

User Experience Planning and Organization

SHARPENING OUR VISION

Duke University Libraries Strategic Plan (2010-2012)



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Improve the User Experience

- 1.1** Frame a systematic process for collecting and sharing information about the ways library users work.
- 1.2** Use a better understanding of user communities to create extensive and deep collaboration with users at earlier stages of their research and teaching.
- 1.3** Institutionalize innovation by employing results from user assessments to improve procedures and services quickly.
- 1.4** Present library programs and services in ways that help users understand the connections to their needs.

Provide Digital Content, Tools, & Services

- 2.1** Increase the Libraries' capacity to create, acquire, and manage digital scholarly content in an increasingly diverse range of formats.
- 2.2** Facilitate easy, convenient discovery and use of relevant scholarly information.
- 2.3** Create and refine services to support the use of digital tools and digital content.
- 2.4** Provide opportunities for staff to become technologically skilled and adaptable.

Develop New Research & Teaching Partnerships

- 3.1** Encourage interaction of Libraries staff with all groups of users, with non-library groups at Duke, with other libraries and with additional organizations to identify opportunities for new collaborations.
- 3.2** Be an active partner in the development of infrastructure that supports new types of research and publishing.
- 3.3** Expand Libraries partnerships that serve groups of constituents, such as Duke Engage, services for students studying abroad, and curriculum revision teams.
- 3.4** Develop a flexible organizational structure and encourage cross-department work.

Support University Priorities

- 4.1** Develop a broad understanding across the Libraries of University priorities.
- 4.2** Address emerging University priorities in library planning and assessment activities.
- 4.3** Connect the Libraries with University priorities in our external communications.

Enhance Library Spaces

- 5.1** Complete the Perkins Project, a way of continuing to adapt Libraries spaces to user needs.
- 5.2** Regularly assess space usage in all Libraries locations and align space planning with evolving user needs.



Improving the User Experience



Understand library users' research and library experiences and use that information to shape collections, spaces, and services.

Activities

Goals

1.1

Frame a systematic process for collecting and sharing information about the ways library users work.

- Identify a core team of Libraries staff to guide assessment activities and to design instruments to capture how diverse communities use resources, services, space, the library website and library programs.
- Create a central archive for user data.

1.2

Use a better understanding of user communities to create extensive and deep collaboration with users at earlier stages of their research and teaching.

- Participate in LibQual+ Lite
- Create a mechanism for exploring discovery interfaces and other user-centered tools.

1.3

Institutionalize innovation by employing results from user assessments to improve procedures and services quickly.

- Experiment with more user-driven collection strategies.
- Develop project management expertise in order to implement projects that respond to user needs and that support emerging research methodologies and data needs.
- Review and pilot an article recommender service to provide information to users regarding the behavior of others who have performed similar searches.

1.4

Present library programs and services in ways that help users understand the connections to their needs.

- Have a well defined and well understood service model that describes the similarities and differences across locations.
- Market library services, resources and spaces in ways that match users' communication channels and work styles.

Strategic Plan 2010-2012

Overview

Strategic Directions

- Improve the User Experience
- Provide Digital Content, Tools & Services
- Develop New Research & Teaching Partnerships
- Support University Priorities
- Enhance Library Spaces

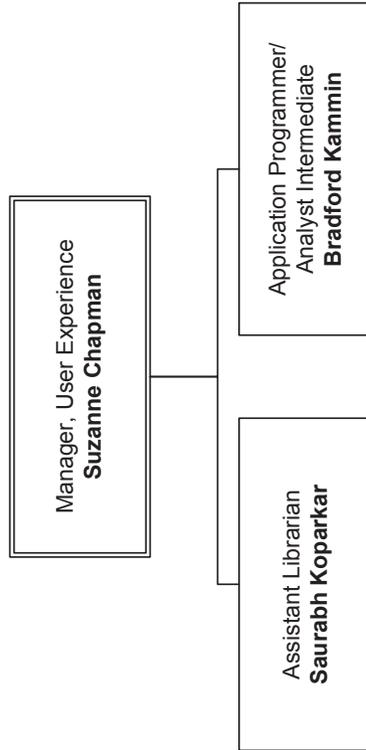
PDF, entire plan
[23 pages, 76kb]

PDF, 1 pg summary
[1 page, 261kb]

Previous Strategic Plan
(2006-2010)



Information Technology
User Experience



Dec 2010