud of?

Highly Characteristic	Somewhat Characteristic	Unique
<ul style="list-style-type: none">• Access/availability to large range of content to wide audiences• Unique collections	<ul style="list-style-type: none">• Open access movement• Agility in creating content	<ul style="list-style-type: none">• Partnerships• Technology

Action Plan:

1. Explore the feasibility of redesigning the digital library interface to facilitate user navigation.
2. Continue to explore more partnerships to add content and improve technology for delivery.
3. Improve open access availability through partnerships and creative marketing strategies and increased communication with faculty

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Question 3:

What would you say are the major threats, limitations or internal barriers facing the ULS digital library?
 What aspects of the digital library need to be improved?

Highly Characteristic	Somewhat Characteristic	Unique
<ul style="list-style-type: none"> • S-remote • Communication: internal & external • Marketing • Tech staff silo-ing • Content silo-ing 	<p>Copyright</p> <ul style="list-style-type: none"> • Content creation • Content restrictions • Training <p>Google Think</p>	<p>Finding/hiring specially trained staff</p>

Action Plan:

1. Improve remote access to licensed resources
2. Improve internal communication about digital library
3. Improve external communication about digital library
4. Review organizational structure of the digital library

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Question 4:

What are some of the most important new opportunities for the ULS digital library over the next three years?

Highly Characteristic	Somewhat Characteristic	Unique
<p>Teaching users what they have access to; connecting users to content</p> <ul style="list-style-type: none"> • Putting users in control • Selection and reuse of content 	<ul style="list-style-type: none"> • Continued dedication to Open Access • Variety of delivery options • Redesign of access points 	<ul style="list-style-type: none"> • Providing more training opportunities for employees/staff • ULS as a one-stop portal for information • User services librarians become the liaison for digital content
<p>Action Plan:</p> <ol style="list-style-type: none"> 1. Explore new tools for connecting ULS staff with users/groups (Digsby; chat reference) [USTF] 2. Explore tools to promote user-driven selection and creation of digital content 3. Explore new services for connecting users with digital content 		

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Question 5:

What strategies, objectives, projects, programs, or new initiatives related to the digital library should the ULS pursue over the next three years?

Highly Characteristic	Somewhat Characteristic	Unique
<ul style="list-style-type: none"> Seamless/easy access to content User-centered marketing Website redesign project Discoverability – means and methods of connecting Continued digitization projects (user specified, user input) 	<ul style="list-style-type: none"> Open Access initiatives Mobile initiatives Social Media projects (Facebook) Re-organization of physical space SharePoint implementation S-remote Cross-training within ULS 	<ul style="list-style-type: none"> Profit Long term digital preservation Datasets – treat as data rather than objects

Action Plan:

- Seamless and east access to content:
 - Website redesign
 - User-centered
 - Discoverability
- Initiative to involve user in our digitization projects
 - Archives & Special collections
- Expand electronic access
 - S-remote
 - Social media (Facebook, Twitter, YouTube)
 - Mobile

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Question 6:

What are some of the skills and competencies related to the digital library that ULS staff will need to develop further in the coming 2 or 3 years? Which of these skills and competencies will be most important to our continued success?

Highly Characteristic	Somewhat Characteristic	Unique
<ul style="list-style-type: none"> • Social media skills • Better at marketing/communication (both internal/external) • Knowledge of online databases/content • Resilience with changing interfaces • Learn to help to create digital collections (process/workflow/content selection) • Better ambassadors to faculty • General technical skills • Flexibility • Troubleshooting 	<ul style="list-style-type: none"> • More knowledge of what DL departments do (i.e. cross knowledge) • Copyright issues/author rights • Project management skills • Negotiation skills • More knowledge re: Open Access 	<ul style="list-style-type: none"> • Blackboard – no ULS presence/content • Mobile apps/tablets, move away from PC limitation • Leveraging knowledge relating to metadata • Manage shift from print to digital

Action Plan:

1. Better at marketing/communication skills
 - Explore methods of using social media to promote digital/electronic resources and services
 - Web services blog (example)
 - Be creative with development of LibGuides
2. Copyright/author issues
 - Instructional materials/classes (informal)
 - FAQ
 - Case studies
3. Better versed in mobile devices/apps
 - Workshop/training on how to use
4. Better knowledge of ULS/UL department activities
 - Yearly tours of departments
 - Brown bags

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