THE UNIVERSITY OF
MAINE
1865
Fogler Library

Raymond H. Fogler Library
Strategic Plan

Published August 2020

Purpose & Overview

This strategic plan was developed by staff at Raymond H. Fogler Library in order to guide strategic decisions and directions at Fogler Library over the next several years.

Fogler Library's strategic plan was created to work within the goals outlined in the University of Maine's Strategic Vision and Values. For context, the top-level goals from the Strategic Vision and Values document have been included before each section of the library's goals, objectives, and initiatives.

Mission Statement

The Raymond H. Fogler Library is essential to education, research, and public service at the University of Maine and beyond. We serve as information experts who help patrons discover, use, and expand knowledge. We identify, collect, manage, and preserve content so people can research, teach, explore, and create.

University of Maine
Strategic Vision and Values
Goal 1

We will support and grow Maine's economy through new discoveries and by building a workforce whose members are engaged in their communities and prepared for lifelong success.

Fogler Library Goals

GOAL 1.1
We will build and manage collections and resources that prepare learners for the present and future needs of the workforce and their communities.

OBJECTIVE 1.1.1	INITIATIVES
Develop instructional content for library users	• Develop guides, tutorials, and other point-of-use content • Deliver and distribute instruction in various modalities
OBJECTIVE 1.1.2 Align collection content and management strategies with academic unit teaching and research goals	• Work with academic departments, faculty, staff, and students to determine and support their research and curricular goals • Implement appropriate methods of content selection, acquisition, and access • Select and manage information discovery systems to optimize utility to users

OBJECTIVE 1.1.3	**INITIATIVES**
Support the creation, discovery, dissemination, and preservation of scholarly communications	• Work with academic departments to manage copies of scholarly communications to ensure, where possible, there is ease of discovery, open access, and preservation of content for long-term use • Actively encourage and provide training for University of Maine faculty and researchers to self-archive scholarly content in the University's institutional repository • Explore possibilities for staff support of scholarly communications • Monitor and assess new trends in discovery tools • Participate in national discovery and preservation project initiatives

GOAL 1.2

We will teach, foster, and design information literacy curricula that support students in achieving their academic goals.

OBJECTIVE 1.2.1	**INITIATIVES**
Increase information literacy education opportunities both in and out of the classroom setting	• Produce guides, tutorials, and other learning objects that focus on information literacy concepts • Support existing credit-bearing information literacy courses
OBJECTIVE 1.2.2	**INITIATIVES**
Scaffold information literacy into academic curriculum	• Work with academic departments to include information literacy into their curriculum • Work with academic departments to map information literacy learning objectives to department assessment plans

GOAL 1.3

We will serve as a leader among Maine libraries as a resource and center of excellence.

OBJECTIVE 1.3.1 Expand the services, resources, and expertise provided to University of Maine System libraries	**INITIATIVES** • Explore ways to collaborate and provide additional shared services and collections • Maintain open communications with University of Maine System libraries
OBJECTIVE 1.3.2 Continue leadership in URSUS and Maine InfoNet committees	**INITIATIVES** • Lead and participate in URSUS committees • Continue to oversee the operations of the Maine InfoNet consortium
OBJECTIVE 1.3.3 Develop partnerships with Maine libraries and participate in statewide and national library initiatives	**INITIATIVES** • Provide continuing leadership on federal government information to our designated states of Maine, New Hampshire, and Vermont • Provide leadership of the Maine Shared Collections Cooperative and participate in regional and national shared print initiatives • Support state-wide library initiatives such as the Maine Reciprocal Borrowing Program • Contribute content and metadata to national library initiatives, including OCLC WorldCat and the Digital Public Library of America • Participate in statewide, national, and international ILL and resource sharing networks • Actively participate in the leadership and programming of Maine library and archival professional associations

GOAL 1.4

We will foster and maintain services and expertise for the entire state.

OBJECTIVE 1.4.1 Increase the impact and awareness of statewide services	**INITIATIVES** • Work to promote the Maine Business, Science and Technology Library • Work to promote the Patent and Trademark Resource Center • Provide leadership on federal and state government information • Work to promote the Special Collections Department
OBJECTIVE 1.4.2 Develop partnerships with organizations that serve statewide communities	**INITIATIVES** • Identify potential partner organizations for different services • Look for opportunities to partner with organizations that serve small businesses and entrepreneurs
OBJECTIVE 1.4.3 Preserve the history of the State of Maine and its people	**INITIATIVES** • Actively collect bibliographical, historical, and descriptive works on Maine, and literary works by Maine authors • Actively collect manuscripts related to Maine in multiple formats • Engage with the University of Maine community to ensure preservation of content related to the history of the institution

University of Maine
Strategic Vision and Values
Goal 2

We will continue to provide accessible and affordable education, research and service through processes that ensure effectiveness, efficiency and quality.

Fogler Library Goals

GOAL 2.1

We will act as a dynamic partner in the research and learning process of students, faculty, and researchers.

OBJECTIVE 2.1.1	**INITIATIVES**
Increase engagement with students in their research process	• Work to publicize services available to students • Continue to explore opportunities to engage with students through partnerships with other University of Maine units
OBJECTIVE 2.1.2	**INITIATIVES**
Continue to support the research process of faculty and researchers	• Publicize research support services available to faculty and researchers • Create workshops and other events related to information and research • Consult with faculty and researchers regarding their information needs for research • Provide assistance in locating grant and research funding opportunities

OBJECTIVE 2.1.3	**INITIATIVES**
Provide access to relevant collections	• Implement digital preservation strategies for ensuring long-term access to born digital archival content • Investigate opportunities to digitize print material and make the content accessible online
OBJECTIVE 2.1.4	**INITIATIVES**
Promote the availability of resources and services that make education more affordable	• Distribute informational content highlighting open education resources for faculty • Partner with on-campus units to promote academic and popular resources to students • Create guides and tutorials teaching students how to locate and access resources from other institutions

GOAL 2.2

We will make Fogler Library a center of learning and discovery accessible to the University community

OBJECTIVE 2.2.1	**INITIATIVES**
Provide a range of on-site and virtual learning opportunities	• Incorporate accessible design into all materials and services • Develop and support community programming and events • Provide access to scholarly and archival content in an institutional repository • Review library website to enhance discoverability of services and resources
OBJECTIVE 2.2.2	**INITIATIVES**
Provide a secure, supportive, and welcoming environment	• Utilize clear and welcoming in-building signage, naming, and wayfinding • Maintain good working relationships with Facilities Management, Student Life, and other campus resources to ensure a safe environment

GOAL 2.3

We will develop user experiences that make library resources and expertise visible and accessible.

OBJECTIVE 2.3.1 Provide orientation experiences for students, faculty, researchers, and staff	**INITIATIVES** • Create virtual and in-person experiences • Develop an extensive, centralized knowledge base for FAQs
OBJECTIVE 2.3.2 Make access points to library professionals more discoverable	**INITIATIVES** • Promote library expertise, variety of services, and contact points
OBJECTIVE 2.3.3 Unify patron service approaches across the library	**INITIATIVES** • Create training modules for frontline employees in order to provide appropriate and consistent patron service for a variety of situations • Develop a methodology to assess patron service
OBJECTIVE 2.3.4 Establish and maintain patron trust in and recognition of the library's staff, collections, and services	**INITIATIVES** • Develop guidelines for visuals and design used in library communications

University of Maine
Strategic Vision and Values
Goal 3

The university will be a rewarding place to live, learn and work by sustaining an environment that is diverse and inclusive, and fosters the personal development of all its stakeholders.

Fogler Library Goals

GOAL 3.1

We will foster diversity and inclusivity in our staff, physical and digital spaces, and collections.

OBJECTIVE 3.1.1 Develop an inclusive organizational climate that supports diverse communities	**INITIATIVES** • Seek out diversity and inclusivity training for staff • Continue to work with the Office of Human Resources to have a diverse and inclusive workforce
OBJECTIVE 3.1.2 Build and promote a diverse and inclusive library collection that supports campus research and curriculum	**INITIATIVES** • Consistently work to build access to a diverse and inclusive collection of materials, especially related to historically underrepresented communities • Develop content highlighting resources for diverse populations • Partner with on-campus groups to promote library resources

OBJECTIVE 3.1.3 Improve access for user communities to physical and digital resources	**INITIATIVES** • Monitor University of Maine System guidelines for universal design standards • Work with Accessibility Office to ensure compliance and investigate new trends • Ensure physical spaces are ADA compliant

GOAL 3.2

We will facilitate professional development and lifelong learning opportunities for University of Maine students, faculty, and staff.

OBJECTIVE 3.2.1 Create learning opportunities across multiple platforms	**INITIATIVES** • Create programs and other content that helps users access, manage, and understand information tools
OBJECTIVE 3.2.2 Provide opportunities for learners pursuing library-related training	**INITIATIVES** • Ensure that staff have opportunities to take advantage of various professional development programs, training, and other professional experiences

GOAL 3.3

We will help our employees grow professionally.

OBJECTIVE 3.3.1 Create opportunities for interdepartmental collaboration and learning	**INITIATIVES** • Develop cross-department project teams • Develop knowledge base of employee skills used for project teams
OBJECTIVE 3.3.2 Develop working relationships with other institutions	**INITIATIVES** • Support opportunities to provide staff expertise at other institutions • Investigate opportunities to benefit from the expertise of other institutions

GOAL 3.4

We will foster a workplace culture that has clear and open communication.

OBJECTIVE 3.4.1 Create a communications infrastructure that keeps staff informed and supports open communication	**INITIATIVES** • Create and manage a single location for all communications, policies, procedures, processes, and forms • Normalize a regular communication schedule across the library and within departments
OBJECTIVE 3.4.2 Foster a culture of shared communication across the library	**INITIATIVES** • Investigate opportunities for library staff to communicate across departments
OBJECTIVE 3.4.3 Create a library-wide orientation process for staff	**INITIATIVES** • Create a project team charged with developing an orientation program
OBJECTIVE 3.4.4 Incorporate staff feedback in planning efforts whenever possible	**INITIATIVES** • Hold regularly scheduled open forums, in addition to general staff meetings, for staff to exchange news and solicit input