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

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.

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.

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

G 4: 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.

G 5: Faculty and staff excellence
Recruit and retain quality library faculty and staff who will establish and maintain a reputation for library excellence.

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

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.

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

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.

Relevant Associations:
6 Information Literacy

Related Measures

M 24: 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 26: 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.

Relevant Associations:
6 Information Literacy
Related Measures

M 25: 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]

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

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 13: 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.

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

Related Measures

M 12: 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.

M 20: Collections and Services
Students discover the appropriate library resources needed for their coursework.
Source of Evidence: Academic indirect indicator of learning - other

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

Related Measures

M 21: 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.

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

Related Measures

M 22: 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 23: 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.

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 14: Institutional repository-Faculty  
Statistics from ScholarWorks  
Source of Evidence: Activity volume  
Target: There will be a 10% increase in faculty participants in the institutional repository.

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 15: 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.

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

Related Measures

M 16: Institutional repository-Students  
Statistics from ScholarWorks  
Source of Evidence: Activity volume  
Target: Statistics from ScholarWorks

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 3: 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.

M 4: 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.

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 1: Quality of Staff - Annual evaluations  
Annual evaluations  
Source of Evidence: Evaluations  
Target: 80% of library staff will receive rating of very good/above average or higher on their annual evaluations.

M 2: Quality of Staff - Report of Activities  
Report of Activities  
Source of Evidence: Evaluations  
Target: 100% of library staff will participate in at least three professional development activities to improve skills and knowledge.

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

Related Measures

M 19: 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.

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 10: Community Outreach - ScholarWorks**  
Monthly usage reports from Digital Commons  
Source of Evidence: External report  
**Target:**  
Usage of ScholarWorks will increase 50%.

**M 11: Community Outreach - LA Digital Library**  
Monthly statistics from Louisiana Digital Library  
Source of Evidence: External report

**M 17: 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 18: 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 9: 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.

**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 5: 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.

**Finding (Fall 2014) - Target: Not Met**  
Average funding for the Library’s peer group is $5,380,524. Funding for the Earl K. Long Library is $2,821,052. The library is funded 47% below its peer group. Dollar amounts do not tell the full story of the funding needed. Other measures will be pursued to more accurately reflect effectiveness of the Library.

**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 6: 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 7: 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 8: Budget - Grant - ORSP reports**
<table>
<thead>
<tr>
<th>Source of Evidence:</th>
<th>Activity volume</th>
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<tbody>
<tr>
<td><strong>Target:</strong></td>
<td>The number of grant applications will increase by 10% from the previous year.</td>
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