



John F. Moss Library
Texas A&M University-Texarkana

STRATEGIC PLAN

2022-2027



John F. Moss
Library

STRATEGIC PLAN FOR THE JOHN F. MOSS LIBRARY

V. 2.20.23

PURPOSE OF THIS PLAN

This planning document outlines the strategic direction, goals, objectives, actions, and tasks of the John F. Moss Library. It articulates our commitment to support the growth and academic excellence of the Texas A&M University-Texarkana community. This living document is subject to revision. It also represents information services and resources we are focusing on strengthening at this time, but it should not be considered as a comprehensive listing of all library activities.

VISION

Texas A&M University-Texarkana's John F. Moss Library strives to excel in engaging the university and the broader community by facilitating contemporary services and access to relevant information and education resources in support of research, study, teaching, and life-long learning.

MISSION

The mission of the John F. Moss Library at Texas A&M University-Texarkana is to strengthen and enhance the technological tools, resources, and support services for the university and broader community. In support of its mission, the library will collect, preserve, and provide access to and instruction on information resources in both traditional and evolving technology formats.

VALUES

Customer Service and Engagement – We prioritize the needs of our users by consistently offering enthusiastic, timely, and personalized service.

User-Centered – We continually assess user satisfaction to provide the resources and services that add the most value to their experiences. Additionally, we promote a whole-student approach to instruction.

Community Building – We foster partnerships with campus and community groups to encourage engagement and support resource sharing.

Open Education – We encourage the use and development of open materials to expand access to information.

Information Literacy – We support traditional and emerging forms of information literacy, including media, digital, data, primary source, cultural, and health literacies.

GOALS

GOAL 1

Provide excellent services and collections to support research, teaching, and learning to our campus community.

GOAL 2

Improve communications, develop partnerships, and work with partners on campus and beyond to increase users' awareness of libraries resources

GOAL 3

Maximize facilities resources in general-use and targeted-use areas and improve assessment, accessibility, and security

GOAL 4

Develop partnerships, collections, instruction, and cost-saving measures to enhance all students' success

GOAL 1:
**PROVIDE EXCELLENT SERVICES AND COLLECTIONS TO SUPPORT RESEARCH,
 TEACHING, AND LEARNING TO OUR CAMPUS COMMUNITY.**

SER #	OBJECTIVES	STRATEGIES/ ACTIONS	PERFORMANCE INDICATORS
1	<i>Provide financially sustainable collections that evolve with the changing information environment and align with university curricular and research needs.</i>	<ul style="list-style-type: none"> • Strategy 1: Increase emphasis on patron-driven acquisitions (PDA). • Strategy 2: Advocate for support for new and emerging academic programs at Texas A&M University Texarkana. 	<ul style="list-style-type: none"> • Research, evaluate, and select PDA program(s) • Survey Deans and Faculty for emerging and sunseting programs • Create report of resource needs
2	<i>Engage in current and appropriate assessment of services, outreach, collections, and workflows.</i>	<ul style="list-style-type: none"> • Strategy 1: Review current data collection practices to ensure alignment with best practices in academic libraries, keeping the University's curriculum in mind. • Strategy 2: Utilize analytic tools associated with the library services platform (LSP) to improve library services and operations. • Strategy 3: Institute annual review of licensed databases using an interdisciplinary team-based approach. 	<ul style="list-style-type: none"> • Review and update collection development policy • Create "dashboard" of data collected • Assess workflows and realign as needed • Create schedule to evaluate all database agreements

**GOAL 2:
IMPROVE COMMUNICATIONS, DEVELOP PARTNERSHIPS,
AND WORK WITH PARTNERS ON CAMPUS AND BEYOND
TO INCREASE USERS' AWARENESS OF LIBRARY RESOURCES.**

SER #	OBJECTIVES	STRATEGIES/ ACTIONS	PERFORMANCE INDICATORS
1	<i>Improve online communications about the library and its resources through the libraries' website, social media, and university website.</i>	<ul style="list-style-type: none"> • Strategy 1: Work with IT on a new website redesign strategy that focuses on a user-centered design and a more uniform approach to content management and branding. • Strategy 2: Increase visibility of online instructional materials, as well as virtual reference and research consultations by working with University Advancement to create promotional materials. 	<ul style="list-style-type: none"> • Collect feedback from users about current website design and survey academic libraries websites for model web design • Collaborate with IT and University Advancement on best practices of current web design • Complete website redesign by the end of the spring '23 semester, or aligning with established timelines • With the release of a new web site, use the opportunity to create a refreshed marketing campaign during the semester after its completion • Leverage email and social media to promote resources and services

**GOAL 2:
IMPROVE COMMUNICATIONS, DEVELOP PARTNERSHIPS,
AND WORK WITH PARTNERS ON CAMPUS AND BEYOND
TO INCREASE USERS' AWARENESS OF LIBRARY RESOURCES.**

SER #	OBJECTIVES	STRATEGIES/ ACTIONS	PERFORMANCE INDICATORS
2	<i>Collaborate across units, committees, and the university to raise the profile of the library, its services, and resources with users and the larger community.</i>	<ul style="list-style-type: none"> • Strategy 1: Increase exhibits across campus and online to showcase the richness and variety of the library's resources. • Strategy 2: Strengthen institutional cooperation in promoting open access and open education technologies and opportunities offered by the library. 	<ul style="list-style-type: none"> • Create inventory of exhibit spaces and schedule of themes • Offer a series of open access videoconference sessions • Tie in with Open Access Week (10/24-30) and Preservation Week (04/24-28) • Disseminate a library annual report to keep stakeholders informed of major accomplishments and changes
2	<i>Determine priorities for assessment to provide exceptional services and collections for all patrons.</i>	<ul style="list-style-type: none"> • Strategy 1: Create an assessment plan that includes evaluation of services, spaces, technology, and collections. • Strategy 2: Increase assessment efforts for patron feedback. 	<ul style="list-style-type: none"> • Review recent survey mechanisms and results • Create and schedule ongoing short and in-depth surveys and or focus groups – include means for non-users and remote students to participate. • Review and apply results to strategic plan

**GOAL 3:
MAXIMIZE FACILITIES RESOURCES IN GENERAL-USE
AND TARGETED-USE AREAS AND IMPROVE ASSESSMENT,
ACCESSIBILITY, AND SECURITY.**

SER #	OBJECTIVES	STRATEGIES/ ACTIONS	PERFORMANCE INDICATORS
1	<i>Continually assess library-wide space usage and realign to address future needs.</i>	<ul style="list-style-type: none"> • Strategy 1: Create an assessment plan to guide the evaluation of spaces • Strategy 2: Explore an action plan for new spaces and needs for processes and practices related to collections • Strategy 3: Create additional safe and secure spaces for Records Management and Archives (RMA) 	<ul style="list-style-type: none"> • Review and assess space needs • Research, compile, and read current articles and resources on trends • Assess needs for RMA • Create rationale for change and locate appropriate funding
2	<i>Working with campus partners, improve accessibility, adaptive services, and resources based on Universal Design concepts.</i>	<ul style="list-style-type: none"> • Strategy 1: Increase and expand furniture, spaces, and technology for users with disabilities, different body types, and caregiving responsibilities. • Strategy 2: Explore an action plan for new spaces and needs for processes and practices related to collections. 	<ul style="list-style-type: none"> • Review and assess the needs of underrepresented communities • Create a portfolio of evidence of the need for funding • Apply Universal Design best practices
3	<i>Improve security and safety measures, implementing new technology as appropriate.</i>	<ul style="list-style-type: none"> • Strategy 1: Participate in security assessment, conducted by UPD and review security procedures at branches and update documentation as needed. 	<ul style="list-style-type: none"> • Review current procedures • Consult with UPD and revise procedures as needed

**GOAL 4:
DEVELOP PARTNERSHIPS, COLLECTIONS, INSTRUCTION,
AND COST-SAVING MEASURES TO ENHANCE
ALL STUDENTS' SUCCESS.**

SER #	OBJECTIVES	STRATEGIES/ ACTIONS	PERFORMANCE INDICATORS
1	<i>Create or expand collaborative partnerships with organizations on campus to support holistic student supports and student success and well-being.</i>	<ul style="list-style-type: none"> • Strategy 1: Develop a physical and virtual learning commons integrating access to student services across campus. 	<ul style="list-style-type: none"> • Meet with all stakeholders • Develop plans for physical space • Develop plans for virtual learning commons
2	<i>Explore ways to increase collection and services online, providing full online access to as many resources as feasible to support the learning and research needs of all students.</i>	<ul style="list-style-type: none"> • Strategy 1: Expand virtual access services and investigate creative solutions through new technologies. • Strategy 2: Participate in Texas Archival Resources Online (TARO) to make finding aids available. • Strategy 3: Digitize archival collections of high research interest and share via CONTENTdm or virtual exhibits. 	<ul style="list-style-type: none"> • Review the literature on trends in library technology to identify the virtual services that will best support our users • Publication of finding aids on the TARO website • Baseline: 0/ year • Target: 2/ year • Evaluate hardware and software needed for digitization projects and locate funding as needed • Publication of digital collections on CONTENTdm • Baseline: 0/ year • Target: 2/year

**GOAL 4:
DEVELOP PARTNERSHIPS, COLLECTIONS, INSTRUCTION,
AND COST-SAVING MEASURES TO ENHANCE
ALL STUDENTS' SUCCESS.**

SER #	OBJECTIVES	STRATEGIES/ ACTIONS	PERFORMANCE INDICATORS
3	<i>Expand cost-saving measures for students by establishing long-term funding to support the use of Open Educational Resources (OER).</i>	<ul style="list-style-type: none"> • Strategy 1: Explore new revenue sources. • Strategy 2: Advocate for university funding. 	<ul style="list-style-type: none"> • Work with the Office of Research and Sponsored Projects and University Advancement to identify calls for proposals related to OER.
4	<i>Expand the location, quantity, and quality of library services for graduate students.</i>	<ul style="list-style-type: none"> • Strategy 1: Explore the creation of a designated space for graduate student study and collaboration. • Strategy 2: Provide a tailored approach to assessing graduate student needs and develop intentional and strategic partnerships to support this unique population. 	<ul style="list-style-type: none"> • Develop a LibGuide or tutorial for graduate students • Number of resources checked out by graduate students using the Circulation Events Detail report in WMS Analytics. <ul style="list-style-type: none"> ▪ Baseline: ▪ 348 (Sept 1, 2021-Aug 31, 2022) ▪ Target: Increase by 5% (365-366 checkouts and hold pickups)