

Library Annual Plan 2010

Introduction

This document outlines the Library's annual plan for 2010; annual planning has been introduced to advance the programme agreed in the Library strategic plan for 2009-2014, itself derived from the University's strategic plan for the same period. Customer focus is the unifying theme running through the 2010 plan. The Library customer will gain from a range of priority actions. These include easier access to collections and help, maximum staff capability, clearly marketed services, targeted course and research support, a fully-functional physical and online environment, and benchmarking of service performance to support continued improvement.

John Cox, University Librarian

Objective 1: Provide an excellent, high value-added customer experience.

The aim of this objective is that all staff will focus on customer needs in everything they do and will constantly strive to improve services in response to those needs. All library services will be underpinned by a customer focused service strategy. Key plans are:

- Establish a Library Customer Focus Group to monitor and promote customer care.
- Involve customers in focus groups to learn and examine views on library services.
- Create, develop, and abide by a Customer Charter.
- Make it easy for customers to identify Library staff.
- Develop and maintain a well-designed website for customers.

Objective 2: Maximize the value of the staff asset.

The Library aims, in this era of retrenchment and contracting employee numbers, to ensure that our staff capabilities are developed and exploited to the utmost, so that staff can productively and proactively meet the evolving needs of our customers, while simultaneously benefiting from opportunities for personal development and growth. Towards realising this goal the Library will:

- Target training efforts towards essential skills.
- Focus our skills and behaviours.
- Exploit the full potential of PMDS.
- Promote a change management culture.

Objective 3: Ensure that all library services and activities demonstrably and effectively contribute to University objectives.

The Library operates as an integrated component within a large and complex organisation. We must ensure that our goals are aligned and are fully supportive of the wider University corporate mission, and that we as staff understand and share the University's vision and values. To this end, we will:

- Align with the University's Integrated Support Services Strategic Plan.
- Examine everything we do to ensure effective alignment with the University's goals.
- Connect actively with our stakeholders.
- Maximize any potential shared-service facilities and synergies with other agencies on campus.
- Use any corporate facilities to reduce duplication and waste.
- Benchmark ourselves with other libraries in Ireland, the UK and beyond by participating in the annual SCONUL statistics report and in the LibQual service evaluation framework.

Objective 4: Develop an integrated marketing strategy

This objective seeks to develop a strategic approach to marketing that will drive the Library's annual marketing plan. Underpinned by a deeper understanding of customers the priority will be to ensure fullest uptake and awareness of the services and resources the Library offers. How will this look?

- Continuous service promotion through a detailed marketing plan for 2010.
- All staff will have a good knowledge of our overall service offering.
- All customers will have easy access to information about Library services.
- Increased understanding of customer base through feedback.
- A subject and research librarian customer liaison strategy.

Objective 5: Support national and regional strategies and initiatives

The Library will engage proactively in collaboration and cooperation nationally with libraries and other stakeholders and will support NUI Galway's regional development agenda. Priorities are:

- Influence IReL and other national initiatives.
- Support distance learners and NUI Galway sites off-campus.
- Support the regional community through civic engagement opportunities and collaboration with the Technology Transfer Office to assist entrepreneurs.

Objective 6: Maximise exploitation of collections

The Library will take all measures necessary to ensure maximum discovery and exploitation of our collections by students and researchers. This will maximise support for learning and research and will ensure the best return possible on the investment made in building the collections. We will:

- Promote collections, to ensure awareness of the wealth of resources available.
- Maximise access to collections and expert help.
- Review shelving procedures to ensure fastest possible availability of returned books.
- Emphasise collection development and management by subject and research librarians.

Objective 7: Promote a fully flexible approach and culture

By nature, libraries are process-driven. We place a high value on reliable, consistent results. But how we cope with the dynamic, ever-changing working environment in which we operate depends in large part on our flexibility and agility of response. To this end, we will:

- Cultivate an environment supportive of effective creative and innovative responses to challenges.
- Seek out opportunities for creative cross-fertilization of ideas.
- Be vigilant and suitably prepared for emerging opportunities.
- Keep ourselves fresh and open to new ideas through our own development and training.

Objective 8: Manage space effectively

Using all available space for maximum efficiency in support of our customers' learning and research needs is vital. This activity needs to be complemented by actively lobbying for additional space for new service innovations and to ensure the long term preservation of rare and unique special collections and archival materials. To advance this objective we will:

- Review existing space and consider cost effective upgrades and/or possible alternative usage.
- Rationalise materials being stored both on and off site.
- Maximize environmental sustainability initiatives.
- Play a proactive role to realise the proposed Humanities and Social Sciences Research Building.