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.

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

O/O 1: Adequacy of collections and services
The Library's collections and resources support the learning, teaching, and research needs of undergraduate and graduate students and faculty

Related Measures

M 5: Budget-Benchmarking data
Benchmarking data from ACRL metrics and ALS Survey
Source of Evidence: Benchmarking

Target:
UNO meets the mean level of service offered by in-state peer institutions.

Finding (Spring 2015) - Target: Not Met
In preparation for the SACSCOC visit, the staff of the library conducted an informal self study to develop the documentation needed. Recommendations for conducting an external evaluation were gathered from two sources: a review of the SACSCOC material to respond to the standards related to the library and recommendations included in the University Budget Committee report.

Related Action Plans (by Established cycle, then alpha):

External Evaluation
Established in Cycle: Spring 2015
Secure consultant to conduct an external evaluation of all library programs and procedures to develop recommendations for improv...

For full information, see the Details of Action Plans section of this report.

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.

Finding (Spring 2015) - Target: Met
No additional accrediting reports have been completed this year.
M 27: Use of the journals and electronic resources
Amount and cost per use will be used to determine continuing subscription of titles.
Source of Evidence: Activity volume

Target:
Journals that exceed $50 per use or have fewer than 20 uses will be targeted for cancellation.

Finding (Spring 2015) - Target: Met
Approximately 50 titles will be cancelled in the fall because their cost per use exceeds $50.

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.

Finding (Spring 2015) - Target: Partially Met
Based on the survey results of one of the four groups from the Marketing 6555 class there is a lower understanding of services in-person at the Library than online resources. Greater than 70% of both faculty and students were aware of study rooms, reference books, and the coffee shop, but less than 50% were aware of laptop checkout, the availability of media equipment and the instruction classroom. However, 77% of students and 90% of faculty have visited the Library online.

Related Action Plans (by Established cycle, then alpha):
outside evaluator
Established in Cycle: Spring 2015
Have an outside evaluator review and make recommendations on library operations and services.

For full information, see the Details of Action Plans section of this report.

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

O/O 4: 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.

Finding (Spring 2015) - Target: Not Met
The results of the Marketing 6555 class project indicated that students were dissatisfied with signage and the floor location maps. 74% of the participants in the library scavenger hunt conducted by the marketing group found the Library maps. Of this group 35.7% found them somewhat useful, 10% found them useful and only 1% found them very useful.

Related Action Plans (by Established cycle, then alpha):
update signage and maps
Established in Cycle: Spring 2015
Add new signage to the first floor indicating what is located on each floor of the Library. Simplify floor maps and add a glos...

For full information, see the Details of Action Plans section of this report.

O/O 5: Learning Spaces-Technology
Students are satisfied with the quantity and type of technology available to them in the Library.

O/O 6: 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.

Finding (Spring 2015) - Target: Not Reported This Cycle
There was little growth in the faculty publications series this year. The data doesn't indicate an exact percentage or whether the participation was an increase over last year.

O/O 7: University Research Productivity-Data management plans
University researchers contribute data and/or data management plans to the Library's institutional repository
O/O 8: 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

Finding (Spring 2015) - Target: Met
Student work continues to be an important part of scholarship and research added to ScholarWorks. Student research takes three of the top ten most downloaded series in 2014/15. #2 Senior Honors Thesis, #5 UNO Theses & Dissertations, and #10 Arts Administration Master's Reports.

O/O 9: 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.

Finding (Spring 2015) - Target: Met
100% of Library faculty received an overall rating of "Satisfactory" on their Annual Faculty Review for the period 2014-2015. In the individual categories, all received a rating of "Satisfactory" for Performance, six of eight received a rating of "Satisfactory" for Research and Scholarly Activity, and all received a rating of "Satisfactory" for Service.

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.

Finding (Spring 2015) - Target: Met
As documented in their Annual Report of Activities for 2014-15, 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 10: 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.

Finding (Spring 2015) - Target: Met
93% of non classified staffed were rated Outstanding or Very Good.

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.

Finding (Spring 2015) - Target: Partially Met
77% of the non classified staff completed three or more professional development activities. This is 10 out of 13 staff. The three who did not indicate that they had completed professional development activities were part of the four staff members who were notified that they would be laid off due to budget issues.

O/O 11: 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.

Finding (Spring 2015) - Target: Met
Two collections were added to the Louisiana Digital Library in fiscal year 2014/15: Charles V. Booth Photo Collection of Mardi Gras truck floats and the LA Supreme Court case, Plessy v. Ferguson.

O/O 12: 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%.

Finding (Spring 2015) - Target: Met
In the spring of 2015, ScholarWorks hit a milestone of 1,000,000th download. This is an increase of 20% from the previous year.

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.

Finding (Spring 2015) - Target: Not Met
Data is missing for the last two months of the fiscal year due to the retirement of the LA and Special Collections Librarian. There were 1,868 reference and research queries in 2013/2014 but only 1,233 plus what would have been included for May and June of 2015.

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.

Finding (Spring 2015) - Target: Not Reported This Cycle
Due to the retirement of the LA and Special Collections Librarian, this data is not available for this reporting period.

O/O 13: 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.

Finding (Spring 2015) - Target: Met
During the 2014-2015 academic year, the Friends of the Library sponsored eight public programs: 1. 6 part lecture series on WWI in support of the Midlo Center 2. UNO Author’s Showcase (as part of National Library Week in April) 3. Annual meeting with speaker, Florence Jumonville, presenting on 18 years of interesting special collections added to the UNO Library. The Friends also sponsored the retirement receptions for Dr. Sharon Mader and Dr. Florence Jumonville. Both retired from the Library in the Spring of 2015.

O/O 14: 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.

Finding (Spring 2015) - Target: Not Met
Based on contributions reports for the same time period, contributions increased 8%

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.
Finding (Spring 2015) - Target: Partially Met
Only one new initiative was created. The Friends of the UNO Library implemented a Dine Out night in support of the Library in January 2015. This will be done again in August 2015.

O/O 15: 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
Reports from ORSP
Source of Evidence: Activity volume
Target:
The number of grant applications will increase by 10% from the previous year.
Finding (Spring 2015) - Target: Not Met
There was no increase in the number of grant applications from the previous year. Both years had four applications completed.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

External Evaluation
Secure consultant to conduct an external evaluation of all library programs and procedures to develop recommendations for improving effectiveness and efficiency of the library.

Established in Cycle: Spring 2015
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Budget-Benchmarking data | Outcome/Objective: Adequacy of collections and services

Projected Completion Date: 05/2016
Responsible Person/Group: Provost, Dean of Library, External Consultant

outside evaluator
Have an outside evaluator review and make recommendations on library operations and services.

Established in Cycle: Spring 2015
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Library Resources - Survey | Outcome/Objective: Library Resources-Awareness

Implementation Description: Provost Nicklow will be contracting with an external evaluator for the Library.
Projected Completion Date: 10/2015

update signage and maps
Add new signage to the first floor indicating what is located on each floor of the Library. Simplify floor maps and add a glossary of terms. Students will be surveyed in Fall 2015 to gauge the effectiveness of the new signs and maps.

Established in Cycle: Spring 2015
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Learning Spaces-navigation | Outcome/Objective: Learning Spaces - navigation

Implementation Description: Added banners to the first floor and each floor of the building listing spaces and services located on each floor. Revise maps to minimize clutter and add a glossary.
Projected Completion Date: 10/2015
Responsible Person/Group: Lora Amsberryaugier, James Hodges, Library Signage Committee, Jennifer Jackson
Budget Amount Requested: $300.00 (one time)