

Outreach Mission and Goals

General Statement on the Subject Librarian Role in the UCSB Library

Subject librarians at the UC Santa Barbara Library are collaborative, dynamic, service-oriented professionals who foster excellence in scholarship and teaching by developing research collections and facilitating access to scholarly information resources in one or more assigned subject areas. The successful subject librarian provides leadership by actively engaging and building relationships with campus scholarly communities in the assigned subject(s), and serves as an expert resource to support traditional and emerging research practices and curricular development.

Responsibilities

The subject librarian enhances research, teaching, and learning by shaping the library's general and distinctive research collections in the assigned subject(s) and related interdisciplinary areas. Depending on the needs of the relevant campus user communities, the subject librarian also provides specialized instructional sessions and research services in the assigned subject(s) for faculty, graduate students, and undergraduates, including consultation on scholarly communication issues; works collaboratively with the library's data curators to support evolving needs in conducting data-intensive research; advocates and promotes the library's new services in digital scholarship; and builds and sustains trusted relationships with key campus constituencies to advance the research, teaching, and service mission of the university and further the library's strategic goals. The subject librarian may also contribute to the library's general reference services and instructional programs as assigned.

Collection development and access responsibilities include selection, assessment, and life-cycle management of scholarly information resources that support scholarship and teaching in the assigned subject(s). Through responsible stewardship of collection funds allocated to the areas of responsibility, the subject librarian ensures effectiveness of the library's investment in collections in order to provide maximum value for successful research and learning outcomes. Recognizing the unique strength of interdisciplinary scholarship on the UC Santa Barbara campus, the subject librarian works collaboratively with colleagues in related areas to develop scholarly collections and provide access to resources that cross traditional disciplinary boundaries and support new fields of inquiry. In partnership with curators in Special Research Collections and as relevant opportunities may arise, the subject librarian contributes to developing distinctive physical and digital collections and integrating the library's rich primary source materials into campus curricula in the assigned subject area(s). The subject librarian participates in the appropriate collection group(s) (Humanities; Social Sciences; Sciences / Engineering; Area, Ethnic, and Gender Studies), works with the Library's Development personnel and Outreach and Academic Collaboration department on activities that concern the subject area, and contributes to area-specific consortial activities of the UC Libraries.

Outreach Alignment with Strategic Roadmap

Research & Learning Resources

- Explore with faculty new strategies to provide necessary scholarly information to support the campus' research and teaching missions.
 - Existing support:
 - Promoting library resources through publications/events/exhibits
 - Providing forums like the Faculty Reception for connecting subject librarians and faculty
 - Providing communications & outreach support to the Scholarly Communication & Data Curation Programs
 - New support: ?
- Increase visibility of the Library's distinctive collections and their value for enhancing research and learning outcomes.
 - Existing support:
 - Exhibitions
 - Book displays
 - Publications
 - New support:
 - Exhibitions are not the "end" of promoting a collection. Continue to promote the collection beyond the exhibition.
 - Meet every once in a while with Collman or disciplinary collections groups (HUMA, etc.) to solicit ideas for promotion of collections
 - More "featured collections" columns in our publications, eg. Surfer magazine
- Align information resources with the strengths of the UCSB campus and its commitment to interdisciplinary research and learning. *N/A*
- Facilitate the discovery and use of data and information created and published by UCSB researchers and scholars.
 - Existing support:
 - Local faculty notes in Library Catalog - continue to encourage and fill in gaps
 - Faculty book displays
 - Pacific Views series
 - New support:
 - Regular promotion of e-Scholarship
 - Faculty authors event
 - Regular promotion of faculty new publications (books and articles) through website, publications, digital signs or physical display

Discovery & Delivery Services

- Develop programs and contribute to collaborative programs that foster student success.
 - Existing support:
 - Transfer Student Center and related Library programming
 - Student Success Librarian outreach
 - Museum interns
 - Learning Commons
 - Promotion of Collaboratory
 - New support:
 - Drop-in workshops (eg. Zotero) for graduate students
 - Undergraduate research award
 - Library collaboration with Undergraduate Slam
 - Reads essay contest
 - Interview students about use of collections and their research for features in Library publications
- Promote services that offer personalized discovery, collaboration, accessibility, and timely availability of scholarly information.
 - Existing support: *N/A*
 - New support:
 - Continue to promote remote access to databases
- Enhance user competence and confidence in the evaluation and use of information through instructional design and relevant technologies.
 - Existing support:
 - Transfer Student specific instruction
 - FSSP, STEP/EOP, and other Student Success Librarian-initiated instruction
 - New support:

UNIVERSITY OF CALIFORNIA, SANTA BARBARA LIBRARY

Outreach Alignment with Strategic Roadmap

- Form a Student Success team to support Jane and prioritize outreach & opportunities
 - Drop-in workshops (eg. Zotero) for graduate students
- Build innovative services to enrich the impact of UCSB teaching and research.
- Existing support:
 - Events and publications provide a broader and bigger audience for faculty
 - Library exhibitions enrich teaching
 - New support: ?
- User Experience & Engagement**
- Create a welcoming, comfortable, safe, and inspiring experience, both physically and virtually.
- Existing support:
 - Website redesign
 - Social media engagement
 - Wayfinding (naming, signage, elevator wraps)
 - Exhibitions are beautiful and inspiring
 - New support:
 - Learning Commons space assessment
 - Pay more attention to student calendar and promote spaces as needed (quiet study, etc.)
 - Define who is in charge of Faculty Study and Graduate Studies
- As the intellectual and cultural commons of campus, serve as a forum for students and faculty to share their work and knowledge.
- Existing support:
 - Student exhibitions (Art of Science, Symmetry & Physics)
 - Pacific Views series
 - Graduate Division Lunch & Learn - can we open to public? Library can offer to pay to buy more food
 - New support:
 - Undergraduate journal (OA?)
 - Practice presentation room and public student presentations
 - Student performances in cafe
- Integrate resources and services into non-Library learning spaces through partnerships across campus.
- Existing support:
 - Tabling: Transfer Student & Graduate Student Orientations
 - New support:
 - Gauchospace integration
- Optimize delivery systems to provide access to relevant resources and services regardless of location, resource type, or technological platform.
Same as "Promote services that offer personalized discovery, collaboration, accessibility, and timely availability of scholarly information."



NARA Mission, Vision, and Values

MISSION STATEMENT

We drive openness, cultivate public participation, and strengthen our nation’s democracy through public access to high-value government records.

Our mission is to provide public access to Federal Government records in our custody and control. Public access to government records strengthens democracy by allowing Americans to claim their rights of citizenship, hold their government accountable, and understand their history so they can participate more effectively in their government.

VISION

We will be known for cutting-edge access to extraordinary volumes of government information and unprecedented engagement to bring greater meaning to the American experience.

We collaborate with other Federal agencies, the private sector, and the public to offer information—including records, data, and context—when, where, and how it is needed and transform the American public’s relationship with their government. We will lead the archival and information professions to ensure archives thrive in a digital world.

NARA VALUES

- **Collaborate:** Create an open, inclusive work environment that is built on respect, communication, integrity, and collaborative team work.
- **Innovate:** Encourage creativity and invest in innovation to build our future.
- **Learn:** Pursue excellence through continuous learning and become smarter all the time about what we know and what we do in service to others.

Our values reflect our shared aspirations that support and encourage our long-standing commitment to public service, openness and transparency, and the government records that we hold in trust.



Young visitors create their own film from WWII records in the Public Vaults Exhibit, National Archives Building, Washington, DC.



STRATEGIC GOAL 2

Connect with Customers

Connect with Customers challenges us to continuously improve customer service, cultivate public participation, and generate new understanding of the importance of records in a democracy. We continuously engage with and learn from our customers: individuals, organizations, and other Federal agencies. We build long-term and strategic customer relationships to ensure our services are valued by our customers and we work together to improve overall efficiency and effectiveness.

2.1 By FY 2020, 93 percent of customer requests will be ready within the promised time.

NARA strives to provide consistent, reliable, and reputable service in order to increase customer engagement and encourage customers to see NARA as a trusted partner. NARA provides service to a variety of public and Federal agency customers, including responding to reference requests, furnishing items in public research rooms, providing veterans and their families with copies of military separation documents (DD-214), and responding to Freedom of Information Act (FOIA) requests from the public.

NARA currently provides 93 percent of customer requests in the promised time as a weighted average across multiple services. However, NARA will be challenged to maintain this standard as the agency transitions to a fully-electronic environment. NARA is committed to maintaining its current high standards of customer service to maintain the trust and confidence of its customers.

Strategies:

- Benchmark and revise standards for efficient and timely responses to requests.
- Develop and baseline new metrics that better address overall customer satisfaction.
- Migrate written correspondence and other off-site requests to an online solution.

Contributing Programs: Research Services; Agency Services; Legislative Archives, Presidential Libraries, and Museum Services; Office of General Counsel; Office of Innovation; Information Services.



Teachers learn about scanning records in the Innovation Hub, National Archives Building, Washington, DC.

2.2 By FY 2020, NARA will achieve a 90 percent satisfaction rating from participants in museum, outreach, educational, and public programming activities.

NARA engages with the public through museum exhibits, educational and public programs, online tools and services, and by soliciting public participation in agency initiatives. NARA measures public satisfaction and participation levels to understand the breadth of agency engagement with its customers and the public.

NARA consistently receives customer satisfaction ratings in the 90th percentile from museum visitors and participants in educational and public programs. NARA will be challenged to maintain high satisfaction ratings as it explores ways to coordinate engagement functions and activities across multiple delivery channels, including online.

Strategies:

- Expand use of crowd-sourcing tools to improve public access and engagement.
- Develop a national outreach program that promotes awareness of our holdings nationwide.

Contributing Programs: Legislative Archives, Pres-idential Libraries, and Museum Services; Office of Innovation.

2.3 By FY 2025, NARA will have 1 million records enhanced by citizen contributions to the National Archives Catalog.

NARA encourages the public to engage with their government and explore American history by contributing unique content to the online National Archives Catalog. NARA encourages members of the public to add “tags” and transcribe records to improve search results and to make handwritten or difficult-to-read text accessible for a wider audience.



Capital Area scouts learn about Patents in the Boeing Learning Center, National Archives Building, Washington, DC.

Strategies:

- Expand use of crowd-sourcing tools to improve public access and engagement.
- Build capabilities in design and user experience to better understand user needs.

Contributing Programs: Office of Innovation.

2.4 By FY 2020, NARA will have policies and processes in place to support Federal agencies' transition to fully electronic recordkeeping.

NARA's success in meeting its strategic goals and objectives depends on the capability of its customer agencies to transform their programs and systems to support fully-electronic recordkeeping. NARA must enhance its support of Federal agency records management officials with effective policies, modern tools, and new services to support the transition to electronic records.

Strategies:

- Conduct a business process reengineering to improve customer-facing functions of the Electronic Records Archive 2.0.
- Provide Federal agencies with digitization guidance and "success criteria" for managing electronic records.
- Develop Federal records management requirements and work with Federal and commercial vendors to incorporate the requirements into software applications and cloud offerings.

Contributing Programs: Agency Services; Information Services.



Strategic Directions

University
Libraries

Vision

The Ohio State University Libraries aspires to be the leading library advancing the educational, research, and engagement missions of a national flagship public research university.

Mission

The University Libraries promotes innovative research and creative expression, advances effective teaching, curates and preserves information essential for scholarship and learning at Ohio State, and shares knowledge and culture with the people of Ohio, the nation, and the world.

Values

University Libraries' faculty and staff live these values in all that we do:

DISCOVERY

We embrace curiosity, experimentation, and learning.

CONNECTION

We share our knowledge and expertise, embrace differing perspectives, and build enduring relationships.

EQUITY

We advance diversity, inclusivity, access, and social justice.

INTEGRITY

We practice openness, accountability, and respect.

STEWARDSHIP

We leverage the resources entrusted to us for maximum impact.

Equip Students for Lifelong Success

Promote equitable learning through transformative teaching, services, and employment

FOCUS AREAS:

- Teaching and learning effectiveness
- Affordability and open educational resources
- 21st century literacies
- Educationally purposeful student employment

Empower Knowledge Creators

Advance innovative research and creative expression by fostering, preserving, and sharing knowledge and scholarship

FOCUS AREAS:

- Multidisciplinary scholarship and emerging research methods
- New models for scholarly communication
- Collaborative collection building and access
- Leveraging distinctive collections for use

Engage for Broader Impact

Pursue initiatives aligned with university priorities to promote a more engaged and better informed society

FOCUS AREAS:

- Underserved and at-risk communities
- Campus and external partnerships
- Cultural programming and outreach
- Open content for expanded access

Enrich the User Experience

Center the user experience in services, planning, and decision making

FOCUS AREAS:

- Seamless discovery, access, and delivery
- Exceptional service
- Inspiring learning and work spaces
- Iterative assessment and development

Invest in People

Develop the full potential of faculty, staff, and student employees

FOCUS AREAS:

- Recruitment, retention, and rewards
- Equity, diversity, and inclusion
- Workforce development and organizational learning
- Organization-wide culture of leadership, risk-taking, and accountability

+

Model Excellence

Increase effectiveness to achieve strategic and operational objectives

FOCUS AREAS:

- Agile planning and operations
- Communicating value to stakeholders
- Organizational efficiency and impact
- Fundraising for transformational change

THE OHIO STATE UNIVERSITY
UNIVERSITY LIBRARIES

THEMES & GOALS

Student Experience & Success

The SU Libraries: Your Competitive Edge Since 1870

Student Engagement

The Libraries' physical spaces are heavily used by students, and we are fortunate to be able to engage with them every day. The SU Libraries are deeply committed in our spaces and programs to student success, and we will continue to identify student needs through surveys, focus groups, and other feedback mechanisms, and build services to meet those needs; showcase excellence in student creative work through exhibits in library spaces such as the Biblio Gallery (4th floor, Bird Library) and the Learning Commons; provide them with safe, welcoming spaces and the collections and equipment they require; and look for new opportunities to partner with and contribute to campus student initiatives. A good recent example would be the Libraries' promotion of Orange SUccess, which "provides an efficient way to quickly offer coordinated support to all students ensuring they receive the right type of assistance/intervention to keep them on track."



While students spend plenty of time in the Libraries' physical and virtual library spaces, we will also use technology to extend library content and expertise to other spaces our users occupy. We will seek better integration with SU's learning management system (Blackboard), online learning platforms such as 2U, and we will implement apps that guide one through the process of locating relevant information.

Library spaces have a positive impact on teaching and learning, but so, too, do our extensive hours of operation. We will continue to provide 24-hour access all semester, five days a week, to three floors of Bird Library, and extend hours across the library system during the two weeks of exams. We are unusual amongst our peers in providing 24-hour access all semester to so much of our library space. These services have real costs in staffing, security, and custodial impact, but they provide a safe academic setting that we believe contributes to student well-being and success.

The SU Libraries engage with students in another manner too: we employ more than 150 students each semester from across the graduate and undergraduate populations as part-time library staff. Our student workers are critical to the daily operation of the SU Libraries, and we have untapped opportunities to engage with our student staff in new ways. We will seek to understand their perceptions of the library more fully, and to employ them as library ambassadors to their own academic departments, clubs, and organizations, as a way to make our range of services more visible to their peers. We believe that we can influence the academic success of our students, aid student retention, and provide an environment in which they feel at home. Our goal is to have every student who graduates from SU to remember their time in the library fondly, to understand their engagement with library staff as a competitive edge in their research and learning, and to be skillful users of the vast intellectual resources we put at their disposal.

The screenshot shows the website for the Syracuse University Libraries Special Collections Research Center (SCRC). The page is titled "Vision and Mission" and is part of a navigation structure that includes "COLLECTIONS", "PROGRAMS", "EDUCATION", "SERVICES", "ABOUT", and "VISIT". The main content is divided into three columns: "ABOUT" with links to "Opportunities and Internships", "SCRC News", "Staff Directory", "Support", and "Vision and Mission"; "Vision" with a paragraph about the center's goals and a list of four bullet points; and "Mission" with a paragraph about the center's role and a list of four bullet points. A "Contact" section provides the center's address, email, phone number, and a link to the "Staff Directory". A "SCRC Office Hours" section lists the hours for each day of the week, with a "View all Hours" button. The footer contains social media icons and a search bar.

Syracuse University Libraries
Special Collections Research Center

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[Home](#) / [SCRC](#) / [About](#) / [Vision and Mission](#)

Vision and Mission

ABOUT

- [Opportunities and Internships](#)
- [SCRC News](#)
- [Staff Directory](#)
- [Support](#)
- [Vision and Mission](#)

Vision

The Special Collections Research Center aspires to be a vibrant research and learning environment for Syracuse University students, faculty, and the wider scholarly community. SCRC provides access to our world-renowned rare and archival collections and expert guidance in their use in order to facilitate personal discovery and the creation of new knowledge.

Mission

The Special Collections Research Center collects, preserves, and provides access to materials that document the history of Syracuse University and our global society, including rare printed materials, original manuscripts, photographs, artworks, audio and moving image recordings, University records, and more. SCRC staff is dedicated to encouraging and facilitating the use of the collections by:

- Engaging students, faculty, and the wider scholarly community with our collections through public programs, exhibitions, digital initiatives, and publications
- Supporting innovative undergraduate and graduate learning by fostering new ideas about the role of special collections in the University's curriculum
- Prolonging the life of the University's rare and archival holdings for generations of students and scholars by implementing ongoing preservation measures
- Providing a variety of ways for the University and wider scholarly community to access and explore these collections

Contact

Syracuse University Libraries
Special Collections Research Center (SCRC)
Bird Library, Room 600
Syracuse University
Syracuse, NY 13244-2010

scrc@syr.edu
[315.443.2697](tel:315.443.2697)
f: 315.443.2671
[Staff Directory](#)

SCRC Office Hours

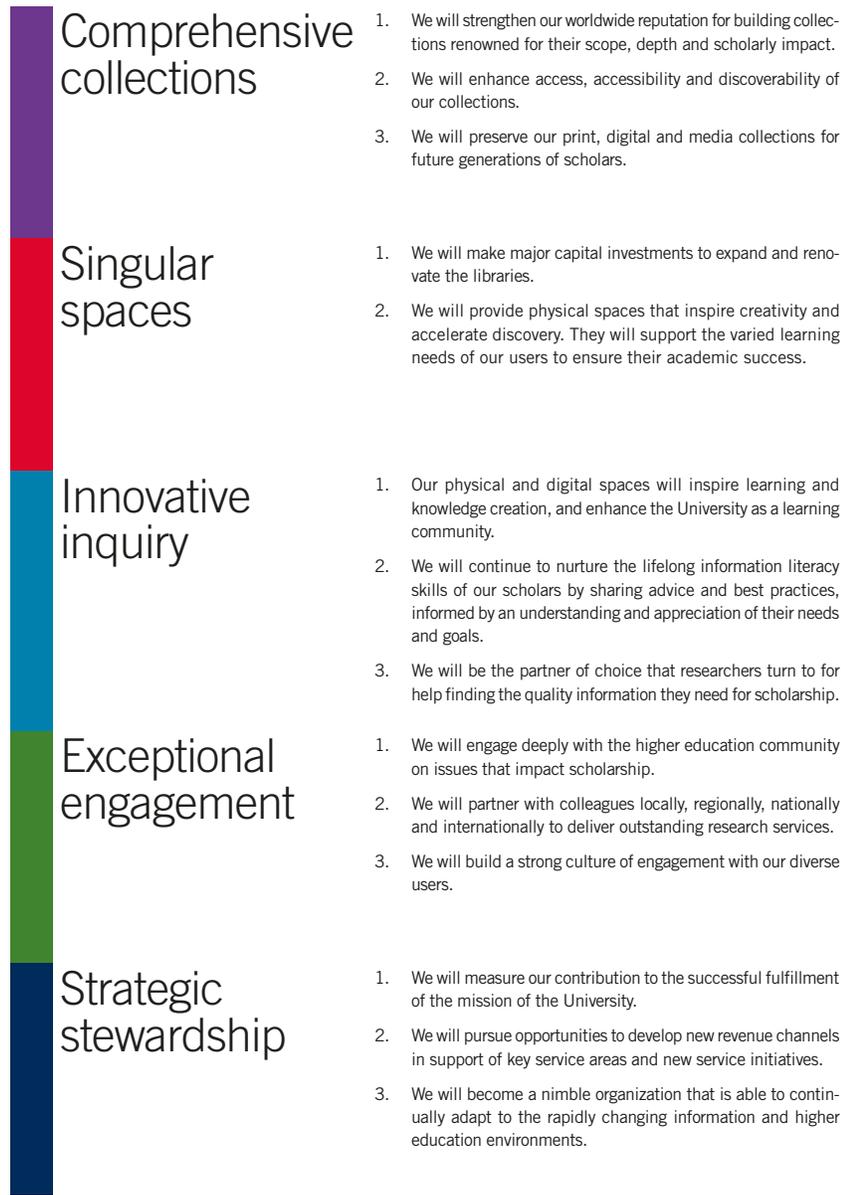
This Week

Sunday:	Closed
Monday:	9 a.m. - 5 p.m.
Tuesday:	9 a.m. - 5 p.m.
Wednesday:	9 a.m. - 7 p.m.
Thursday:	9 a.m. - 5 p.m.
Friday:	9 a.m. - 5 p.m.
Saturday:	Closed

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STRATEGIC PRIORITIES



The Libraries recognize that diversity is essential to meeting these goals, and are committed to recruiting a diverse staff.

Creating strong and enduring collaborations and relationships with our stakeholders is essential to our mission. To provide outstanding services, we must build effective, differentiated methods of communication and continuously seek feedback from our many users with a strong focus on our students and faculty.

1. We will engage deeply with the higher education community on issues that impact scholarship.

- a. We will persuasively advocate for open access initiatives and provide credible leadership and guidance for new directions in scholarly communication and copyright.
- b. We will improve support of knowledge transfer activities by building strong partnerships with University researchers, the Office of Research and Innovation, Campus-Linked Accelerators and others.
- c. We will support faculty innovation in teaching by leveraging our partnerships with the Centre for Teaching Support and Innovation (CTSI) and providing the technology and expertise needed for tomorrow's classroom.
- d. We will influence new directions of knowledge dissemination by engaging with publishers regarding emerging forms of scholarly publication and viable models of scholarly communication for the future.
- e. We will build the technical infrastructure and support services that researchers need to meet emerging research data management requirements.

2. We will partner with colleagues locally, regionally, nationally and internationally to deliver outstanding research services.

- a. We will collaborate across our three campuses with all libraries at the University to further our shared missions of research and teaching service to our institution.
- b. We will partner with faculty, departments and external organizations to advance the University's mission to foster leadership in the discovery, preservation, synthesis and transmission of knowledge.
- c. We will strengthen our global connections with consortia to build distributed and large-scale research services.
- d. We will grow our international presence by enhancing engagement with alumni, exploring new partnerships with international peers, and inviting international delegations to Toronto.

3. We will build a strong culture of engagement with our diverse users.

- a. We will evaluate our collections and services through our users' knowledge and use of them.
- b. We will encourage all staff to proactively engage our students, faculty and other users – offering timely support and effective information at the point of need.
- c. We will improve collections, spaces and services through ongoing user consultation, and find new and creative methods of seeking user input.
- d. We will create opportunities for lifelong learning and community engagement by holding lectures, exhibitions and other public events with leading scholars and thinkers.

SELECTED CURRENT INITIATIVES



- i. Partnering with Canada's leading academic libraries, Libraries and Archives Canada and Bibliothèque et Archives Nationales du Québec, UTL is preparing to implement a linked data metadata framework to improve discovery and access to scholarly information on the web.
- ii. Open Roberts, a transmedia game of secret societies, ancient mysteries, rare books and leading edge technologies helped promote open access to the university community in innovative and surprising ways.
- iii. The Gerstein Science Information Centre introduced a new Research and Innovation Services (R&I) unit to respond to demand for additional support for faculty research and innovation.

EXCEPTIONAL ENGAGEMENT