

<p><b>Action and Outcome Owners – Tentative</b></p> <p><b>Notes from Senior Staff 28 Feb 2012</b></p>	<p><b>Institutional Goal: Provide high-quality undergraduate and graduate programs</b></p> <p><b>ULS Goals: Services</b></p> <ul style="list-style-type: none"> <li>• Re-envision library services to better support teaching and learning and enhance user satisfaction</li> <li>• Increase awareness and communications</li> </ul>	
<p><b>Strategic Actions</b></p>	<p><b>Owners</b></p>	<p><b>Measurable Outcomes</b></p>
<p>1. Build on the FY12 reorganization plans:</p> <ul style="list-style-type: none"> <li>• Further develop best practices for the Liaison Librarian model and "one point" service staffing models for User Services using IM/chat/text/F2F/phone</li> <li>• Fully integrate ULS resources and information literacy expertise into the CourseWeb system with the collaboration of campus partners</li> <li>• Create a "Knowledge Commons" with a concierge service offering selected technology and assistance to help students complete projects from start to finish</li> </ul>	<p><b><u>Action #1</u></b></p> <ul style="list-style-type: none"> <li>• Further develop best practices – Clare Withers with Liaison Librarian Collaborative</li> <li>• Fully integrate ULS resources and information literacy expertise - Marnie Hampton with Liaison Librarian Collaborative</li> <li>• Concierge service – Move under ownership of #9 and use Eugene Sawa and Mark Scott</li> </ul> <p><b><u>Outcomes #1 and #2</u></b></p> <ul style="list-style-type: none"> <li>• Increase user community awareness ... - John Fudrow</li> <li>• Create further avenues ... - Paul Kohberger (with Marnie)</li> <li>• ULS-wide communications planning ... - Karen (with Crystal and Heidi)</li> <li>• Increase ULS colleagues awareness... - Heidi and John Fudrow</li> <li>• Increase ... ULS social media communications – Crystal and John Fudrow</li> </ul>	<ul style="list-style-type: none"> <li>• Increase user community awareness, usage, and satisfaction with user and content delivery services by the end of FY13 using ULS FY12 General Survey results and DeskTracker statistics as baselines</li> <li>• Create further avenues to serve students by building stronger, more active partnerships with CIDDE and Writing Center</li> <li>• Adopt a ULS-wide systematic process for internal and external communications planning, building on methods already in place; by fiscal year end, at least double the number of documented, implemented communications plans from FY12</li> <li>• Increase ULS colleagues' self-reported awareness of ULS strategic actions, decisions, programs, and results</li> <li>• Increase use and community awareness of ULS social media communication, assessed by tracking new accounts, visits, and responses</li> </ul>

<p>2. Create and implement internal and external communications plans for the different constituents of the University community:</p> <ul style="list-style-type: none"> <li>• Manage and fully implement a robust ULS social media presence to present new services and significant upgrades</li> <li>• Develop and implement a targeted promotions strategy that includes but is not limited to lectures, workshops, programs, and open houses to highlight specific collections, instruction services, and other initiatives</li> </ul>	<p><b>Action #2</b> #2 both bullets – Heidi, Crystal, Jeff W. and John Fudrow</p>	
<p>3. Conduct a study of content delivery services including Get It!, EZ Borrow, and ILL to identify and implement mechanisms to streamline these services and improve their visibility, usability, and convenience</p>	<p><b>Action #3</b> Pattie Duff</p>	

	<p><b>Institutional Goal: Provide high-quality undergraduate and graduate programs. Advance learning and extend the frontiers of knowledge and creative endeavor</b></p> <p><b>ULS Goals: Information Resources and Collections</b></p> <ul style="list-style-type: none"> <li>• Support the needs of primary users' research, teaching, and learning</li> <li>• Preserve and maintain distinctive and unique collections</li> </ul>	
<p><b>Strategic Actions</b></p>	<p><b>Owners</b></p>	<p><b>Measurable Outcomes</b></p>
<p>4. Increase the visibility, availability, and ease of use of e-books and digital resource collections:</p> <ul style="list-style-type: none"> <li>• Assess the patron-driven acquisitions (PDA) pilot program and make recommendations how to implement the service</li> <li>• Monitor and adjust the service as needed</li> <li>• Assess feasibility of an e-commerce</li> </ul>	<p><b>Action #4 first two bullets</b> Dennis Smith and Tracey Olanyk</p> <p><b>Action #4 third bullet</b> Fern + Tim + either Ed Galloway or Jeanann Haas</p>	<ul style="list-style-type: none"> <li>• Increase awareness, usage, and satisfaction with collections by the end of FY13 using ULS FY12 General Survey results as a baseline</li> <li>• Increase the percentage of e-content available through PDA</li> </ul>

<p>payment gateway via ULS website to enable secure payments for publications and services for international and remote users</p>	<p><b>Action #5</b> Dennis Smith</p>	<ul style="list-style-type: none"> <li>• Include questions in the FY13 General Survey to assess usage and convenience of the e-commerce gateway for making payments for digital images and other library charges</li> </ul>
<p>5. Review and refine collecting strategies to optimize the impact of fund expenditures for supporting current and future scholarly programs and priorities at Pitt</p>	<p><b>Action #6 Fedora and first bullet</b> Aaron Brenner and IT</p>	<ul style="list-style-type: none"> <li>• Assess the revised collecting strategies to ensure appropriate coverage for Pitt priorities and programs</li> </ul>
<p>6. Transition use of the Fedora Commons infrastructure from pilot to operational status; create internal communication and knowledge-sharing plans for Fedora-based service and stewardship capabilities:</p> <ul style="list-style-type: none"> <li>• Organize and improve the disclosure of existing and new distinctive and unique collections at Pitt</li> <li>• Process the Dr. Thomas E. Starzl Papers and mount a website based upon his professional work and accomplishments</li> </ul>	<p><b>Action #6 second bullet (Starzl)</b> Ed and project team incl. Ashley and Jeff</p> <p><b>Outcomes #4-#6</b> Bullets 1 and 3 – John Fudrow Bullets 2 and 4 – Dennis Smith Bullet 5 – Mike D and Ed</p>	<ul style="list-style-type: none"> <li>• A finding aid to the Starzl collection will be completed and accessible online with a website to be completed and included on the ULS D-Scribe Digital Collections homepage</li> </ul>

	<p><b>Institutional Goal: Provide high-quality undergraduate and graduate programs</b>  <b>ULS Goal: Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Ensure that facilities, systems, and equipment are optimized to serve the needs of the community</li> <li>• Provide a challenging, satisfying, and rewarding professional work environment</li> </ul>	
<p><b>Strategic Actions</b></p>	<p><b>Owners</b></p>	<p><b>Measurable Outcomes</b></p>
<p>7. Remote access to e-collections: with key campus stakeholders, review alternative methods for providing remote access to licensed content; make recommendations and implement solution</p>	<p><b>Action #7</b> Jeff and Luke (Tim as sponsor)</p> <p><b>Action #8</b> Jeff with Web Site Redesign</p>	<ul style="list-style-type: none"> <li>• Remote access: through analysis of ULS general survey results, show a significant decrease in direct complaints about remotely accessing library materials; a targeted survey question will be added to the General Survey to inquire about user</li> </ul>
<p>8. Virtual space redesign: redesign the ULS website, employing user-centered design</p>	<p>Collaborative</p>	

<p>techniques, to both enhance visibility and usability of resources and services and better accommodate public relations needs</p>		
<p>9. Space redesign, Hillman:</p> <ul style="list-style-type: none"> <li>• Ground floor: create open renovation space by developing alternatives for housing and access of the collections now shelved there</li> <li>• Propose requirements for ground floor redesign: facilities for unified service desk, consultation service, group study, flexible teaching spaces, a “Knowledge Commons” with media and “concierge” service, and campus partners (e.g., the Writing Center)</li> <li>• Conduct user studies to gather input and test concepts</li> <li>• Redesign study areas to create many more group study areas, with at least six group study spaces by the end of FY13</li> <li>• Investigate and implement an online, mobile-accessible group study reservation system</li> <li>• Fourth floor: designate a quiet study zone, create a quiet study room and cubicles specifically for graduate students; install additional lockers</li> </ul>	<p><b><u>Action 9 bullets 1, 2, 4 and Action #1 third bullet</u></b> Paul and Noreen with Fern as sponsor. Use data gathered in FY12 for bullet 1. Need group to work on requirements for ground floor and concierge service. For concierge service add Eugene Sawa and Mark Scott</p> <p><b><u>Action 9 bullet 3</u></b> John Fudrow in support role. Karen as sponsor.</p> <p><b><u>Action 9 bullet 5</u></b> Jeff</p> <p><b><u>Action 9 bullet 6</u></b> Fern</p> <p><b><u>Action #10</u></b> Heidi Card, Paul Kohberger with consultant and Karen as sponsor. Use Training Collaborative?</p> <p><b><u>Action #11</u></b> Crystal</p>	<p>satisfaction for remote access of ULS resources; reduction of 20% in the amount of issues reported to ULS web services and information systems help desks</p> <ul style="list-style-type: none"> <li>• Web redesign: decrease the amount of negative user feedback about our web presence by 10% from the previous year’s survey; conduct a post-redesign user study to analyze ease of navigation and overall organizational updates as informed by industry standards and user feedback</li> <li>• Hillman space redesign: in-process surveys and user generated input will be compared with post-process user surveys and focus groups featuring graduate, undergraduate, and faculty representatives; ULS will request direct feedback from each targeted audience; redesigns will increase the general user satisfaction levels</li> <li>• Professional development: after creation of a ULS competencies matrix, perform a pre/post survey methodology to exhibit significant improvements in overall skill levels; an internal staff survey will be conducted to assess staff confidence related to all training</li> </ul>
<p>10. Professional development: determine required ULS staff competencies and skills including technology skills; identify gaps; carry out a staff development program to align competencies and skills with ULS requirements; investigate and implement a cross-training program</p>	<p><b><u>Outcomes #7-#10</u></b> Bullets 1-4 John Fudrow in support role. May use consultant to assist with bullet 4; involve Heidi in this.</p>	<ul style="list-style-type: none"> <li>• Diversity: continue previous measurements from FY12 plan</li> </ul>

<p>11. Diversity: expand focus of current diversity programming and career awareness; continue to expand campus partnerships around increasing diversity</p>		
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<p><b>Institutional Goal: Ensure organizational efficiency, effectiveness, and responsiveness</b>  <b>ULS Goal: Organizational agility</b></p> <ul style="list-style-type: none"> <li><b>Initiatives for innovation and continuous improvement of organization and operations</b></li> </ul>		
<p><b>Strategic Actions</b></p>	<p><b>Owner</b></p>	<p><b>Measurable Outcomes</b></p>
<p>12. Evaluate the roles and responsibilities of ULS committees, councils, and work groups; submit recommendations for improving the impact of group work on advancing ULS goals and strategic activities; establish a new structure for working collaboratively and across organizational boundaries</p>	<p><b>Action #12</b>            Karen coordinate gathering input from stakeholders and making recommendations to Senior Staff. Involves creation of selected collaboratives for FY13.</p>	<ul style="list-style-type: none"> <li>• A number of collaboratives will be established or changes made to selected groups; before fiscal year end, established criteria for assessing group or team performance will be selected and assessed for improved productivity and alignment with ULS goals, clarity of group objectives, and on-time delivery of results against stated group or team responsibilities</li> <li>• By end of FY13, at least three ULS colleagues will be trained to lead projects and successfully deliver one or more strategic actions for the FY13 ULS annual plan</li> <li>• Deliver evidence-based recommendations for the strategic management of ULS monographic print and electronic collections</li> <li>• Select, conduct, document, and share the results of at least two new studies of the ULS user community, library services, collections, or systems usage and usability to inform decision making and the development of FY14 priorities</li> </ul>
<p>13. Leadership: design, document, implement, and train selected staff in a project management framework to develop leadership and ensure strategic focus</p>	<p><b>Action #13</b>            Karen</p> <p><b>Action #14</b>            Susan Neuman</p> <p><b>Action #15</b>            John Fudrow and Karen in support and coordination role.</p>	
<p>14. Collections evaluation: develop, staff, and carry out an initiative to assess and strategically manage the ULS legacy print collections in light of the growing availability of mass-digitized library collections and other digital content</p>	<p><b>Outcomes #12-#15</b>            Bullet 1 – Charges of collaboratives to include assessment tasks. John and Karen in support and coordination role.</p>	
<p>15. Identify and conduct relevant user, usage, and usability studies</p>	<p>Bullet 2 – Karen</p> <p>Bullet 3 – Susan Neuman</p> <p>Bullet 4 – John Fudrow</p>	

Institutional Goals: Support the collaborative advancement of knowledge and creative endeavor. Expand international focus and activities ULS Goal: Innovation in scholarly communication		
Strategic Actions	Owners	Measurable Outcomes
16. Implement the new University Open Access (OA) program; develop efficient processes for ingesting University research into D-Scholarship@Pitt on a large scale and making it available via OA	<b><u>Action #16</u></b> John Barnett, Tim as sponsor.	<ul style="list-style-type: none"> <li>• Add at least 3,000 new records to D-Scholarship@Pitt</li> <li>• Publish a minimum of five new journal titles: at least two will support the University <i>Living Globally</i> commitment</li> <li>• Inform the University community on key issues: key issue documents are findable by University community as demonstrated by usage statistics, links from other campus sites, and requests for assistance in these areas</li> </ul>
17. Continue to expand the ULS e-journal publishing program with emphasis on incentivizing OA	<b><u>Action #17</u></b> Vanessa Gabler, Tim as sponsor. <b><u>Action #18</u></b> Tim and Rush <b><u>Action #19</u></b> Jeff and Tim	
18. Pursue scholarly publishing partnerships around the world that build on University priorities and key areas of focus in support of the University's <i>Living Globally</i> commitment	<b><u>Outcomes #16-#19</u></b> Bullet 1 – John Barnett Bullet 2 – Vanessa Bullet 3 – Tim and Jeff	
19. Develop, implement, and promote an improved web presence and other documentation for the University community on key issues including copyright, fair use, OA licensing, author rights/ responsibilities, and impact assessment, in collaboration with campus partners		