

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2011-2012 Unit Action Plan – Year Two**

**Unit Name: Library**

<b>Unit Mission</b>
The Rogers State University Library provides information resources and expertise that support the intellectual and cultural development of students, faculty, staff, and community members.
<b>Goal 5: Enhance Institutional Accountability</b> This <i>Unit Action Plan</i> Specifically Supports Commitment 5.

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	Student Instruction Library Survey	Composite score of 70% or higher from survey participants	Teach students the skills necessary to access and evaluate information resources	The student instruction library survey was given to 16 classes including orientation classes, composition 1 classes and speech classes. The average score for these classes was 91.37% (or 3.654 out of 4 on the Likert scale). This greatly exceeded our goal of a 70% composite score.	Completed
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	A. Ebsco database usage statistics  B. Collection profile	A. 700,000 Ebsco database searches completed from July 2011 to March 2012  B. Examine the collection profile using call numbers and format categories to increase awareness of collection strengths and needs	Select a collection of print and electronic resources and support the information needs of students, faculty, staff, and community	A. 1,679,487 searches were completed between July 2011 and March 31 2012. This greatly exceeds our performance standard by a wide margin.  B. Our most dramatic shift in collections for the past year, and possibly in the history of this library, is the addition of eBooks bringing that total collection alone to 124,266 and still growing. This brings our eBook collection to approximately double that of our physical book collection. It should also be noted that these counts include only those titles directly owned and cataloged by the library. This does not reflect the additional titles that are available to our faculty, students and staff via our Patron-Driven Acquisition options. The professional library staff utilized SirsiDynix Director's Station and Symphony Workflows report to	Completed

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				analyze the collection. 55.99% of our total library collection has a publication date of 2000 or later, compared to 44.9% last year. 25.5% of our collection has a publication date since 2006 compared to 19.8% for the same time last year. This shift is due in large part, again, to our large growth of eBooks. The top 10 library materials formats in order are eBooks (56.91%), physical books (29.35%), microforms (mainly due to being a federal depository library) (4.12%), DVD, CD, CD-ROM, Maps, VHS, Playaway and Blu-ray (all of the final categories comprising 2% combined). The top ten subject areas by call number analysis only are: Language and Literature, History, Economics & Finance, Sciences, Sociology, Medicine, Technology, Religion, Education and Political Science. 1998 is the median year of publication for physical books and eBooks combined. 1997 is the median year of publication for physical books. 2002 is the median year of publication for eBooks. 2003 is the median year of publication for viewable media (DVD, Blu-ray & VHS). 1998 is the median year of publication for audio media (CDs and Playaways).															
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	Interlibrary Loan Borrowing A. Fill rate percentage  B. Average turnaround time for books and articles	Interlibrary Loan Borrowing A. Fill Rate: 90% for books and articles  B. Turnaround time for articles: 7 days and turnaround for books: 10 days	Obtain information resources from other libraries when requested by borrowers	<p>The following interlibrary loan borrowing rate statistics are for the period July 1, 2011-March 31, 2011. All the performance standards were exceeded for the present fiscal year.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Fill Rates</th> <th style="text-align: center;">Performance Standard</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><b>Books: 93%</b></td> <td style="text-align: center;">90%</td> </tr> <tr> <td style="text-align: center;"><b>Articles: 97%</b></td> <td style="text-align: center;">90%</td> </tr> <tr> <td colspan="2" style="text-align: center;"><hr/></td> </tr> <tr> <th style="text-align: center;">Turnaround Time</th> <th style="text-align: center;">Performance Standard</th> </tr> <tr> <td style="text-align: center;"><b>Books: 9.03 days</b></td> <td style="text-align: center;">10 days</td> </tr> <tr> <td style="text-align: center;"><b>Articles: 4.30 days</b></td> <td style="text-align: center;">7 days</td> </tr> </tbody> </table>	Fill Rates	Performance Standard	<b>Books: 93%</b>	90%	<b>Articles: 97%</b>	90%	<hr/>		Turnaround Time	Performance Standard	<b>Books: 9.03 days</b>	10 days	<b>Articles: 4.30 days</b>	7 days	Completed
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5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	The most recent available ACT Survey of Student Opinions	Satisfaction rate of 3.7 or better	Provide excellent customer service	ACT Survey of Student Opinions Spring of 2011 lists library and services at rank number 1 with an average score of 4.04 (page 12). This exceeds the satisfaction rating in our performance standard by a significant amount. Also we exceed the library previous year's score of 4.02.	Completed
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	Track number of marketing communications and public events	Initiate a total of 50 marketing communications and public events from July 2011 through March 2012	Increase student, faculty, staff, and community awareness of library services	We initiated a total of 303 marketing communications and public events from July 1, 2011 through March 31, 2011. They included 236 prospective student tours, 30 Facebook postings, 35 Tweets on Twitter, Information Fair on August 18, 2011 and a Coffee for a Cause: Stalking: Know It. Name It. Stop It on January 25, 2012. This greatly exceeds our set performance standard.	Completed
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	Patron feedback program	Implement online and update in-house suggestion system	Keep suggestions and responses as evidence of our responsiveness to constituent groups	We put into action a patron feedback program for the library including an in-house and online suggestion system. We came up with a simple comments, complaints and compliments feedback system. This enables us to provide evidence to accreditation organizations about our responsiveness to constituent groups and in institutional effectiveness. We have had 10 responses to date and both written in-house as well as web responses. The number one response was two responses to "offer printing for wireless computers."	Completed

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**Budget Request Supplement for Academic Year 2012-2013**  
 Year Three – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	