UF Mission

“The University of Florida is a comprehensive learning institution built on a land grant foundation. We are The Gator Nation, a diverse community dedicated to excellence in education and research and shaping a better future for Florida, the nation and the world. Our mission is to enable our students to lead and influence the next generation and beyond for economic, cultural and societal benefit.”

Smathers Libraries Mission

The Smathers Libraries partner with UF faculty, students and staff, as well as the University’s collaborators and constituents, to facilitate knowledge creation that contributes to UF’s standing as a preeminent public research university. The Libraries encourage creativity and inquiry necessary to support the University’s global ambitions and play an important role in attracting and retaining top students, faculty and staff.

Smathers Libraries Vision

The Libraries ignite curiosity, serve as the locus of knowledge management, and promote intellectual exchange within our diverse global learning community.
To accomplish its mission and vision, the Smathers Libraries will:

- Offer key services at the point of need to meet the requirements of the University enterprise
- Initiate and participate in collaboration and community building
- Assure effective, efficient and equitable access to pertinent information resources for all library users

The Smathers Libraries will leverage our unique expertise, skill and role on campus to:

- Promote a productive, diverse and team-based working and learning environment
- Foster an internal environment with equal partnership among all employees, based on the principles and practices of courtesy, professionalism and mutual respect
- Focus on the user experience and user needs for decision making
- Engage in assessment and evidence based decision making
- Innovate, experiment and adapt

The Smathers Libraries have identified four strategic directions:

- Integrated Space, Technology, and Services
- Creative and Dynamic Content Management
- Digital and Digitized Collections
- Transformative Collaboration

Strategic Direction: Integrated Space, Technology, and Services

Demand for library facilities continues to increase, and users expressed clear expectations for Next-Generation environments that combine services, programming, instruction, collaboration, and specialized resources.

The Libraries will continue to provide flexible and integrated spaces and technologies, meeting user needs through effective library and information resources and services.

**GOAL:** Regularly assess user needs and apply the resulting information to create and revitalize user-friendly library spaces, technologies, and services.

- Improve accessibility of both physical and online spaces and services through increased attention to ADA issues by: 1) meeting informational needs of users with disabilities, and; 2) offering additional way-finding tools and services
- Coordinate system-wide user assessments, for assorted spaces and services reflecting unique user needs
- Minimize the time from identification, development, and adoption of new technology
Provide multi-purpose library spaces which serve as inviting venues for a variety of functions: collaboration, individual and group study, instruction, events and collections. These spaces will strike a balance between flexibility and dedication for particular core purposes.

- Enhance flexibility by using movable and reconfigurable furniture and mobile technologies
- Facilitate collaboration by designating additional group study areas with both semi-private and private configurations
- Attend to cleanliness, upkeep, aesthetic considerations, and ergonomic concerns with comfortable furniture to make library spaces more appealing and inviting

Deliver diverse and up-to-date technology resources to foster innovation, enhance learning and improve collaboration.

- Provide an array of resources to best meet user needs, including supporting Apple and Open Source systems alongside Microsoft systems and tools
- Expand the variety of equipment accessories available for in-library use and borrowing, (e.g. iPads, cables, headphones, mobile device chargers, etc.)
- Add resources like sandboxes and maker- and hacker-spaces to foster collaboration, innovation, and enhanced learning through exploration and development of new technologies

Integrate services into library spaces to deliver a consistent and engaging presentation of the library’s resources and to offer a convenient, streamlined experience.

- Collaborate with other campus service providers to offer users integrated support and resources
- Provide readily available technology assistance at the point of need

Strategic Direction: Creative and Dynamic Content Management

To effectively anticipate and respond to diverse user needs, the Smathers Libraries will strive to balance between “just in time” and “just in case” collection development.

Acquired content must meet patrons’ immediate needs, while continuing to build distinct and targeted collections that satisfy the long-term goals of the University of Florida.

Acquisition of electronic resources must be balanced with the ongoing need for print and other tangible materials, particularly in our preeminent, special and international collections.

Provide seamless access to core resources in the most appropriate formats using the “just in time” method of collection building.

- Develop and implement an assessment process for collection needs relating to areas of strategic interest to the university
- Employ cost-effective approaches like Patron Driven Acquisition and Evidence-Based Selection to meet research needs and expand access to resources
- Ensure electronic resources are accessible 24/7 for on campus or remote access, utilizing flexible and user-friendly technologies


**GOAL:** Continue to develop preeminent and distinctive research collections in the most appropriate formats.

- Optimize discoverability of and access to preeminent collections (i.e., Latin America and the Caribbean, Judaica, Florida History, Maps and Imagery, and Historical Children’s Literature)
- Maintain flexibility in the acquisitions models employed across specialized formats and subject areas (e.g. international acquisitions)
- Use the “just in case” method of collection building to augment core collections where appropriate
- Bolster online research resources by acquiring, describing and digitizing unique and special materials including data sets, ephemera, grey literature, archival papers, and born-digital materials

**GOAL:** Improve coordination, resource and service delivery across the UF libraries and branches and to library users regardless of time or location.

- Collaborate with campus partners to develop strategies that better-anticipate and meet needs for library materials and services
- Evaluate and acquire new and emerging technologies to provide easy, seamless access to library materials
- Appropriately distribute print materials between on-campus libraries and off-campus storage facilities
- Continue to develop strategic partnerships with other state, regional and national academic libraries to stretch budgets, reduce duplication, and increase the resources made available to users
- Meet the informational needs of users with disabilities (e.g. negotiating with content providers to provide equitable access to library resources)
- Utilize judicious, evidence-based assessment procedures to inform collections policies and activities

**Strategic Direction: Digital and Digitized Collections**

The Libraries’ digital content and infrastructure provides vital services and resources to our local and global patrons. Its digital and digitized collections include unique contributions made by the University of Florida as a research institution, and provide digital access and hosting for the UF community.

By continuously transferring print archives and collections to digital formats and curating born-digital and digitized collections, the Libraries are enhancing the visibility and value of this content.

Maintaining and improving these activities requires a scalable and sustainable infrastructure which enables and supports library collections along with the academic community’s need to collect, store, use, and share data.

**GOAL:** Strengthen the Libraries’ capacity to create and curate scholarly content in a diverse range of digital formats

- Integrate data curation and management of digital collections in everyday activities and practices
- Continue the print-to-online evolution to increase the electronic availability of library resources, focusing on providing users improved ease of use, discoverability and seamless access to commercial and UF digitized content
- Establish long term collection management policies and procedures for the acceptance and maintenance of content into the University of Florida Digital Collections
- Create efficient systems and workflows to facilitate the creation and management of accurate and appropriate metadata for library resources

**GOAL:** Create and refine scalable services and sustainable infrastructure to support digital collections

- Develop assessment tools to track and respond to patron patterns and needs
- Develop a robust marketing plan to engage patrons in the use and creation of collections
- Advance means for rapidly responding to the technical needs of both internal and external users
**Strategic Direction:**
**Transformative Collaboration**

The George A. Smathers Libraries will leverage its unique competencies, expertise and role in the University to connect members of the UF community in their collaborative interdisciplinary and multidisciplinary efforts.

Creating a culture of transformative collaboration requires strong collegial relations across library units and a robust, engaged partnership with our university community.

**GOAL:** Become a learning organization with a culture that strengthens and encourages collaborative initiatives

- Facilitate a cultural transformation where collaboration and innovation are expected
- Assess existing climate for collaboration and address physical and technological barriers to collaboration and knowledge building

**GOAL:** Engage with the University community as an expert partner

- Develop an understanding of university needs for and obstacles to collaboration
- Expand our understanding of, and dialog with, our university community
- Provide library staff with knowledge and skills to support collaborations
- Create an effective image and brand that consistently highlights the expertise and availability of library employees
- Continue to support a campus-wide Open Access (OA) initiative while providing ongoing educational opportunities on issues such as ownership rights, sustainability, and archiving of online resources
Inclusion and Intellectual Freedom

Inclusion Statement:
The George A. Smathers Libraries support intellectual freedom, freedom of speech and the open exchange of ideas and opinions that support the community building, learning and research efforts of the University of Florida. The Libraries welcome all members of our community, regardless of their race, sex, sexual orientation, gender identity, religion, disability, age, veteran status, ancestry, national or ethnic origin, or citizenship status.

Intellectual Freedom Statement:
The Libraries are committed to protecting and advancing intellectual freedom, as an important set of rights. Intellectual freedom includes the right to access the widest diversity of views and expressions, including those that are unorthodox, unpopular, or considered dangerous. When intellectual freedom exists, these views and expressions are accessible without the necessity of endorsement by other individuals, groups or institutions, and without the imposition of political, moral, or aesthetic views of another individual, group or institution. Intellectual freedom includes the right to free expression, where an individual or group may fully engage in the quality and diversity of thought and expression, and develop their own views and expressions without being coerced and/or inhibited. The right to privacy is essential for intellectual freedom.

Added July 2017