

**2010/11 Strategic Plan  
Mission, Goals, Objectives  
Final Report, Prepared August 2011**

**Mission Statement**

The Charles C. Myers Library staff connects students to resources they need to become educated, life-long learners.  
The Library is also a cultural center with a welcoming learning environment.

**Goal 1**

**University of Dubuque students will use a high-quality and relevant collection that supports their education and encourages life-long learning.**

**Support of the UD Mission & Vision**

This goal supports excellence in academic inquiry and professional preparation, relationships which encourage intellectual, spiritual, and moral development, and zeal for life-long learning and service.

**Student Learning Outcomes and Assessment Summary**

The output measures used to assess this goal acknowledge that students can not learn independently from library resources if these resources are not available. Because the goal states that students will *use* these sources, it is directly tied to the information literacy program. This goal is largely measured by students' use of the book collection and databases that support four identified College majors and the Seminary.

**Rationale**

Mezick (2007)\* found a statistically significant correlation between expenditures on library materials (an input-based assessment measure) and student retention. Further, studies have shown a correlation between library use and persistence of first-year college students (Kramer and Kramer 1968; Lara 1981; Bean 2003). The National Survey of Student Engagement's (NSSE) Benchmark of Effective Educational Practice states that student engagement is linked to the level of academic challenge, an example of which is writing in-depth papers and reports.

**Objective 1**

Student (undergraduate, graduate, seminary) circulation of aviation, education, natural science, religion, and sociology books will each increase by 5%.

*Circulation of Books by Students in Five Selected Areas*

Subject Area	2009-10 Circulations	2010-11 Circulations	% Increase
Aviation*	NA	43	NA
Education	3,029	1909	-37%
Natural Sciences	245	229	-7%
Religion	2,259	1992	-12%
Sociology	348	244	-30%

\*Baseline for Aviation Collection; Not collected in 2009-2010.

**Objective 2**

The number of searches in business, education, natural science, religion, and sociology databases will each increase by 25%.

	2006-07	2007-08	2008-09	2009-10	2010-11	Chg 09-10 to 10-11	Chg 06-07 to 10-11
Business	3811	4558	3552	5320	6835	28%	79%
Education	4347	3724	5474	5455	9300	70%	114%
Natural Science	1906	2033	1392	104	1167	1022.12%	-39%
Religion	5846	8214	10454	9497	11002	15.85%	88%
Sociology	2756	1653	2133	2289	4004	74.92%	45%

## Goal 2

**University of Dubuque students will learn to find, evaluate, and responsibly use information they need to become educated, life-long learners.**

### **Support of the UD Mission & Vision**

This goal supports excellence in academic inquiry and professional preparation; relationships which encourage intellectual, spiritual, and moral development; and zeal for life-long learning and service.

### **Student Learning Outcomes and Assessment Summary**

Most assessment activity centers on measuring the growth of information literacy skills throughout the Core Curriculum. Student learning outcomes are based on national standards identified by the Association of College and Research Libraries' (ACRL) *Information Literacy Competency Standards*. Librarians annually revise a curriculum map that links ACRL standards to the information literacy program in the Core. See the attached curriculum map for specific learning outcomes.

### **Rationale**

Studies show that students exposed to an information literacy program had higher academic performance than those who did not (Knapp 1966; Hiscock 1986). Mezick (2007) found a statistically significant correlation between the number of librarians and student persistence. Further studies found that strong faculty and staff relationships with students affect retention (Pascarella, Smart, and Ethington 1986; Pascarella and Terenzini 1991). These relationships are built with librarians, in part, through the information literacy program. NSSE Benchmarks of Effective Education Practice indicate that active and collaborative learning, hallmarks of the UD information literacy program, is key to student learning and development.

### **Objective 1**

Sophomores will improve 10 percentage points from the *TRAILS* pretest to the *TRAILS post-test*

**Overall scores increased 10.1%. Cohort scores increased 8.3%. 62 of the 134 cohort students (46%) increased their individual scores by 10% or more. 23% of students obtained the original goal of achieving an 80% or higher on the post-test.**

### **Objective 2**

75% of RES104 students will respond that the ENG101 research-writing Wendt assignment was a helpful preparation.

**75% (73 of 97) of students who answered the question responded they found the unit very or mostly helpful. (28% and 47% respectively)**

### **Objective 3**

Subject blogs and/or library resources in UDOnline/UDTSLearning.net will be accessed as follows:

1. Sociology resources, whether on Moodle pages or blog will be accessed 75 times (Becky) **1052 Unique Page Views (June 1, 2010-May 31, 2011); Spring 2011: 174 accesses**
2. Library Seminary resources, whether on Moodle pages or Seminary Resources page on Library web page, will be accessed 30 times (MA): BI503 ( Spring 2011 Online): 52 Accesses; MN530 (Fall 2010): 1;
3. Library resource in EDU365 UDOnline page will be accessed 30 times (CL) : **Spring 2011: 11 accesses**
4. Library resource in ENG006 will be accessed 10 times (AM) : **NA**
5. Aviation blog will be accessed 30 times (Jon): **592 Unique Page Views (June 1, 2010-May 31, 2011)**
6. UDHS 301 Moodle resources will be accessed 75 times (Becky): **NA; UDHS212 (Spring 2011): 57 accesses**
7. RES 104 Moodle resources will be accessed 250 times (Becky)

**Goal 3**

**University of Dubuque community will have a library environment that supports the learning community.**

**Support of the UD Mission & Vision**

This goal supports community where diversity is appreciated and Christian love is practiced.

**Student Learning Outcomes and Assessment Summary**

The National Survey of Student Engagement (NSSE) identifies a “Supportive Campus Environment,” as a benchmark of effective educational practice. The library contributes by creating: 1) a positive environment in the library space and 2) a leisure collection that encourages students to engage socially through leisure films, games, and books. The library staff assesses the environment through a focus group, continual student feedback, and counting the number of incident reports. It assesses the impact of activities by counting the number of attendees and number of leisure items circulated.

**Rationale**

Researchers have shown the importance the library as a campus facility in retention. Mallinckrodt and Sedlacek (1987) found that four of six predictors of student retention involved using the library. Bean (2003) showed that this physical space is important to integrate students into the community. The library provides a space to strengthen student relationships with faculty and staff outside of class, a predictor of retention (Pascarella and Terenzini 1991). NSSE identifies a supportive campus environment as a benchmark of effective educational practice.

**Objective 1**

Attendance at the Library Celebration of Faculty & Staff Scholarship and Creativity (February 11, 2011) will increase to 100.

**67 attendees, *Not accomplished***

**Objective 2**

100-110 students will attend the Library/SGA-sponsored Library Finals Study Breaks each semester.

**Fall=138, Spring: 134, *Accomplished***

**Objective 3**

The library book sale, September 22-24 will make \$500.

***Accomplished***

**Goal 4**

**University of Dubuque community will have a library that is a cultural center so that we may celebrate the University's heritage and foster an appreciation of the arts and other cultures.**

**Support of the UD Mission & Vision**

This goal supports the Presbyterian tradition and community where diversity is appreciated and Christian love is practiced.

**Student Learning Outcomes and Assessment Summary**

This goal supports the NSSE benchmark "Enriching Educational Experiences," which states that engaged students grow from "complementary learning opportunities...outside the classroom." This goal is assessed by counting the number of attendees and the number of collaborative projects, both class-based and extracurricular.

**Rationale**

Library programming provides an opportunity for student-faculty non-classroom contact, which is correlated with freshman-to-sophomore persistence (Pascarella and Terenzini 1991).

**Objective 1**

The library will sponsor or collaborate in sponsoring one new regional/national art exhibit or cultural program/event (non- UD) and one new UD art exhibit or cultural program/event.

**Hosted the art show "Keep on the Sunny Side: A Three-dimensional, Mixed-media, Watercolor Exhibit" by Sarah Achtemeier, June 6-July 6, 2010 in Sylvia's. 60 people at the reception on June 6**

**Hosted CGIM Faculty Art Show, October, 2010**

**Hosted Seminary Art Show, "'And the Word Became Flesh' (Jn 1:14)" and CGIM Show, "The Edge," April 2011**

**Hosted Lauren Alleyne, Poet in Resident, Inaugural Poetry Reading in Couchman, October 4, 2010**

**Hosted Bryant School 6<sup>th</sup> graders listening to Henry Fawcett discussing Alaskan native people's customs, December 3, 2010**

**Hosted the art show "Countenance," a photography and watercolor exhibit by Ruth and Graeme Pitman. February 2011 in Sylvia's. About 35 people attended the reception on February 3.**

**Objective 2**

The library will digitize *The Key* and make it available on the library web page (Jon, Meghann, Mary Anne, Joel, President, & University Relations)

*Not Accomplished*