Vision Statement

JWU Library will utilize technology to enhance and enrich student, faculty, and staff access to, creation of, and use of information resources related to the cultural, scholastic, and administrative activities of Johnson & Wales University.

Goal I: Expand the range and visibility of online resources

Objective A: Identify curricular programs not yet supported by library online resources

Activities for Implementation:

- Outreach by subject selectors to faculty and academic administrators of individual programs
- Identify benchmark programs at other comparable institutions
- Compare JWU online resources to benchmark programs
- Submit funding justification to budget office

Objective B: Implement an article-linking application

Activities for Implementation:

- Develop an article linker results page suitable for all JWU campuses

Objective C: Extend the hours of virtual references services available

Activities for implementation:

- Provide budget justification for additional reference staff
• Conduct peer evaluation workshops to help VR staff improve the quality of service and optimize their use of online tools
• Review instant messaging applications to determine if current application is optimal or should be replaced with an alternative

**Objective D: Increase the number of courses providing “embedded librarian” services**

**Activities for implementation:**

• Complete an evaluation of embedded librarian pilot program conducted in 2011-2012
• Refine menu of embedded librarian levels of participation available to faculty
• Develop and distribute to faculty promotional materials
• Conduct best practices training for reference librarians
• Collaborate university wide on definition of best practices

**Objective E: Establish a systematic “outpost librarian” program**

**Activities for implementation:**

• Obtain dedicated laptop computer for use by outpost librarians
• Identify potential locations and conduct test out-postings
• Complete an evaluation of tests
• Conduct best practices training for reference librarians
• Establish a schedule of out-postings
• Develop and distribute promotional materials

**Completion Target Date:** September 2014

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**Goal II: Make the library about content creation as well as content consumption**

**Objective A: Grow the range of content creation technology available in the libraries**

**Activities for Implementation:**
• Expand the option to use either the Windows or Macintosh platform on library computers
• Add high resolution scanners to all libraries
• Make Adobe Photoshop standard on all library computers
• Add the option to print in color

Objective B: Include technology training instruction as a standard element of library resources

• Maintain a subscription to web-based tutorials on standard applications
• Develop LibGuides on current technologies
• Conduct instruction sessions for students, faculty and staff on new applications

Completion Target Date: March 2014

Goal III: Establish library ownership of the library web presence

Objective A: Replace the homepage housed on the JWU server

Activities for Implementation:

• Collaborate with the university web team to identify and eliminate outdated content
• Provide the web team with an example of an appropriate replacement page

Objective B: Establish departmental procedures for management of library homepage on the JWU server

Activities for Implementation:

• Submit project request to IT department
• In accordance with university guidelines, develop internal guidelines for the use of graphical and content elements
• Develop internal quality control policies and procedures to maintain consistency between library websites at all campuses

**Completion Target Date:** September 2013

**Goal IV: Support open access to scholarly content created by JWU students, faculty and staff**

**Objective A: Conduct outreach and instruction to faculty on the use of the ScholarsArchive@JWU**

**Activities for Implementation:**

- Publish a “how to” brochure
- Target outreach to departments not currently contributing content
- Coordinate outreach to faculty

**Completion Target Date:** March 2015

**Schedule for Evaluating Goals & Objectives**

Goal I: Assessment will be done on an ongoing basis, with reports generated in conjunction with the annual database selection process conducted each spring

Goal II: A progress report will be generated annually in spring in association with the university’s annual budget review process

Goal III: Progress will be evaluated at the monthly meeting between the dean of libraries and the digital services librarian

Goal IV: A summary of outreach activities and an inventory of contributed content will be conducted on an annual basis

**Budget**

Funding for library technology is dependent upon a) the annual library operating budget; b) the annual university technology capital budget and c)
gifts and grants from external donors. In FY12, spending on technology and online resources accounted for 40% of the JWU Library operating budget, with an additional 10% contributed by university strategic development funding.