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: Learning Spaces
Create a welcoming, attractive, functional, and safe environment in the Library for learning, research, and study. Library spaces meet the research and technology needs of students, faculty, and staff.

G 3: 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 4: University/Library reputation
The Library adds value to the reputation of the university and its faculty.

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

O/O 1: Collections and Resources support campus needs
The Library’s collections and resources support the learning, teaching, and research needs of undergraduate and graduate students and faculty.

University Strategic Plan Associations
University of New Orleans
2.3 Increase opportunities for students to engage in high-quality, high impact educational experiences.
4.1 Improve research infrastructure.
4.2 Identify and support areas of research excellence and promise.
4.3 Build internal and external collaborations with a focus on interdisciplinary or cross-cutting collaborations.

O/O 2: Collections and resources-coursework
Students discover the appropriate library resources needed for their coursework.

University Strategic Plan Associations
University of New Orleans
1.1 Strengthen and support current academic programs.
2.3 Increase opportunities for students to engage in high-quality, high impact educational experiences.
4.1 Improve research infrastructure.

Related Measures

M 8: Collections and Resources - etextbook pilot/reserves
Students have access to e-textbooks and materials on reserve for their classes.
Source of Evidence: Activity volume
Connected Document
2015-16_Reserves data

Target:
The Library will identify programs not using Moodle and assist them in identifying reserve material appropriate for digitizing and posting to Moodle.

Connected Document
2015-16_Reserves data

Finding (2016-17) - Target: Met
This year the staff member charged with providing Reserves services was able to assist almost all faculty with moving their e-reserves to Moodle. Only two faculty needed assistance compared to eight the previous fiscal year. We are essentially out of the business of scanning documents for reserves.
Finding (2015-16) - Target: Partially Met
We have made some progress in moving away from print reserves in recent years, but we don't have sufficient
data to compare between the last two years. The staff person assigned to this area has been out sick and the
staff person covering for the absent employee modified the workflow which prevented data collection for this
measure.

Related Action Plans (by Established cycle, then alpha):
Training and Outreach on Reserves Materials
Established in Cycle: 2015-16
The Library will train the staff person currently preparing reserve material to keep statistics on the print and
online material...

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

O/O 3: Collections and Resources - defray cost of education
The Library will participate in a pilot study to add e-textbooks being used in UNO classes to the collection. This project is
to assist students by defraying the cost of textbooks. The pilot will also explore working with faculty interested in using or
creating open educational resources.

University Strategic Plan Associations
University of New Orleans
1.1 Strengthen and support current academic programs.
1.2 Provide greater access to educational opportunities for students in metropolitan New Orleans.

Related Measures
M 8: Collections and Resources - etextbook pilot/reserves
Students have access to e-textbooks and materials on reserve for their classes.

Source of Evidence: Activity volume

Finding (2016-17) - Target: Met
The Library spent over $6,000 to provide over $45,000 in savings to students who will not need to purchase
their own copy of their class textbook. The LOUIS consortium provided $1,449.86 to provide another
$13,349.37 in savings to students. This has been a successful project for the Library and plan to continue this
effort in FY18. It is unlikely that LOUIS will have funds to assist us, but we will ask and explore other funding
models to assist students in lowering the cost of education by providing them with access to free textbooks.

O/O 5: Learning Spaces - navigation
Users can navigate the physical library space independently to find what they need.

O/O 6: Information literacy - assistance from library professionals
Students, faculty and staff rely on assistance from library professionals to become proficient users of information.

Relevant Associations:
General Education/Core Curriculum Associations
6 Information Literacy

University Strategic Plan Associations
University of New Orleans
1.1 Strengthen and support current academic programs.

Related Measures
M 6: Information literacy - consultations
Faculty and students learn from individual consultations with librarians

Source of Evidence: Client satisfaction survey (student, faculty)

Finding (2016-17) - Target: Met
The three remaining reference librarians provided an average of 19 research consultations each for a total of
57 consultations. This is a 5% increase from the previous fiscal year.

M 7: Information literacy - libguides
Faculty and students use Libguides to learn about resources and information in their disciplines.

Source of Evidence: Activity volume

Finding (2016-17) - Target: Met
Librarians will continue to provide the same or more research consultations as the previous reporting cycle even
though there are fewer librarians available to provide assistance. Last year 6 librarians provided 108 research
consultations which is an average of 18 research consultations per librarian.

M 7: Information literacy - libguides
Faculty and students use Libguides to learn about resources and information in their disciplines.

Source of Evidence: Activity volume

Target:
Each year target a particular college to increase number and use of Business Research Guides needed to
support student learning. This year add pages that reflect course work and promote overall Business Research
Guide pages to improve use and demonstrate a 10% increase in page visits.
Finding (2016-17) - Target: Met
The Library added two new Business Research Guides and increased overall use of these guides by 17%

O/O 7: University reputation enhanced by ScholarWorks
Showcase and share the scholarly and creative work of faculty and students by providing digital global access to the research productivity of the university.

University Strategic Plan Associations
University of New Orleans
4.1 Improve research infrastructure.
6.5 Advance UNO’s reputation through initiatives that promote the mission of UNO.

Related Measures

M 4: Collections and reputation - 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:
An additional 5 articles or publications based on special collections materials will be added to the Library’s Special Collections bibliography.

Finding (2016-17) - Target: Met
This past year was a prolific year for researchers using the Earl K. Long Library’s Special Collections. Seven (7) books and at least one (1) article were written in FY17. This research used information from seven different collections.

M 10: Reputation-Scholarworks
The quantity in work being deposited into ScholarWorks and the number of downloads of this content are a measure of the impact ScholarWorks has on the reputation of the university and the library.

Source of Evidence: Activity volume

Target:
Interest indicating a practical application (other than educational institutions) of the research deposited in ScholarWorks@UNO will increase by 5% over the previous year.
FY16
Educational - 62%
Commercial - 26%
Government - 5%
Organizations - 4%
Other (military, libraries) - 3%

Finding (2016-17) - Target: Partially Met
The objective was partially met. Compared to FY16, commercial entities downloading information increased 2%.

Interest (download) of ScholarWorks@UNO content breakdown by type of user:
FY17
Educational - 60%
Commercial - 28%
Government - 4%
Organizations - 4%
Other (military, libraries) - 4%

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

Social media marketing plan for ScholarWorks@UNO
Established in Cycle: 2016-17
FY18 - The Library will develop and implement a social media marketing campaign to increase the awareness of scholarWorks both o...

Social media marketing plan for ScholarWorks@UNO
Established in Cycle: 2016-17
Market the research in ScholarWorks on the Library’s social media platforms. Connect the Library to the social media of companie...

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

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
Projected Completion Date: 04/2016
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
Implementation Description: Provost Nicklow will be contracting with an external evaluator for the Library.
Projected Completion Date: 10/2015

Add online tutorials
The course content for this information literacy session will be modified to improve student understanding of the topic. Possible enhancements will include additional complementary online tutorials that students will be asked to do in preparation for the class. Target completion of these tutorials will be spring 2017.
Established in Cycle: 2015-16
Implementation Status: Planned
Priority: High

Training and Outreach on Reserves Materials
The Library will train the staff person currently preparing reserve material to keep statistics on the print and online materials she prepares for use. Liaisons librarians will promote the use of online materials over print reserve materials to teaching faculty and will recommend online versions when these versions are economical for the Library to acquire.
Established in Cycle: 2015-16
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Collections and Resources - e-textbook pilot/reserves | Outcome/Objective: Collections and resources-coursework

Social media marketing plan for ScholarWorks@UNO
FY18 - The Library will develop and implement a social media marketing campaign to increase the awareness of scholarWorks both on and off campus. We will highlight research that has potential for commercial applications.
Established in Cycle: 2016-17
Implementation Status: Planned
Priority: Medium

Relationships (Measure | Outcome/Objective):
Measure: Reputation-Scholarworks | Outcome/Objective: University reputation enhanced by ScholarWorks

Responsible Person/Group: Scholarly Communications/Collection Development Librarian

Social media marketing plan for ScholarWorks@UNO
Market the research in ScholarWorks on the Library’s social media platforms. Connect the Library to the social media of companies within the Greater New Orleans area to increase their interest and make connections to the research produced on campus.
Established in Cycle: 2016-17
Implementation Status: Planned
Priority: Medium

Relationships (Measure | Outcome/Objective):
Measure: Reputation-Scholarworks | Outcome/Objective: University reputation enhanced by ScholarWorks

Implementation Description: Review top businesses and corporations in the Greater New Orleans area and follow them on the Library’s social media platforms. Push out stories about research that may be of interest based on industry categories.
Projected Completion Date: 06/2018
Responsible Person/Group: The Library’s Scholarly Communications Officer and social media person.