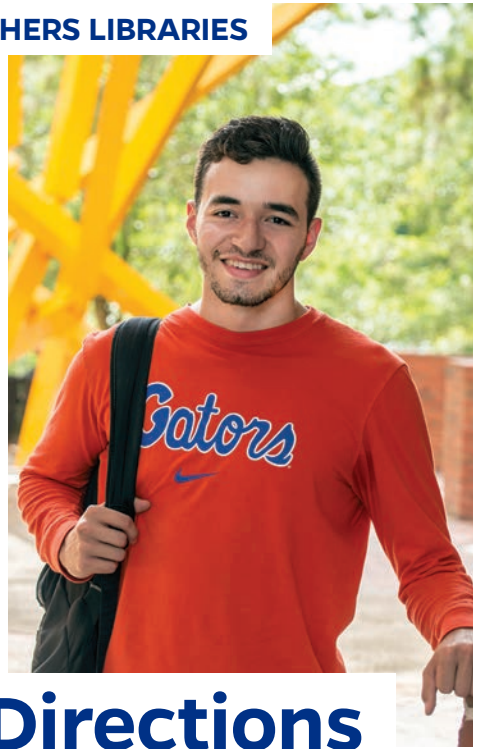


GEORGE A. SMATHERS LIBRARIES



Strategic Directions

December 2018



UF | UNIVERSITY of
FLORIDA

Strategic Directions

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.

UF Goals:

1. An exceptional academic environment that reflects the breadth of thought essential for preeminence, achieved by a community of students, faculty and staff who have diverse experiences and backgrounds
2. An outstanding and accessible education that prepares students for work, citizenship and life
3. Faculty recognized as preeminent by their students and peers
4. Growth in research and scholarship that enhances fundamental knowledge and improves the lives of the world's citizens
5. A strengthened public engagement of the University's programs with local, national and international communities
6. Alumni who are successful in their careers and in life and who are proud to be graduates of the University of Florida
7. A physical infrastructure and efficient administration and support structure that enable preeminence

Smathers Libraries Mission:

The Smathers Libraries collaborate 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:

- Facilitate and drive innovation and discovery
- Focus on the user experience and user needs for decision making
- Engage in assessment and evidence-based decision making
- 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
- Provide an environment that encourages library faculty and staff to innovate, experiment and adapt

The Smathers Libraries have identified six Strategic Directions:

1. Library Instruction, Consultation and Liaison Services
2. Creative and Dynamic Content Management
3. Integrated Space and Technology Services
4. Diversity, Equity and Inclusion
5. Transformative Collaboration
6. Improved Individual and Community Health and Wellness

STRATEGIC DIRECTION 1

Library Instruction, Consultation and Liaison Services

The Smathers Libraries provide expert, innovative, timely and relevant information services, with an emphasis on best practices and services customized to user needs. The reach and impact of these services will be optimized through coordination and cross-pollination.

GOAL 1: Develop and deliver user-centered instruction that is personalized and collaborative, and provides a variety of learning opportunities in multiple formats

GOAL 2: Provide interactive and responsive support throughout the academic learning life cycle that includes inquiry, research and scholarship

GOAL 3: Leverage existing partnerships and establish new ones to serve as catalysts for deeper student and faculty engagement, self-directed learning and information literacy

GOAL 4: Extend awareness and use of library resources and services to UF, and communities in Florida and beyond through outreach, including utilization of social media to engage with users



STRATEGIC DIRECTION 2

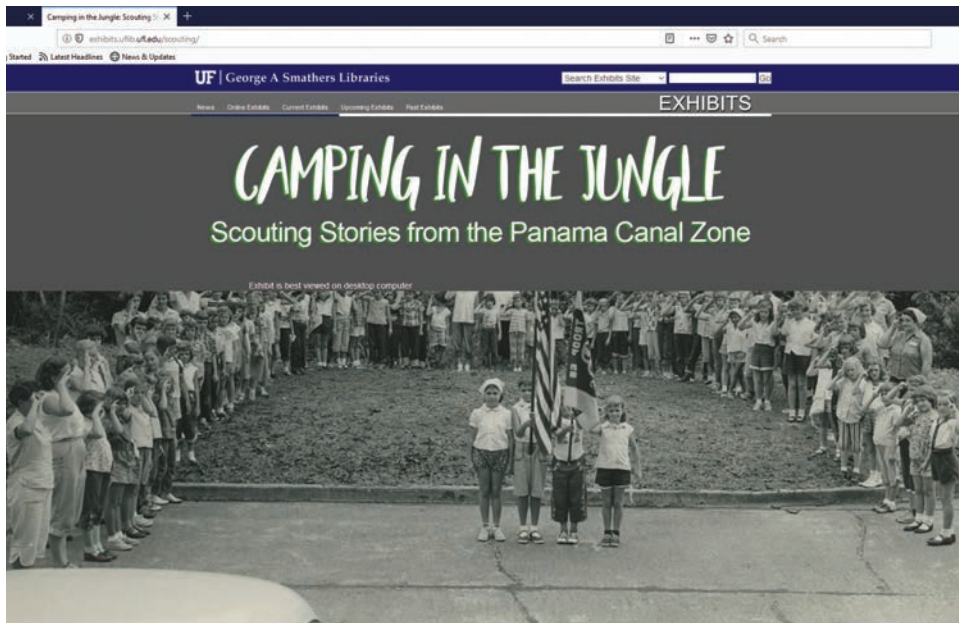
Creative and Dynamic Management of Information Resources

The Smathers Libraries' collections are vital resources for our local users and the global community. The Libraries anticipate and effectively respond to our diverse users' current needs by acquiring information resources in the most appropriate formats. The Libraries will continue to steward, curate, reinterpret, digitize and preserve distinct and targeted collections to satisfy both the current and future educational and research needs of the University of Florida.

GOAL 1: Continuously refine selection and curatorial approaches to optimize collection growth and preservation to support current and future learning, research and knowledge creation

GOAL 2: Promote and communicate the diversity and value of the Libraries' collections, including the unique contributions made by the University of Florida as a preeminent research institution

GOAL 3: Provide streamlined and enhanced discoverability of, and maximize access to, library collections at the point of need, regardless of the user's location or special needs



STRATEGIC DIRECTION 3

Integrated Space and Technology Services

Library users need environments that integrate library spaces and technology with a diverse set of services, programming, instruction, collaboration and specialized resources. The Libraries will continue to provide flexible and integrated spaces and technologies that address user needs through effective library and information resources and services.

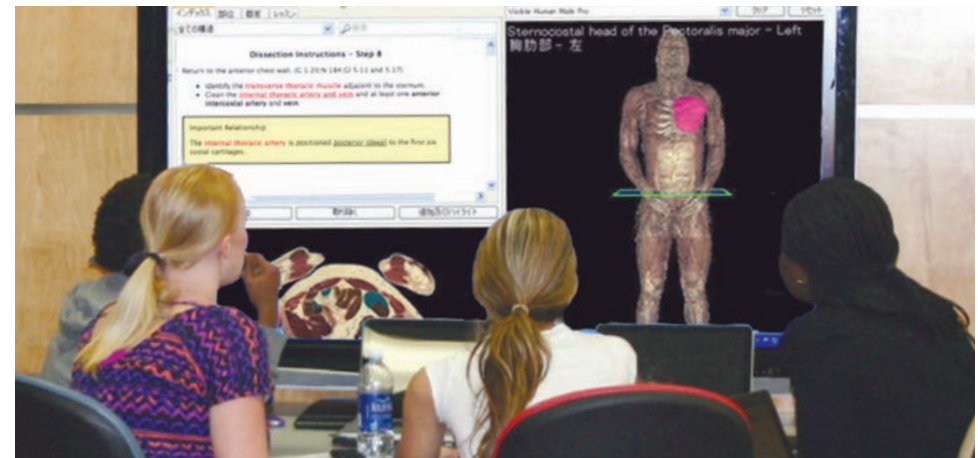
GOAL 1: Provide multi-purpose library spaces that serve as inviting venues for a variety of functions: collaboration, individual and group study, research, instruction, events and collections. These spaces will strike a balance between flexibility and dedication for particular purposes

GOAL 2: Deliver diverse and up-to-date technology, and support the use of personal technology, to facilitate and drive innovation and discovery, enhance learning, support collaboration and ensure access

GOAL 3: Integrate technology services into library spaces to deliver a consistent and engaging presentation of the Libraries' resources and to offer a convenient and effective experience while increasing the digital literacy of users

GOAL 4: Enhance the Libraries' web presence and digital platforms to enable users to discover and obtain access to digital information resources when and where they are needed

GOAL 5: Regularly assess user needs and apply the resulting information to create and revitalize user-friendly library spaces and technology services



STRATEGIC DIRECTION 4

Diversity, Equity and Inclusion

The Smathers Libraries will foster and maintain a culture that supports diversity, equity and inclusion, as values which are foundational and permeate all aspects of our organization. We will recognize, understand, embrace and value the ways we differ and rely upon those differences in our users and employees to be more effective and impactful as an organization.

Creating a respectful and caring community for all requires cultural awareness, literacy and humility.

GOAL 1: Champion efforts and assess progress towards improving diversity, equity and inclusion throughout the Libraries, while increasing awareness, understanding and appreciation of our differences

GOAL 2: Improve the recruitment, retention and professional development of members of historically underrepresented and excluded groups through just and inclusive policies, practices and supports

GOAL 3: Leverage existing and new opportunities for leadership on campus, in our community and in our profession, to ensure that the Libraries are a safe, supportive and welcoming learning environment for all of our users and potential users

GOAL 4: Engage diverse, underrepresented and underserved populations within the University and our local communities to support learning and the transfer and curation of knowledge



STRATEGIC DIRECTION 5

Transformative Collaboration

The Smathers Libraries will leverage its unique competencies, expertise and role in the University to connect with the UF community and external partners, with particular emphasis on collaborative interdisciplinary and multidisciplinary efforts.

The Libraries are committed to a culture of transformative collaboration resulting in strong collegial relations across library units and a robust, engaged partnership with our university community and beyond.

GOAL 1: Engage with the UF community as an expert partner for research, teaching, service and outreach in ways that exceed expectations

Goal 2: Provide leadership and impactful contributions to communities of practice and local, state, national and international groups, projects and programs that leverage our unique assets to enhance outcomes

Goal 3: Actively seek opportunities and partnerships to stimulate, support and contribute to diverse modes of creating and sharing knowledge for and with the University and communities in Florida and beyond

Goal 4: Forge and foster partnerships that enable, enhance, accelerate and amplify the Libraries' work



STRATEGIC DIRECTION 6

Improve Individual and Community Health and Wellness

The Smathers Libraries will promote the health and wellness of our employees, users and communities through workplace programs, outreach, and library services, including support for health care professionals, students, and patients.

GOAL 1: Create and continuously improve spaces and services that promote wellness for our users and employees

Goal 2: Develop campus collaborations to embed library services and information resources related to health and wellness throughout the University, including the health care enterprise

Goal 3: Provide information services to and otherwise engage with patients and others in our local communities to help them improve their own health and wellness



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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.