

NMHU Strategic Planning Annual Report for FY 2019-2020 – Library – October 30, 2020

Mission *New Mexico Highlands University is a public comprehensive university serving our local and global communities. Our mission is to provide opportunities for undergraduate and graduate students to attain an exceptional education by fostering creativity, critical thinking and research in the liberal arts, sciences, and professions within a diverse community.*

Vision *Our vision is to be a premier comprehensive university transforming lives and communities now and for generations to come.*

Department/Program:

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Strategic Goals for 2020 Planning for FY18-FY21	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)/	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
1. Highlands University will achieve academic excellence, academic integration and student success.	1. Acquire materials requested by departments and to meet student needs with an emphasis on online resources	1. A. Work with Faculty Library Committee to get recommendations from departments and individuals B. Librarians communicate with assigned departments to assist in determining needs	1. A. Document inflationary costs vs. increase/decrease in budget B. Librarians contact departments 1x per semester	1.A. Collections Librarian & Periodicals Librarian B. Collections Librarian	1. Annually	1. July 2020, 2021
	2. Adequately build collections for new programs and degrees with an emphasis on online resources	2. Departments of new programs and degrees must inform the Library	2. Collections Librarian signs the New Majors/Minors & Certificate Program Proposal form	2. Collections Librarian	2. Annually	2. July 2020, 2021
	3. Increase number of students receiving library instruction	3. A. Explore options for increasing enrollments in library research course B. Provide instruction to more individual classes	3. A. Report on options B. # of students receiving instruction	3. Instruction Librarian	3.A. Annually B. Annually	3. A. July 2020, 2021 B. July 2020, 2021
	4. Improve reference and research services	4. Increase use of Tutorials Investigate alternative reference desk staffing	4. #of tutorial web page hits Reference statistics. Report of alternatives	4. Public Services Librarian	4. Annually	4. July 2020, 2021

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Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)
<p>1. Ongoing. The library added 3,446 volumes of print material, 3 ebooks, and 2 subscription electronic media services. An additional streaming video service was added (Kanopy).</p>	<p>1. Ongoing</p>	<p>1. Continue to analyze use of collection.</p>	<p>1. Flat budget coupled with inflation in materials cost.</p>	<p>1. Yes</p>
<p>2. Ongoing. There were two new programs (MFA in Media Arts and alternative licensure in Education) added during this fiscal year.</p>	<p>2. Ongoing</p>	<p>2. Stay on the alert for new programs that are working their way through the approval processes in order to support students when programs are offered.</p>	<p>2. Flat budget coupled with inflation in materials cost means no new funds for new programs.</p>	<p>2. Yes</p>
<p>3. Ongoing. Librarians gave 47 individual instructional class sessions to 580 students July 2019-June 2020. This was a 20.5% increase of sessions taught from FY18-19 (39 sessions to 539 students).</p>	<p>3. Ongoing</p>	<p>3. Continue reaching out to faculty to promote instruction.</p>	<p>3. Obtaining faculty participation.</p>	<p>3. No</p>
<p>4. Ongoing. Library staff worked on new tutorials for the webpage to help</p>	<p>4. Ongoing</p>	<p>4. Continue to create guides and tutorials based on needs and feedback.</p>	<p>4. Staff time. The number of visits to the tutorials webpage was impacted by the cyber-attack of Fall 2019, as well as reporting deficiencies in July-</p>	<p>4. No</p>

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<p>students with their research. The library tutorials webpage visits for July 2019-June 2020 total 526, which is less than last year's total visits of 1044.</p>			<p>September stemming from Google Analytics issues during University Relations' implementation of the new NMHU website.</p>	
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2. <i>Highlands University will achieve strategic enrollment management.</i>	1. n/a	1. n/a	1. n/a	1. n/a	1. n/a	1. n/a
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
1. n/a	1. n/a	1. n/a		1. n/a		1. n/a

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<p>3. Highlands University will achieve a vibrant campus life.</p>	<p>1. Provide more varied public programs and exhibits</p> <p>2. Promote the library as a good study space</p>	<p>1.A. Continue current programming (1-2 book discussion groups, 8-10 exhibits in the Ray Drew Gallery) B. More innovative programming on topics of interest to students C. Coordinate programming with other units</p> <p>2.A. Use social media to promote the library and encourage use of study areas B. Create new group study areas</p>	<p>1. Number of programs & attendees; and list of partnering units & organizations</p> <p>2.A. Post on the University Facebook accounts at least 1x per month B.i. Frequency of study rooms booked each semester B.ii. Number of study areas</p>	<p>1. Public Services Librarian & Collections Librarian</p> <p>2.A. External Programs Librarian B. Public Services Librarian</p>	<p>1. Annually</p> <p>2. Annually</p>	<p>1. July 2020, 2021</p> <p>2. July 2020, 2021</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>	<p>Challenge(s)</p>	<p>Budget Consideration (Yes / No)</p>		
<p>1. Achieved. Highlights given below. Ray Drew Gallery art shows on cowboy art, Native American art, regional devotional art, juvenile detention center, and student and community art. The library, with the English department,</p>	<p>1. Fall 2019, Spring 2020</p>	<p>1. Continue to explore opportunities for collaborating with campus and external partners.</p>	<p>1. Staff time.</p>	<p>1. No</p>		

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<p>held its first NEA Big Read program series. Scholar-led reading programs included the first multicultural American history themed group.</p> <p>2. A. Ongoing. The archivist/ cataloger librarian regularly posted on social media during the fall 2019 and spring 2020 semester.</p> <p>B. Achieved. The former coffee shop in the library was converted back to a multipurpose space for study groups and other activities. This space continues to be improved.</p>	<p>2. A. Fall 2019, Spring 2020</p> <p>B. Fall 2019</p>	<p>2. A. Continue to post on social media. Explore additional avenues of promotions.</p> <p>B. Continue to explore new study spaces and current library trends for study spaces including university faculty and staff and librarians at peer institutions.</p>	<p>2. A. Staff time. Closure of the library building during the C19 pandemic made access to materials for social media posts difficult, resulting in fewer social media posts.</p> <p>B. Funds for renovation and furnishings.</p>	<p>2. A. No</p> <p>B. Yes</p>
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<p>4. Highlands University will be a community partner.</p>	<p>1. Partner with community groups and schools to broaden services/offerings and identify needs</p> <p>2. Process community collections and actively solicit material for the university archives</p>	<p>1.A. Identify local groups whose missions complement the library B. Outreach to school librarians, teachers, and parents C. Continue to coordinate and promote the Northeastern New Mexico Librarians groups</p> <p>2. Archivist will make connections with community partners and develop collection strategy.</p>	<p>1.A. Initiate and/or maintain contact with groups B. Send an invitation to each school annually C. Quarterly meetings</p> <p>2. Reconstitute preservation committee and complete draft of collection plan.</p>	<p>1.A. Archivist B. Director C. External Programs Librarian</p> <p>2. Archivist</p>	<p>1. Annually</p>	<p>1. July 2020, 2021</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>		<p>Challenge(s)</p>		<p>Budget Consideration (Yes / No)</p>
<p>1. Achieved. The gallery assistant organized an art show featuring artists from a juvenile detention facility in Santa Fe. The assistant also continued the annual Devotional Art show which features art from regional artists. The assistant brought in regional artists for the annual Native American Art show and organized the</p>	<p>1. Fall 2019 and Spring 2020</p>	<p>1. Continue to explore opportunities for collaborating with campus and external partners.</p> <p>B. The Librarians evaluated the five elementary schools on October 9, 2019 and October 10, 2019 and the middle school in November 2019 and sent an evaluation to the Superintendent on February 21, 2020.</p>		<p>1. Staff time. The assistant pivoted to providing art shows via an online medium in response to the COVID-19 pandemic.</p> <p>1 B.</p>		<p>1. No</p> <p>1 B. No</p>

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<p>second cowboy poetry event as an online event. The library continued to be an active member of the Northeastern New Mexico Librarian group to share information and promote library services. The university librarians worked with West Las Vegas school administrators on an analysis of the school libraries and plans for improvements. For the NEA Big Read program, the library partnered with the city library and West Las Vegas schools in order to reach the broader community. The library also organized a program for Los Niños Elementary School students.</p>				
<p>2. Ongoing. The Archivist and the library associate in Public Services have worked with University Departments to acquire accruals to the University</p>	<p>2. Various dates</p>	<p>2. The archivist has continued evaluating the organization of current collections and developing a processing plan. The archivist has continued to develop relationships with University departments and various archival stakeholders. This should continue.</p>	<p>2. Limited appropriate space for housing and processing collections and constrained archival budget.</p>	<p>2. Yes</p>

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Archives. The Archivist has also worked with community members to acquire materials for Special Collections.				
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<p>5. Highlands University will achieve technological advancement and innovation.</p>	<p>1. Provide up-to-date computer labs and collaboration spaces to promote student success</p> <p>2. Create online access to archival and photograph collections</p>	<p>A. Work with ITS and VPFA to replace the library's staff and student computers</p> <p>B. Work with ITS, VPFA, and facilities to create technology collaboration spaces</p> <p>C. Work with ITS to create a library specific technology replacement schedule</p> <p>2. Develop a plan for online access to collection</p>	<p>A. On a rotational schedule, all computers will be replaced</p> <p>B. Two technology collaboration spaces will be created by 2020</p> <p>C. A draft of Library Technology Plan by 2020</p> <p>2. Draft of plan for online access</p>	<p>1. Director and External Programs Librarian</p> <p>2. Archivist</p>	<p>A. Annually</p> <p>B. 2020</p> <p>C. 2020</p> <p>2. 2020</p>	<p>A. July, 2020, 2021</p> <p>B. July 2020</p> <p>C. July 2020</p> <p>2. July 2020</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>		<p>Challenge(s)</p>		<p>Budget Consideration (Yes / No)</p>
<p>1. Ongoing. The library director, the external programs librarian, and library computer technician met regularly with the ITS director to work on library technology needs. The library computer technician has been cross-training with ITS staff and initiating a strategy to rebuild existing library computers. The library computer</p>	<p>1. Ongoing</p>	<p>1. The library director, the external programs librarian and library computer technician should continue to meet regularly with the ITS director to work on library technology needs. The library computer technician should continue to cross-train with ITS staff and initiating a strategy to rebuild existing library computers.</p>		<p>1. Limited budget for equipment.</p>		<p>1. Yes</p>

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<p>technician position was filled in October 2019.</p> <p>2. Ongoing. The archivist cataloger librarian regularly posts historical photographs on social media with Flashback. Acquisition of advanced scanning equipment has facilitated more digitization of archival materials.</p>	<p>2. Ongoing</p>	<p>2. The archivist should continue to explore methods of online dissemination for archival and photographic materials, including the continued use of the materials by students and faculty.</p>	<p>2. Insufficient funding and labor for advanced digital projects.</p>	<p>2. Yes</p>
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<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<p>1. Develop a communication plan for how to most effectively communicate with all NMHU students, faculty, and staff including those at the main campus, at the centers, and online</p>	<p>1. Explore and identify various methods for communication with the various communities identified in the unit goal</p>	<p>1.A. Detailed plan based on information gathered B. Implementation of plan</p>	<p>1. Public Services Librarian & External Programs Librarian</p>	<p>1. Annually</p>	<p>1. July 2020, 2021</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>		<p>Challenge(s)</p>	<p>Budget Consideration (Yes / No)</p>	
<p>1. Ongoing. Plan is revised on a regular basis.</p>	<p>1. Revised at the beginning of the fall and spring semester.</p>	<p>1. This plan should continue to be reviewed and revised on a regular basis to meet changing needs. 2. The external programs librarian continues work with the public services librarian on the plans for communication with centers and online students and faculty.</p>		<p>1. Staff time. 2. Travel budget restrictions hinder effective communication for external programs.</p>	<p>Yes</p>	