# Z. Smith Reynolds Library
## Strategic Objectives
## FY 15 (July 1, 2014-June 30, 2015)

July 1, 2014 brought an unplanned change to Z. Smith Reynolds Library. Its Dean, Lynn Sutton, was invited to take on the role of Vice Provost of Wake Forest University. During this year-long transition as a search is conducted to find a new Dean, ZSR Library wants to keep its forward momentum going, while recognizing that a new dean will want to set his/her own agenda. To that end, for FY15, the Library leadership team has established this set of objectives that will build on the 2012-2014 priorities, keep the Library as the hub of campus intellectual life and prepare for the future Capital Campaign renovations. Above all, these are designed to keep the Library focused on its primary mission to help faculty, students and staff succeed.

**Engaging Through Outreach**
- Develop and deliver the LSTA grant-funded online course "RootsMooc," in partnership with the North Carolina State Library
- Develop a systematic approach to leveraging social media and the web to tell the Library's story
- Participate in the faculty house calls program in August 2014
- Engage the wider Wake Forest and Winston-Salem communities through events that better integrate the Library's Special Collections & Archives (SCA) with the campus community, including Global Programs and Study during Archives Month, October 2014 and a semester-long exhibit of University Photographer Ken Bennett's ZSR Library photographs
- Hold the 2$^{nd}$ annual Dean's List Gala in February 2015
- Plan and implement "Rush ZSR" event for new students in Spring 2015
- Digitize the WFU publications *Wake Forest Magazine* and *The Student* in Spring 2015
- Conduct workshops for the WFU and Winston-Salem community on the use of the North Carolina Digital Public Library

**Improving the ZSR Experience**
- Partner with the CHARGE student group to create a space for students to take a relaxing break from studying – the ZieSta Room.
- Create a touchscreen display in the main lobby that provides a way finder and other services to people entering and leaving the library
- Identify supportable models for maintaining and upgrading public workstations; run a Chromebox pilot with two OPAC workstations in Fall 2014.

**Supporting Teaching and Research**
- Build the Digital Scholarship Unit capacity to support diverse digital projects of faculty, students and ZSR Library
- Develop a framework for designing and implementing faculty digital projects through partnership between the Digital Scholarship Unit and the Library's web developer.

- Develop a sustainable strategic direction for structuring content in WakeSpace to facilitate its use by current and future communities
- Implement DMPTool, a platform for facilitating the creation of data management plans, increasingly required for grant funding
- Complete the development of an online LIB100 to be offered in Summer 2015
- Submit an application for ALA/Folger Library First Folio Traveling Exhibit, in collaboration with Humanities Institute
- Secure Provost's Fund for Academic Innovation grant and additional funding for St. Benedict 75th anniversary, a Winston-Salem community oral history project (SCA, in collaboration with History professor, Michele Gillespie)
- Complete and implement a ZSR web site redesign, featuring new home page and re-invented search box
- Create an online environment to showcase and provide tiered technology support to campus offices and departments (WordPress, web development, Omeka, programming) with tiered pricing options for cost recovery
- Submit grant application to LSTA for digitizing Baptist microfilm
- SCA collaboration with Wrought Iron Productions to create oral history video interviews with significant WFU community members
- Increase availability of commercially-produced streaming video in collections
- Improve collection searching by refining tools (VuFind and Summon) and enhancing bibliographic records in the catalog

**Investing in People**
- Recruit an outstanding candidate to become the new ZSR Library dean
- Explore the creation of a student assistant mentoring program starting with continuing student development/training program and student blog 'Beyond the Desk'
- Customize and focus the content of inclusive customer service training to become more meaningful for ZSR student assistants.
- Include staff development goals for all library employees in their annual review

**Building the Future**
*(Renovation)*
- Install the first phase of compact shelving in Wilson 1 and shift collections into the space
- Assess print collections to prepare for conversion of some current "stack space" to "people space"
- Determine capacity of future stack space to accommodate print collection in relation with future space renovation
- Finish the Atrium renovation with newly designed layout of the space and installation of furniture
- Work with Facilities to implement next phase of HVAC upgrade in December 2014
- Partner with Facilities to identify building deficiencies that can be repaired and improved independent of future renovation projects

*(Fundraising)*
- Meet established fundraising goals

- Increase membership in the ZSR Library Council of Advocates to 20 by their winter 2015 meeting

**Assessment Activities**
- Administer LibQUAL+ survey in Fall 2014
- Develop and implement overall assessment plan for ZSR Library
- Conduct ACRL Assessment in Action Project
- Participate in University-wide SACSCOC reaffirmation process
- Develop LIB100 assessment pre-test/post-test
- Fully implement Google Universal Analytics across ZSR web sites, to provide more granular data for assessing use of our online services and content