

GVSU STRATEGIC PRIORITY AREAS	GVSU OUTCOMES					
	A. Grand Valley's learning environment is personal, challenging, and transformational, supporting excellent academic programs and co-curricular opportunities.	B. Grand Valley is diverse and inclusive.	C. Grand Valley has mutually beneficial relationships, partnerships, collaborations, and connections with local, state, national, and world communities.	D. Grand Valley supports innovative teaching, learning, integrative scholarly and creative activity, and the use of new technologies.	E. Grand Valley strategically allocates its fiscal, human, and other institutional resources.	
	UNIVERSITY LIBRARIES GOALS					
	B. Improve the accessibility and inclusivity of library spaces and resources.	C. Build and reinforce relationships with student and academic services in support of undergraduate and graduate students.	D. Develop library instruction, resources, and support for hybrid and online courses.	E. Advance the creation, preservation, discovery, and use of content uniquely held or produced at GVSU.	F. Create strategies to advance both internal and external library communications.	
1. Actively engage learners at all levels.		1.B.1 1.B.2	1.C.1 1.C.2	1.D.1 1.D.2 1.D.3 1.D.4	1.E.1	
2. Further develop exceptional personnel		2.B.3				2.F.1
3. Ensure the alignment of institutional structures and functions.		3.B.4	3.C.3		3.E.2 3.E.3	3.F.2 3.F.3 3.F.4
4. Enhance the institution's image and reputation.					4.E.4	

Library Goal		Objectives		Measures			
B	Improve the accessibility and inclusivity of library spaces and resources.	1.B.1	Increase availability of captioning and transcripts for video and audio materials.	1.B.1.a	By 2017 establish a baseline on what percentage of the libraries' video and audio materials are captioned/have transcripts. (Systems & Technology, ERMS, Head of Collections)		
				1.B.1.b	By 2017 audit streaming media resources to know which offer captioning features and/or services. (ERMS, Head of Collections, Systems & Technology)		
				1.B.1.c	By 2018 develop a plan and policies for developing close-captions for anything the libraries digitizes or creates. (Systems & Technology, with Head of Collections)		
		1.B.2	Improve accessibility of physical spaces within the libraries.	1.B.2.a	By 2016 evaluate library spaces and technology for accessibility gaps at each location. (Operations & User Services, Systems & Technology, R&I, in partnership with other campus units such as Disability Services, etc.)		
				1.B.2.b	By 2019 explore avenues to improve accessibility concerns where possible. (Operations & User Services, Systems & Technology, R&I)		
		2.B.3	Develop library infrastructure to support continual training at all employee levels to increase inclusion and diversity awareness.	2.B.3.a	By 2017 train staff on how to use adaptive technologies installed on lab computers. (Operations & User Services, Systems & Technology)		
				2.B.3.b	By 2017 develop plan to increase staff awareness of campus-wide services, initiatives, and resources that support diversity and inclusion. (Department Heads/Library Leadership Team)		
				2.B.3.c	By 2018 work with Inclusion and Equity to provide diversity and inclusion training for library employees.		
		3.B.4	Evaluate existing collections and collection practices and identify and address gaps in diversity.	3.B.4.a	By 2017 develop working definition and identify best practices regarding diversity and inclusivity in library collections. (Head of Collections & Scholarly Communications)		
				3.B.4.b	By 2018 audit collection development policies and practices to ensure collections are diverse and inclusive. (Head of Collections & Scholarly Communications, liaison librarians)		
				3.B.4.c	By 2016 request a Voluntary Product Accessibility Template (VPAT) from all new vendors. (Head of KARMS, Head of Collections & Scholarly Communications)		
				3.B.4.d	By 2019 request a Voluntary Product Accessibility Template (VPAT) from all existing vendors.		
						1.C.1.a	By December 2016, complete a program evaluation report on the library's

Library Goal		Objectives		Measures	
C	Build and reinforce relationships with student and academic services in support of undergraduate and graduate students.	1.C.1	Develop and assess collaborative programming with targeted academic and student affairs support services.		existing co-curricular and collaborative programming that includes recommendations for future programming.
				1.C.1.b	By April 2017, University Libraries will have offered at least three new collaborative or co-curricular events with other academic and student support services.
				1.C.1.c	By August 2017, establish a routine program evaluation plan for all library co-curricular and collaborative programming.
				1.C.1.d	By December 2019, University Libraries will have a clearly documented record of collaborative programming and routine program evaluation results.
		1.C.2	Enhance and create library programs, services, and resources for graduate students.	1.C.2.a	By December 2016, create a webpage containing library resources and services available to graduate students.
				1.C.2.b	By January 2017, establish a temporary working group to conduct a comprehensive needs assessment specifically focused on graduate student needs.
				1.C.2.c	By January 2018, develop and implement a plan to meet the needs of graduate students based on the results of assessment.
		3.C.3	Map existing relationships with all campus units.	3.C.3.a	By August 2016, establish and charge a temporary working group responsible for coordinating mapping efforts.
				3.C.3.b	By April 2017, complete the mapping process and identify at least three new opportunities for further collaboration.
		D	Develop library instruction, resources, and support for hybrid and online courses.	1.D.1	Modify and apply existing practices in library instruction to online and hybrid formats.
1.D.1.b	By December 2017, evaluate library online support tools by completing a usability study with online students.				
1.D.2	Build a collection of shared instructional resources that can be used in all instruction modalities.			1.D.2.a	By December 2016, populate an online digital object repository with library instruction modules, videos, slides, and handouts and establish a maintenance and evaluation plan for the repository.
1.D.3	Continue to evaluate the accessibility of digital materials.			1.D.3.a	By August 2016, develop and hold a training session for librarians on Standard 8 of Quality Matters: Addressing Accessibility and Usability.
				1.D.3.b	By April 2017, collaborate with Disability Support Resources or other relevant campus entities focused on accessibility to evaluate the library's online learning materials.
1.D.4	Modify and apply existing in-person instruction assessment practices for use in online and hybrid instruction.			1.D.4.a	By April 2017, develop or select evaluation tools for online instructional materials and practices.
				1.D.4.b	By April 2020, 100% of liaison librarians will have completed an assessment report of instructional activities.
E	Advance the creation, preservation,			1.E.1	Develop, promote, and digitize collections of

Library Goal		Objectives		Measures	
F	discovery, and use of content uniquely held or produced at GVSU.		rare and unique materials which support the curriculum of the university and preserve its institutional memory, as well as highlight aspects of diversity and inclusion.		Matt Schultz)
				1.E.1.b	By 2018 meet with 20% of key University offices to assess digital storage needs and make recommendations regarding the retention and disposition of permanent institutional records. (Nancy Richard, Annie Benefiel, Matt Schultz)
				1.E.1.c	By 2020 engage in targeted outreach to promote the University Libraries' rare and unique materials to 25% of on-campus academic programs. (Liaison Librarians; Special Collections & University Archives)
				1.E.1.d	By 2018, identify and approach three new affinity group partners to pursue collaborative projects and enrich the diversity and inclusivity of our digital collections.
		3.E.2	Develop and implement procedures, technologies and services for the acquisition, discovery, and preservation of digitized and born digital collections.	3.E.2.a	By 2018 create strategy to assess the success of digital collections. (Kyle Felker, Matt Schultz, Annie Benefiel)
				3.E.2.b	By 2019 create and share documentation for procedures and technologies supporting preservation and discovery of digital collections. (Matt Schultz, Annie Benefiel)
		3.E.3	Increase capacity to support the creation, use, management, and preservation of digital content in a diverse range of formats.	3.E.3.a	By 2018 clarify and document how the University Libraries evaluate, budget, and allocate resources for the creation, use, management, and preservation of digital content. (Kyle Felker)
				3.E.3.b	By 2020 identify new opportunities for partnerships and resource sharing with various university units, and develop at least three new programs or projects to expand the reach and impact of our unique digital content. (Carlos Rodriguez, Kyle Felker, Nancy Richard)
		4.E.4	Pursue collaborative opportunities and increase participation in university and community-based efforts that advance digital scholarship and research initiatives.	4.E.4.a	By 2017 create digital scholarship outreach working group to connect campus projects and initiatives with library resources. (Kyle Felker, Matt Ruen, other representatives)
				4.E.4.b	By 2020 strengthen support network through participation in national or regional digital initiatives and communities (e.g. Digital Library Federation, Mid-Michigan Digital Practitioners, Digital Public Library of America, Coalition for Networked Information, etc.). (Institutional memberships, individual memberships)
				2.F.1	Enhance and coordinate orientations and

Library Goal		Objectives		Measures	
and external library communications.		training for all library employees.			library locations.
			2.F.1.b	By 2017 create a working group to coordinate training and development initiatives for all employees, including skills training, mentoring, leadership development, and continuing education opportunities. (Leadership Team, supervisors, Mary O’Kelly, Brian Merry)	
	3.F.2	Develop a library-wide marketing and communication strategy.	3.F.2.a	By the end of 2016 establish a cross-departmental group to analyze existing marketing and communications efforts and develop a library-wide marketing and communication strategy.	
			3.F.2.b	By the end of 2017 University Libraries will have a documented marketing and communication plan and strategy.	
	3.F.3	Review and update policies and procedures to ensure consistency across libraries.	3.F.3.a	By 2017 identify existing internal and external policy and procedure documents, determine when last updated, and establish a review cycle.	
			3.F.3.b	By 2018 establish guidelines for sharing (both internally and externally, as appropriate) and centrally managing policy and procedure documents.	
	3.F.4	Assess and enhance library internal communication and opportunities for feedback at all levels.	3.F.4.a	By 2017 review existing communication mechanisms throughout the library and implement new strategies for improving dissemination of timely and critical information to all library staff.	
			3.F.4.b	By 2018 administer ClimateQUAL.	

