

University of Arkansas at Monticello  
Taylor Library

Strategic Plan, 2016-2019  
June 2018 Update

**Goal One:** The Library will have a renovated Main Floor that will better serve our community and enhance prospects for student success.

**COMPLETE**

**Goal Two:** The Library will strengthen its marketing in order to allow the community to better utilize our resources and services. Research demonstrates that students who visit the library have better retention and graduation rates than those who do not.

Strategies:

**2.A.** Increase Social Network presence.

**2.A.1.** Increase number of Facebook friends.

Responsibility: Social Network coordinator

Measures: Number of friends increases by 100% by 2017, 200% by 2019.

Costs: \$150/year

**2.A.2** Explore possibilities of Instagram, Snapchat, Twitter

Responsibility: Social Network Coordinator

Measure: Set up Snapchat presence by 2019, Instagram by 2018

Costs: \$150/year

**2.B** Strengthen Marketing Presence

**2.B.1** Obtain and train with better hardware and software for visual presentation.

Responsibility: Director

Measure: Have new computer, software

Target: August 2018

Cost: \$2,000 for computer

\$300 annually for programs

**2.B.2** The Library will enhance the visibility of Special Collections.

MOVED to Goal Five

**2.C.** The Library will strengthen its collaboration within the university community.

**2.C.1.** The Library will work with Student Affairs in its public announcements.

**COMPLETE**

**2.C.2.** The Library will work with Student Affairs in establishing a presence in dormitories.

Responsibility: Student Success Librarian  
 Measure: Little Libraries or other presence in dorms  
 Target date: July 2019  
 Cost: None

**2.C.3.** Instructional Technology to develop a Library Tab in the Blackboard shell.

**COMPLETED**

**2.C.4.** The Library will work with Upward Bound to identify and employ students in the Library.

**DELETED** with demise of Upward Bound

**2.C.5.** The Library will work with the Athletic Department to publicize our services and encourage use of the Library by Student Athletes

Responsibility: Student Success Librarian  
 Measure: More library usage by student athletes  
 Cost: No additional cost

**NEW 2.C.6.** The Library will develop mobile service, with Librarians going to classrooms or departments as needed

Responsibility: Student Success Librarian  
 Measure: Visits to classrooms, department meetings  
 Cost: No additional cost

**Goal Three:** The Library will strengthen its services to better meet student needs.  
 Strategies:

**3.A.** We will continually monitor and revise our hours of operation to meet student needs.

ONGOING

**3.B.** We will increase our service and presence on the Main Floor:

**3.B.1** We will greet all who enter the Library

**COMPLETE**

**3.B.2** Librarians will walk about the building offering help.

**COMPLETE**

**3.C.** The Library will update the print collection.

Responsibility: Collection Development Librarian, Serials Librarian, Special Collections Librarian

Measure: The following areas will be weeded and updates:

Main Floor: by December 2016: **COMPLETE**

E-F: By July 2018

G-N By July 2019

P-Z: By July 2020

Special Collections: By July 2020

Bound Periodicals: By December 2016: **COMPLETE**

Cost: Included in the budget

**UAM Vision New 3.D.** The Library will update Electronic Resources.  
**1.3.1** Responsibility: Electronic Resources Librarian  
 Measure: Increased resources, increased usage  
 Cost: \$25,000-\$35,000 per year

**Goal Four:** The Library will increase its partnerships with local agencies

**4.A.** The Library will patronize local businesses in marketing efforts by purchasing gift certificates as appropriate.

Responsibility: Library Director

Measure: Gift certificates purchased

Target: Immediate

Cost: None additional -- \$250/year (2.A.1 and 2.A.2)

**UAM Vision 4.B.** The Library will collaborate with local and regional libraries to integrate  
**1.4.1** information literacy into schools and other programs.

**4.B.1:** The Library will work to instruct area teachers of available resources at UAM  
 Library

Responsibility: Student Success Librarian

Measure: Workshops and presentations made to groups

Target: October 2016

Cost: None

**UAM Vision 4.B.2:** The Library will coordinate consortial activities with regional public and  
**1.4.1** academic libraries, to help promote lifelong learning and quality of life.

Responsibility: Director

Measure: Quarterly meetings of regional librarians

Target: June 2017

Cost: \$250/year

**4.C.** The Library will reconsider fees for outside use by the Library in order to increase  
 our visibility and help promote the quality of life in Monticello.

Responsibility: Director

Measure: Policy studied by Library Committee

Target: March 2019

Cost: None

### **UAM Vision NEW Goal Five**

**1.3.1** The Special Collections Department will be designated as the Southeast Arkansas  
 Regional Archives.

Responsibility: Special Collections Librarian, Library Director

Measure: Official Designation by State

Cost: Unknown