



The members of the Mikkelsen Library staff and faculty library committee are pleased to share a copy of the library's new strategic initiatives. The library last articulated a comprehensive strategic plan in 2011, supported by previous strategic plans (2007, 2000), space utilization plan (1999), staffing plan (1998), and an earlier strategic plan (1994). The new plan builds on the accomplishments and existing strengths of the library and its staff. It identifies those areas that will challenge us in the future in terms of staff time and energy, and it points out needs for additional financial resources.

Mikkelsen Library Staff:

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Mikkelsen Library Faculty Committee:

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## Mikkelsen Library

### Strategic Initiatives

4/16

*Inspired by Lutheran scholarly tradition and the liberal arts, Augustana provides an education of enduring worth that challenges the intellect, fosters integrity and integrates faith and learning in a diverse world.*

Augustana University Mission Statement

**Horizons 2019**, the Strategic Plan for Augustana, identifies three key aspects to its learning focus by providing a foundation in the Liberal Arts: 21<sup>st</sup> century skills, a caring and engaging community, and experiential learning opportunities.

*Mikkelsen Library serves as the information center for the Augustana University community through its development of a local collection, its access to other sources of information, its support of the instructional process, and its encouragement of independent learning and research.*

Mikkelsen Library Mission Statement

The Augustana library welcomes users, encourages learning, promotes information literacy, and supports scholarship playing a critical role in achieving the academic excellence Augustana delivers. Students and faculty are faced with an information environment that continues to increase in quantity and complexity.

We believe that in an information rich, democratic society the leaders of the future must be able to use information effectively and ethically. The library's program of information literacy focuses on librarians collaborating with faculty to ensure that students know how to locate, evaluate, synthesize and utilize information, regardless of format.

The document which follows identifies opportunities and challenges as we provide library services to the Augustana University and Sioux Falls Seminary communities.

## **Adaptation**

Mikkelsen Library will respond to the evolution of technology in higher education by identifying and supporting new content, services, and delivery methods.

- Align job descriptions with current and new services to include cross training, an integral part of providing depth of service in an extended hours environment and deliberate professional development
- Adapt the library model to support graduate programs and continuing education initiatives
- Expand the library's role in providing resources and support for online courses that result from consortium and partnership arrangements
- Assess via survey the needs of Augustana faculty, adjunct faculty, and other faculty; Identify other avenues to determine unmet needs
- Monitor changing student populations—non-traditional, international, ELS students, other diverse populations—to assess and meet their expectations
- Enhance relationships with faculty and with particular emphasis on opportunities associated with FYS/FYE and SOPHIA general education changes to embed information literacy into the curriculum
- Identify new connections with area high schools: librarians, teachers, students
- Collaborate with area libraries for expanded access to resources through consortial purchasing opportunities
- Increase offerings of ebooks and streaming media

## **Mastery**

Augustana librarians will develop new skills, services, and models incorporating emerging technologies to meet the opportunities presented by curricular changes.

- Transform Media Services to better support technology in teaching
- Proactively identify and add new technologies to Media Services as a discipline-neutral collaborative space—3D printer, Tinkercad, etc.
- Integrate instructional/educational technology into the relationship between Information Technology Services (ITS) and the library
- Support technology-enhanced learning strategies for faculty, i.e. creating online class components—introductory videos, streaming media, etc.
- Identify protocols in cooperation with ITS to provide support for students taking online courses

- Create and enhance LibGuides and the library website to direct faculty and students to available resources and services
- Adopt technology-rich learning options for library users via online tutorials and/or “How do I...” guides
- Move group study room reservations to an online environment
- Encourage student appointments with librarians for research assistance

## **Conservation**

Mikkelsen Library will focus on access to digital content while exploring ways to support and document creative outputs and scholarly activity, as well as identify reasonable and beneficial steps to produce content.

- Focus digitization efforts on developing platforms to support preservation and creation. The technological infrastructure will be constructed by partnering with entities having similar goals—e.g. Center for Western Studies, Digital Library of South Dakota, Minnesota Digital Library
- Collaborate with the Center for Western Studies to create and maintain local digital research collections using the ContentDM platform
- Promote open access textbooks and resources especially those e-publishing initiatives that fit the needs of Augustana and are useful for both the classroom and scholarly research
- Monitor and communicate copyright guidelines and options to the Augustana community
- Facilitate and encourage publishing endeavors whether by faculty, staff or students

## **Engagement**

Mikkelsen Library staff will support current students and faculty in their quest for information while engaging a broader constituency for purposes of recruitment, development, and partnerships.

- Create orientation video for prospective and/or incoming students/parents outlining the broad range of library support available to Augustana students
- Incorporate job objectives and skills within library student worker job descriptions to assist with employment transitions after graduation

- Offer opportunities for upper division library student workers to review resumes with library staff and engage in mock interviews perhaps to result in a pilot program with broader potential
- Encourage reading and civic engagement through the intentional collection of browsing/popular periodicals for display shelves
- Create marketing plan/calendar for library to include library topics, Library Associates events
- Develop library website utilizing responsive design to support users in the increasingly dominant sphere of mobile devices and considering adaptive technologies
- Enhance the library facility through improved signage and collaborative spaces
- Conduct a hospitality "audit" by having new students take photos identifying their top 3 likes and dislikes
- Strengthen Augustana Library Associates events in cooperation with other departments on campus
- Work with area librarians to foster collaboration and raise awareness of library services
- Promote Siouxland Libraries as an option for leisure reading, especially downloadable and audio books, to Augustana community
- Continue to provide limited, but vital services to the broader Sioux Falls area to support Augustana's role as a community stakeholder
- Leverage Augustana Library Associates fund raising activities, i.e. with potential grant opportunities, inviting student worker parents to consider joining

## Sources

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