Mission / Purpose

The Earl K. Long Library is an essential partner in the learning, research, and service mission of the University. The Library unites knowledgeable staff, scholarly information, welcoming spaces, and leading-edge technology to inspire learning and enable information literacy and research. It enriches the campus and Greater New Orleans community by preserving and disseminating the local culture and the scholarly and creative output of the University. Its highly skilled staff encourages innovation, capitalizes on appropriate technologies, forges effective partnerships, and strives for excellence.

Goals without Outcome/Objective Relationships Specified

G 7: Budget
Demonstrate the value of the Library as an essential partner in the learning, research, and service mission of the University by securing adequate funding for staffing, services, collections, and facilities.

Goals and Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

G 2: Information Literacy
Improve and increase information literacy instruction within the undergraduate and graduate curriculum to insure that graduates can successfully locate, use, and evaluate information in their professional and personal lives.

SLO 4: Information Literacy-NSSE & ETS
Students indicate that they frequently use information resources in a variety of ways in their coursework and that library resources and staff are important for their learning.

Related Measures

M 5: Information Literacy-NSSE
NSSE Information Literacy Module
Source of Evidence: Academic indirect indicator of learning - other
Target: At least 75% of students who participated in the NSSE survey will indicate a higher than average use and value for information resources and information literacy activities.

M 6: Information Literacy - ETS
ETS Proficiency Profile (especially Questions #8 & 9)
Source of Evidence: External report
Target: At least 75% of students who participated in the ETS Proficiency Profile will indicate a higher than average use and value for information resources and information literacy activities.

SLO 5: Information Literacy-rubric
Students demonstrate an effective use of information literacy skills and technology to attain credible information for a specific purpose.

Related Measures

M 7: Information Literacy-rubric
UNO Information Literacy Rubric applied to a sample of Freshman English portfolios
Source of Evidence: Academic indirect indicator of learning - other
Target: 75% of students will be rated [??] or above on all four sections of the rubric [NOTE: NEED TO CLARIFY RUBRIC SCORE]

Goals and Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

G 1: Collections, resources, and services
Provide relevant and adequate collections, resources, and services that support the learning, teaching, and research needs of undergraduate and graduate students and faculty.

O/O 1: Adequacy of collections and services
External accrediting agencies judge that the Library resources and services adequately support the programs under evaluation.

Related Measures

M 1: Collections & Services - Accrediting agencies
Reports from accrediting agencies for that year.
Source of Evidence: External report

**Target:**
Library services and resources are found to be sufficient in 100% of accrediting agency reports.

**Finding (2013-14) - Target: Met**
We work with all of the colleges on program accreditation reports and visits. The Library has not received any insufficient findings for any of the nine disciplinary accreditation bodies (AACSB, NCATE/CAEP, CACREP, ABET, NAST, NASAD, NASM, NASPAA, PAB). In Spring 2014, we participated in the site team visit for the Council for Accreditation of Counseling and Related Educational Programs (CACREP) for the College of Education and Human Development. For 2014-2015, we are contributing to the planning for Engineering (ABET), Music (NASM) and Theatre (NAST).

**O/O 2: Library Resources-Awareness**
Students and faculty are aware of library services and resources.

**Related Measures**

**M 2: Collections and Services**
Students discover the appropriate library resources needed for their coursework.
Source of Evidence: Academic indirect indicator of learning - other

**M 3: Library Resources - Survey**
Marketing 6555 Fall 2013 Library Marketing Research project survey
Source of Evidence: Academic indirect indicator of learning - other

**Target:**
75% of student respondents and 75% of faculty respondents are aware of library services and resources available to them.

**O/O 3: Library resources and services-coursework**
Students discover the appropriate library resources needed for their coursework.

**Related Measures**

**M 4: Library resources and services-coursework**
Analysis of number of Moodle modules and syllabi which incorporate library resources
Source of Evidence: Academic indirect indicator of learning - other

**Target:**
there will be one Moodle module, Subject Libguide, or syllabus content for library resources for at least one course in every major.

**G 3: Learning Spaces**
Create a welcoming, attractive, functional, and safe environment in the Library for learning, research, and study.

**O/O 6: Learning Spaces - navigation**
Users can navigate the physical library space independently to find what they need.

**Related Measures**

**M 8: Learning Spaces-navigation**
Marketing 6555 survey
Source of Evidence: Existing data

**Target:**
At least 75% of the respondents indicate that they could easily navigate the physical library space to find their way around.

**O/O 7: Learning Spaces-Technology**
Students are satisfied with the quantity and type of technology available to them in the Library.

**Related Measures**

**M 9: Learning Spaces-Technology**
Marketing 6555 Survey
Source of Evidence: Client satisfaction survey (student, faculty)

**Target:**
75% of students surveyed indicated they are satisfied with the quantity and type of technology.

**G 4: Faculty and staff excellence**
Recruit and retain quality library faculty and staff who will establish and maintain a reputation for library excellence.

**O/O 11: Quality of Faculty**
Library faculty have the necessary skills, training and professional accomplishments to effectively support the teaching, research, study, and service needs of the university.

**Related Measures**

**M 13: Quality of Faculty - Annual Evaluations**
Annual evaluations of faculty
Source of Evidence: Evaluations

**Target:**
100% of Library faculty will receive rating of "Satisfactory" on their Annual Faculty Review.

**Finding (2013-14) - Target: Met**
100% of Library faculty received an overall rating of "Satisfactory" on their Annual Faculty Review for the
period January-December 2013. In the individual categories, all received a rating of "Satisfactory" for Performance, eight of eleven received a rating of "Satisfactory" for Research and Scholarly Activity, and ten of eleven received a rating of "Satisfactory" for Service.

M 14: Quality of Faculty - Report of Activities
Report of activities, including record of scholarly and professional accomplishments
Source of Evidence: Evaluations
Target: 100% of Library faculty will participate in at least three professional development activities to improve skills and knowledge
Finding (2013-14) - Target: Met
As documented in their Annual Report of Activities for 2013, 100% of Library faculty participated in at least three professional development activities to improve skills and knowledge. These activities included participation at professional conferences, workshops, webinars, and other training opportunities, either individually or in collaboration with colleagues.

O/O 12: Quality of Staff
Library staff have the necessary skills and training to effectively support the teaching, research, study and service needs of the university

Related Measures

M 15: Quality of Staff - Annual evaluations
Annual evaluations
Source of Evidence: Evaluations
Target: 80 % of non-classified Library staff will receive rating of very good/above average or higher on their annual evaluations.
Finding (2013-14) - Target: Met
80% of non-classified Library staff received ratings of "Very Good/Above Average" or higher ("Excellent/Outstanding") on their annual evaluations for 2013.

M 16: Quality of Staff - Report of Activities
Report of Activities
Source of Evidence: Evaluations
Target: 100% of non-classified Library staff will participate in at least three professional development activities to improve skills and knowledge during the annual evaluation cycle.
Finding (2013-14) - Target: Partially Met
While we know that 100% of non-classified Library staff have participated in at least three professional development activities during the annual evaluation cycle, the documentation of professional activities was not provided by everyone (nine of fourteen staff provided a list of activities) along with their annual performance review. For four of those without an activities report, five, the chairs' comments indicated that they often participated in professional development activities. In addition to professional development opportunities outside the Library, we also provide numerous training workshops and webinars throughout the year which are well-attended.

G 5: Scholarly Communication
Showcase and share the scholarly and creative work of faculty and students by providing digital global access to the research productivity of the university.

O/O 8: University Research Productivity-Faculty
Faculty members choose to deposit their scholarly research and creative work in ScholarWorks, the Library's institutional repository

Related Measures

M 10: University Research Productivity-Faculty
Statistics from ScholarWorks
Source of Evidence: Activity volume
Target: There will be a 10% increase in faculty participants in the institutional repository.
Finding (2013-14) - Target: Not Met
The target was not met. For a 10% increase, we would need 8 new faculty participants this year, but for the reporting period (March-February for the ScholarWorks annual report), there was only one new participant. This may be due to a focus on the part of the Library on launching the first digital journal in ScholarWorks and initiating plans for data management. All of the liaison librarians have as one of their responsibilities to encourage and facilitate faculty participation in ScholarWorks, so we need to insure that this happens.

O/O 9: University Research Productivity-Data management plans
University researchers contribute data and/or data management plans to the Library's institutional repository

Related Measures

M 11: University Research Productivity-Data management plans
Statistics from ScholarWorks
Source of Evidence: Activity volume
Target: A pilot group of at least five researchers will create data management plans in collaboration with the Library.
Finding (2013-14) - Target: Not Met
This target was not met this year. While we had met with the Vice President for Research to propose this pilot, we were not able to implement it this year because the DMPTool, which was the instrument we were going to use to create the plans, was being revised and is just being released on May 28, 2014. We will again meet with the Vice President to propose implementing the pilot.

O/O 10: University Research Productivity-Students
Students will contribute scholarly and creative work to the university’s institutional repository.

Related Measures

M 12: University Research Productivity-Students
Statistics from ScholarWorks
Source of Evidence: Activity volume

Target:
The addition of all student theses (undergraduate and graduate) and dissertations will continue, and collections of new forms of student scholarly and creative work will be identified, solicited, and added to ScholarWorks.

Finding (2013-14) - Target: Met
ScholarWorks continues to be the institutional repository for all student theses and dissertations and the Library continues to upload these at the same pace. In some cases, there are embargoes on access to content for a specified period of time, so the full-text of the document is not available. Collections include the undergraduate Honors Theses, the Arts Administration Master's Reports, and the master's and doctoral theses and dissertations. Starting with 2013, when the Undergraduate Research Council initiated InnovateUNO as the annual exposition of undergraduate research, the Library has solicited this content. For 2014, we focused on trying to archive the 21 winning entries from the specified categories (Service Learning, Posters, Oral Presentations, Literary Presentations, and Art). Six out of the 21 (29%) winning entries were successfully deposited into the ScholarWorks archives for InnovateUNO. As a second new showcase for student scholarly and creative work, the Library collaborated with the English Department to launch the digital version of Ellipsis, the student-produced literary journal, which has been published in print for 43 years. This represents the first digital journal for ScholarWorks.

G 6: Community Outreach
Offer collections, programs, and partnerships that will benefit the university and the community.

O/O 13: Community Outreach-Louisiana Digital Library
Researchers and other interested parties around the world will be able to access the Library's major Louisiana and Special Collections through the Louisiana Digital Library.

Related Measures

M 18: Community Outreach-Louisiana Digital Library
Number of Louisiana and Special Collections that are digitized annually.
Source of Evidence: Activity volume

Target:
The number of UNO collections in the Louisiana Digital Library will increase by at least one every year.

Finding (2013-14) - Target: Met
There were two full collections that were added during 2013-2014: (1) Louisiana Photographs Collection and (2) Louisiana Ephemera at the University of New Orleans. Another collection that is nearing completion (the Charles V. Booth Collection), and several new volumes (consisting of several thousand pages) were added to the Orleans Parish School Board Minute Books collection, one of the most heavily used of the digital collections.

O/O 14: Community Outreach - Louisiana & Special Collections
Louisiana and Special Collections is viewed as a valuable resource by the university and by the community.

Related Measures

M 17: Community Outreach - LA Digital Library
Monthly statistics from Louisiana Digital Library
Source of Evidence: External report

M 19: Community Outreach - ScholarWorks
Monthly usage reports from Digital Commons
Source of Evidence: External report

Target:
Usage of ScholarWorks will increase 50%.

Finding (2013-14) - Target: Not Met
During the past year, 287,301 downloads were made from ScholarWorks, an 18% increase over the number recorded for 2012-2013. (Note that the reporting year for the ScholarWorks annual report is March 1, 2013 through February 28, 2014). However, it may be that the target was too ambitious, since the increase in downloads has been steady and it still far exceeds the average number of downloads for Digital Commons (the ScholarWorks platform) institutional repositories in their third year (166,302). In addition, the Google Analytics word map shows that visits to ScholarWorks come from nearly every country in the world. By far, the largest number of users (almost 63%) come from within the United States. The United Kingdom and India are second and third on the list of visitors.

M 20: Community Outreach-Louisiana & Special Collections
Statistics on in-person and virtual use and assistance for non-UNO researchers and visitors
Source of Evidence: Activity volume

Target:
Usage will increase by 10% annually.
M 21: Community Outreach-LA & Special Collections publications
Bibliography of research articles, books, dissertations, and other materials which used Louisiana & Special Collections resources.
Source of Evidence: Existing data
Target:
New publications which have made use of and/or recognize the Louisiana and Special Collections in the acknowledgements will be produced each year.

O/O 15: Community Outreach - Friends
The Library will partner with the Friends of the Library to present programs that draw community participation.

Related Measures

M 22: Community Outreach - Friends
Friends’ Annual Reports
Source of Evidence: Activity volume
Target:
At least two public programs sponsored by the Friends will be presented each year.

Finding (2013-14) - Target: Met
During the 2013-2014 academic year, the Friends of the Library sponsored three public programs: 1) The UNO Faculty Authors Exhibit and Reception, April 15, 2014 (in conjunction with National Library Week) 2) The Wikipedia Editathon, April 17, 2014 (in conjunction with National Library Week) 3) World Book Night Reception and Program, featuring well-known New Orleans book maven and host of WWNO public radio’s “This Reading Life” weekly program, speaking on “Spreading the Love of Reading, Person to Person”, April 22, 2014

Other Outcomes/Objectives, without Goals, along with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 16: Budget funding
The funding from the university for library resources, services, operations, and staffing is adequate for a public institution of this size and scope.

Related Measures

M 23: Budget-Benchmarking data
Benchmarking data from ACRL metrics and ALS Survey
Source of Evidence: Benchmarking
Target:
Funding is comparable (+ or – 10%) to the average of our specified peer groups.

O/O 17: Budget-Fund Raising
The Library uses creative and effective fund raising, in cooperation with University Advancement, the Friends of the Library, and other partners, in order to provide additional sources of funding through individual giving and other development initiatives.

Related Measures

M 24: Budget - Fund Raising
Monthly reports from University Development Office
Source of Evidence: Activity volume
Target:
Revenue from fund raising will increase by 10% from previous year.

M 25: Budget - Fund raising initiatives
Annual record of fund raising initiatives
Source of Evidence: Existing data
Target:
At least two new fund raising initiatives will be implemented each year.

O/O 18: Budget-Grants
The Library will actively search for grant opportunities that match our needs and capabilities in order to provide additional sources of funding.

Related Measures

M 26: Budget - Grant - ORSP reports
Reports from ORSP
Source of Evidence: Activity volume
Target:
The number of grant applications will increase by 10% from the previous year.