

GEORGE A. SMATHERS LIBRARIES



Strategic Directions
April 2025



Strategic Directions

University of Florida Core Values:

1. Excellence: strive for greatness as an institution that brings out the best in each individual.
2. Discovery & Innovation: collaborate on the uncharted frontiers of knowledge to seek truth and make the world a better place.
3. Inclusion: celebrate differences in identities, thoughts, and abilities, and seek to provide equitable access to opportunity.
4. Freedom & Civility: embrace the freedom to inquire and express ideas without condemnation and to show respect for others to do the same.
5. Community: create a safe, welcoming community and a shared purpose that builds a sense of belonging and togetherness.
6. Stewardship: show respect for those who came before us, responsibility for those now with us, and the commitment to leave a just and habitable world for those who come after us.



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 Smathers Libraries ignite curiosity, illuminate excellence, and promote intellectual exchange within our diverse global learning community.

To accomplish our 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; and
- 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 to create a supportive learning environment;
- Engage in assessment and evidence-based decision-making;
- Promote a productive, diverse, and team-based working and learning environment;
- Foster an internal environment with partnership among all employees, based on the principles and practices of courtesy, professionalism, and mutual respect; and
- 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. Commitment to Community
5. Transformative Collaboration
6. Improve 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 and consultation that is personalized and collaborative, and provides a variety of learning opportunities in multiple formats;

GOAL 2: Provide interactive and responsive support throughout the learning and research lifecycles;

GOAL 3: Leverage existing partnerships and establish new ones to serve as catalysts for deeper engagement, self-directed learning, and information, digital, data, and AI literacies; and

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 collections of the Smathers Libraries are vital resources for our local users and the global community. The Libraries anticipate and effectively respond to the current needs of our diverse users 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 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 needs; and

GOAL 4: Continue our advocacy for open access and accessibility principles and practices both nationally and internationally in collaboration with other institutions.



STRATEGIC DIRECTION 3

Integrated Space and Technology Services

The Smathers Libraries recognize that our 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 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 use of library collections and services. 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 research, enhance learning, support collaboration, and ensure access to essential resources and tools;

GOAL 3: Integrate technology services into library spaces to consistently deliver an engaging presentation of library resources and to offer a convenient and effective experience that encourages and facilitates the development of users' knowledge, skills and abilities;

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

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

Commitment to Community

The Smathers Libraries seek to promote intercultural understanding and acceptance among library users and library employees by educating, empowering, and creating self-awareness in the context of a global society.

We will leverage the expertise, programs, collections, and services of the Libraries to foster an environment of equality with fairness, appreciation for individual differences, and respect for all. These are foundational values that 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 engagement.



GOAL 1: Enhance the recruitment, retention, and professional development of library employees through the implementation of just and inclusive policies, practices, training programs, and other forms of support;

GOAL 2: Leverage existing and new opportunities for leadership on campus, in our community, and in our profession, to increase awareness, understanding, and appreciation of our differences and ensure that the Smathers Libraries are a safe, supportive, and welcoming learning environment for all of our users and potential users; and

GOAL 3: Engage individuals and organizations within the University and our local communities to support learning and the transfer and curation of knowledge, with a particular emphasis on reaching underserved groups such as first-generation students, military veterans, Pell grant recipients, and transfer students.

STRATEGIC DIRECTION 5

Transformative Collaboration

The Smathers Libraries will leverage our 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 expert partners for research, teaching, service, and outreach in ways that exceed expectations;

GOAL 2: Forge and foster external partnerships that enable, enhance, accelerate, and amplify collaborative work;

GOAL 3: Continuously expand our expertise in core and emerging disciplines and methodologies;

GOAL 4: 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; and

GOAL 5: 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.



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.



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 physical and mental health and wellness throughout the University, including the healthcare enterprise; and

GOAL 3: Provide information services to and otherwise engage with our local communities to help them improve their own health and wellness.



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Intellectual Freedom

Intellectual Freedom Statement:

The Smathers 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.



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**SMATHERS LIBRARIES
ILLUMINATING
EXCELLENCE**