

## 2018-19 ACU Library Strategic Plan Revised September 2018

The Mission of the ACU Library is to host creative inquiry and share critical ideas.

The Vision of the ACU Library is to be the hub of ACU academic life, with creative spaces, devoted experts, and critical tools and ideas that shape the ACU community for the positive change that we want to see in the world.

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### ACU Press

- 1) Editorial & Acquisitions
  - a) Goal: Complete our list of titles for FY'20 and begin lining out projects into FY'21.
    - i) Through July and August 2018, finalize plans for the FY '19 list. Currently, there are 14 book titles under contract in FY'19. There are six titles under contract in FY' 20.
    - ii) Host an ACU Press Editorial Board Planning Meetings in Fall '18 to discuss potential future acquisitions.
- 2) Video & Digital Production
  - i) Objective: Jason to complete KairosCamp training on digital publishing at the Association of University Presses meeting in June 2018.
  - ii) Objective: Complete *Together for Life* video project for Spring 2019 and determine the next project for 2020 release.
- 3) Fund Raising

- a) Goal: Over the next 5 years, ACU Press is seeking to supplement the university's overall financial support of the Press.
  - i) Objective: Partner with the digital scholarship center in determining the shape of a potential digitization grants.
  - ii) Objective: Continue to recruit publishing partnerships at Stone-Campbell sister schools: Pepperdine, Lipscomb, and others.
  - iii) Objective: Create future projects and seek applications from Texas based foundations (Ed Rachel Foundation and the Permian Basin Area Foundation)
  - iv) Objective: Continue to add members to the ACU Press Advancement Board
- 4) Campus Promotion
  - a) Goal: ACU Press will raise its profile on campus and promote itself to faculty, administration, and students.
    - i) Timeline & Measurements: Schedule regular meetings where ACU Press is promoted on campus. Examples will include regular meeting with the Provost, deans, departments, the Alumni Association, ACU Marketing, ACU Trustees, etc.
    - ii) Continue to train student workers.
- 5) Strategic Partnerships
  - a) Goal: ACU Press will cultivate existing and seek out new partnerships both on and off campus.
    - i) On Campus Relationships: Library Partners, Charis, Siburt Institute, the College of Arts and Sciences, College of Biblical Studies, and ACU Dallas

## Information Services

- 1) Work on developing a centralized collection development and liaison model
  - a) Integrate with instructional support model and outcomes for instructional activities
- 2) Develop spaces that contribute to exceptional learning encounters.
  - a) Complete construction of Reading Commons.
  - b) Benchmark use of atrium, Reading Commons, to measure changes in use.

- c) Provide Reading Commons titles such that usage averages 5 usages per title.
  - d) Improvements in library computer lab through LINK
- 3) Provide services that make library interactions easier and better.
- a) Increase awareness of virtual help by 1% (as measured on library user surveys)
  - b) Provide a least one professional development opportunity relevant to each library Employee.
  - c) Ensure student workers in each area have formal training in procedures and customer service expectations.
- 4) Implement SCEL Shared Collections project with libraries in California and Texas
- 5) Inaugural Faculty Scholarship Celebration

## Innovation Foundry/Educational Technology

- 1) ET/iF will provides the following administrative services:
- a) Decisions regarding LINK funds,
  - b) Implementation of Blue eXplorance for course evaluations,
  - c) Management of Canvas, canvas related applications, and LMS Strategy Team,
  - d) Promotion of lynda.com,
  - e) Support for Summit Office through app development and maintenance,
  - f) Host sessions in partnership with other university departments, such as Information Technology.
    - i) Measurement: Each administrative service will have its own metric of success.
- 2) ET/iF will provide leadership, in partnership with Adams Center, College of Graduate and Professional Studies, and LMS Strategy Team to examine the benefits and challenges of online instruction and guide the use of technologies that sustain, support, and deepen student learning (i.e. Canvas, Videoconferencing, Streaming video, Canvas Analytics)
- a) Measurement: A Successful partnership with AC, CGPS, and LMS Strategy Team.
    - i) Objective: Maintain regular meeting schedule with the LMS Strategy Team

- ii) Partner with CGPS on student workgroup that will provide support for online courses
  - iii) Explore and seek funding for other LTI and API options for Canvas in partnership with CGPS and AC
  - iv) Utilize Canvas analytics data to provide recommendations for LMS Strategy Team for instructional practices and renewal process.
- 3) ET/iF will facilitate promotion of Adobe Creative Cloud across ACU. Positioning ACU as the first small university with the moniker of an Adobe Creative Campus.
  - a) Measurement: Successfully being identified as an Adobe Creative Campus, increase the use of Adobe CC at ACU, and offer results oriented sessions.
- 4) ET/iF will provide support for the Alternative Textbook Initiative pilot, create a 2-3 year plan for a wider spread adoption of Alternative Textbooks at ACU and begin the investigation on book creation.
  - a) Measurement: Successful implementation of the Alt Textbook pilot, seek funding for Spring 2019 pilot, and continued exploration of book creation.
- 5) ET/iF will promote technologies that cultivate research-based pedagogical principles such as challenge-based learning and image-based learning.
  - a) Measurement: Facilitate 1-2 projects that will be funded and completed during FY19, and offer and/or host supporting sessions for faculty and students.
- 6) ET/iF will support the Digital Asset Management and collaborative projects for SC&A, Innovation Foundry staff and Scholars Lab.
  - a) Measurement: Will complete all necessary DAM and Training Workflows for SC&A, Innovation Foundry staff and Scholars Lab.
- 7) ET/iF will continue to be leaders in design and utilization of academic learning spaces. Including but not limited to LINK classrooms/labs, third floor Library Forum and Spark spaces.
  - a) Measurement: Successful completion of the design of the third floor of the Library and innovative room designs paired with LINK funding.

## AT&T Learning Studio

STUDENT GOALS: Support students through services, programs, and spaces to develop digital competencies in media authoring, design, and collaborative problem solving.

- 1) Deliver media training to support digital/media literacy in English composition and Cornerstone. (Kyle, Melissa, Brittany)
  - a) Teach class sessions for ENGL 106/111 sections, Fall/Spring
  - b) Present Cornerstone spotlight along with digital storytelling training, Fall
    - i) Continue 20/20 facilitation model with Art & Design, Fall/Spring
- 2) Finish redesign of digital creativity spaces in LS to support advanced audio and video production. (Kyle, Melissa)
  - a) Finish upgrades to audio recording in Media 3, Summer
  - b) Roll out advanced editing suite in Media 1, Summer/Fall
- 3) Advanced Adobe CC and gear training for experienced users. (Nathan, Asia)
  - a) Photography workshops with Asia including Lightroom CC training and critique, Fall/Spring
  - b) Develop design for non-designers workshop including Illustrator CC training, Spring
  - c) Revisit audio workshop model in partnership with JMC 20/20, Fall/Spring
  - d) Deliver FilmFest editing workshops including Premiere Pro and perhaps After Effects, Spring
- 4) Grow student access to production studio with advanced training and permissions. (Melissa, Brittany)
  - a) Explore student project use of the Lightboard, Fall
  - b) Improve lighting and setup for green screen, Summer/Fall
- 5) Provide leadership and logistical support of FilmFest to grow audience of advanced users and foster student creativity. (Kyle, Nathan, Melissa)
  - a) Work directly with partners in LangLit and JMC to develop new experiences for majors/minors and advanced student filmmakers, Fall
  - b) Work with Student Life to transition FilmFest administration and planning, Fall
- 6) Continue to advocate for permanent budget in FY20 to grow checkout gear annually without LINK funding. (Kyle, John)
  - a) Introduce growth of checkout gear pool into permanent budget conversations with Provost's office, Fall
  - b) Work with desk workers or regular users of checkout pool to determine unmet needs, Summer

FACULTY GOALS: Enable faculty through services, programs, and spaces to develop skills and confidence in teaching with media, design, web, and collaborative competencies.

- 1) Develop and manage faculty workshops to support 20/20 Teaching Innovation Grants program. (Kyle, Joyce Haley)

- a) Develop and deliver off-site workshops based on new models for creativity and innovation in teaching, Fall/Spring
  - b) Work with Dan McGregor to deliver drawing workshop to spark faculty creativity, Fall
  - c) Continue to deliver existing photography and media creation workshops, Fall/Spring
- 2) Provide greater access to advanced media studios to support online, blended, and face-to-face media production. (Melissa, Brittany)
    - a) Provide training in Stage 1 for faculty and online course designers, Fall/Spring
    - b) Bring new departments and faculty into Stage 1 to imagine potential uses and projects, Fall
  - 3) Continue to support media, design, web software training for entire classes. (Melissa, Brittany), Fall/Spring
  - 4) Lead other workshops and lunches to help faculty working with advanced software, web tools, and photo/video gear. (Kyle, Melissa)
    - a) Plan Adams Center hands-on lunches: Adobe CC, Camtasia, Fall/Spring
    - b) Provide extended hands-on afternoons: WordPress for T&P, Fall/Spring

STRATEGIC GOALS: Lead and collaborate on campus strategic initiatives that forward the academic mission and reputation of the university.

- 1) Continue to deliver video projects and training to support strategic plan areas of focus. (Kyle, Nathan)
  - Work with Robert and Susan to identify promising academic stories with audiences on and beyond campus, Summer/Fall
  - Discuss potential for pre-session video projects in partnership with Marketing, Summer
  - Go back to discuss digital storytelling training to support Spiritual Formation task force after chaplain is named, Fall/Spring
- 2) Continue to leverage expanded production studio and campus filming for other groups, including Summit, and on-campus users like NSO and ACU Press. (Kyle, Nathan)
  - Expand model for student worker and staff training to schedule and use production studio in Stage 1, Fall
  - Work with staff to improve quality of final product and simplicity of training for groups new to studio, Fall
- 3) Continue looking for strategic, scalable ways to support non-residential students in programs like Study Abroad, Graduate Online, and CitySquare. (Kyle, Campus partners)
  - Work with ACU Dallas to investigate the scale of media production needs in Grad Online courses, Summer
  - Continue to look for media production and training opportunities with other groups like Study Abroad and the Honors College, Fall
- 4) Continue to record and distribute major academic speakers in coordination with provost and deans. (Melissa, Kyle)
  - Survey deans to get major speakers on the calendar as early as possible, Summer
  - Integrate trained students to supplement full-time staff for evening and weekend shooting, Fall

- 5) Discuss future needs with digital signage upstairs. (Kyle, Ed Tech), Fall

## Maker Lab

- 1) GOAL: The Maker Lab will maintain a comprehensive tool library that is freely available to the ACU family and Abilene community. Maker Lab staff will provide ongoing training and support for all tools.
  - a) OBJECTIVE: Focus daily on maximizing tool uptime and performing regular maintenance. (DW)
  - b) OBJECTIVE: Purchase and install a new BOSS laser etcher/cutter in August 2018. (DW)
  - c) OBJECTIVE: Refurbish (2) Cube Pro 3D printers in July 2018. (DW)
  - d) OBJECTIVE: Purchase new FormLabs 3D printer in partnership with OT Department in July 2018. (DW)
  - e) OBJECTIVE: Develop and promote a new electronics area beginning in August 2018. (DW)
  - f) OBJECTIVE: Develop and promote a new bicycle repair area beginning in August 2018. (DW)
  - g) OBJECTIVE: Expand sewing/fabric area to include broader range of materials, supplies and tools. (DW)
  - h) OBJECTIVE: Relocate, expand and reorganize hand tools to accommodate new Maker Lab layout. (DW)
  - i) OBJECTIVE: Reorganize the Maker Lab Store to include a broader range of materials for woodworking, sewing, laser cutting, electronics, bicycle repair, and arts and crafts. (DW)
  - j) OBJECTIVE: Create how-to tool binders for: Epilog Laser, BOSS Laser, ShopBot CNC, Vinyl Express Plotter/Cutter, Ultimaker 3D Printers, FormLabs 3D Printers, CubePro 3D printers, Singer sewing machines and Brother Serger Sewing Machine. (DW)
- 2) GOAL: The Maker Lab will maintain a safe working environment for all staff, makers and visitors. Maker Lab staff will provide extensive safety training and continuous oversight in all tool areas.
  - a) OBJECTIVE: Purchase and install a new dust collection system in woodworking area in August 2018. (DW)

- b) OBJECTIVE: Purchase and install sound abatement treatment in woodworking area in August 2018. (DW)
  - c) OBJECTIVE: Provide eye protection signage and equipment in shop area. (DW)
  - d) OBJECTIVE: Provide hearing protection signage and equipment in shop area. (DW)
  - e) OBJECTIVE: Focus daily on cleaning/organizing tasks for all student workers. (DW)
  - f) OBJECTIVE: Provide extensive student worker training prior to beginning of the school year. (DW)
  - g) OBJECTIVE: Develop a comprehensive accident plan, including reporting procedures. (DW)
  - h) OBJECTIVE: Purchase and maintain tool locks on all power tools in shop area. (DW)
  - i) OBJECTIVE: Rewrite woodshop safety training and procedures for online and F2F applications. (DW)
  - j) OBJECTIVE: Rewrite policy on visitor access and access to minors for all fabrication areas. (DW)
- 3) GOAL: The Maker Lab will welcome everyone and strive to build community among all makers and visitors. Maker Lab staff will provide exceptional service and encourage social engagement.
- i) OBJECTIVE: Promote an inclusive, welcoming, service-oriented culture among Maker Lab staff. (DW)
  - ii) OBJECTIVE: Develop and publish ACU Maker Lab community guideline document (maker manifesto). (DW)
  - iii) OBJECTIVE: Engage and promote ACU maker community via website and social media platforms. (DW)
  - iv) OBJECTIVE: Provide monthly workshop events. (DW)
  - v) OBJECTIVE: Create monthly outreach campaigns to attract first-timer makers. (DW)
  - vi) OBJECTIVE: Refine the front desk sign-in process to encourage makers to document all visits. (DW)
  - vii) OBJECTIVE: Refine the tool reservations workflow to encourage makers to use online reservations. (DW)
  - viii) OBJECTIVE: Produce and share monthly maker spotlight videos. (DW)
  - ix) OBJECTIVE: Investigate possibilities for volunteer and work trade opportunities in Maker lab. (DW)
  - x) OBJECTIVE: Rethink and redefine how non-ACU community uses our space. (DW)



- xi) OBJECTIVE: Offer two workshops (one Fall, one Spring) in creative/design practices. (NS)
  - xii) OBJECTIVE: Offer Fall Homecoming Open House event, focusing on ACU student engagement. (NS)
  - xiii) OBJECTIVE: Offer Spring Maker Fest event, focusing on ACU student engagement. (NS)
  - xiv) OBJECTIVE: Offer Adobe workshop sessions in conjunction with the Library CreativeU event. (NS)
- 4) GOAL: The Maker Lab will partner with ACU faculty, staff and students to expand and upgrade academic objectives through tinkering, making and hands-on learning opportunities.
- a) OBJECTIVE: Continue developing partnership with Donna Wall. (DW & NS)
  - b) OBJECTIVE: Continue developing partnership with Lory Chrane. (DW & NS)
  - c) OBJECTIVE: Continue developing partnership with Ronnie Rama. (DW & NS)
  - d) OBJECTIVE: Continue developing partnership with Kenny Jones. (DW & NS)
  - e) OBJECTIVE: Continue developing partnership with Laura Carroll. (DW & NS)
  - f) OBJECTIVE: Continue developing partnership with Gary Mabry. (DW & NS)
  - g) OBJECTIVE: Continue developing partnership with Trey Shirley. (DW & NS)
  - h) OBJECTIVE: Continue developing partnership with Brent Reeves. (DW & NS)
  - i) OBJECTIVE: Investigate possible partnerships with Teacher Education. (DW & NS)
  - j) OBJECTIVE: Investigate possible partnerships with Information Technology and Computing. (DW & NS)
  - k) OBJECTIVE: Initiate Maker/Design course with COBA or SITC for FY20 (NS)
  - l) OBJECTIVE: Grow presence of Maker Lab in Cornerstone classes (NS)
- 5) GOAL: The Maker Lab will become the premier location on campus for creativity and innovation, and become a champion for design thinking and experiential learning.
- a) OBJECTIVE: Complete summer construction and renovation in Summer 2018. (DW & NS)
  - b) OBJECTIVE: Keep the Maker Lab in showroom-quality condition, paying close attention to overall aesthetic, visual organization and look-and-feel to first time visitors and new makers. (DW & NS)
  - c) OBJECTIVE: Promote new Maker Lab classroom space as reservable meeting and workshop location. (DW)
  - d) OBJECTIVE: Offer one-on-one time with a design expert as a reservable service (e.g. genius bar) where Maker Lab serves as project consultant or design partner. (DW)

- e) OBJECTIVE: Rethink and retool our web presence (blog) and social media strategy during Fall of 2018. (DW)
- f) OBJECTIVE: Rethink Maker Lab tour experience for visitors (admissions, wildcat week, walk-ins, etc.). (DW)
- g) OBJECTIVE: Develop and maintain partnerships with ACU Admissions. (DW)
- h) OBJECTIVE: Develop and maintain partnerships with ACU Advancement. (DW)
- i) OBJECTIVE: Develop and maintain partnerships with ACU Alumni. (DW)
- j) OBJECTIVE: Develop and maintain partnerships with ACU Summit. (DW)
- k) OBJECTIVE: Develop and maintain partnerships with Learning Studio. (DW)
- l) OBJECTIVE: Develop and maintain partnerships with Adams Center. (DW)
- m) OBJECTIVE: Develop and maintain partnerships with Innovation Foundry. (DW)
- n) OBJECTIVE: Provide personalized design and fabrication services to select ACU Departments. (DW)
- o) OBJECTIVE: Create high profile internal Maker Lab projects for display/publicity. (NS)
- p) OBJECTIVE: Explore Digital Creativity/Innovation/Design as a possible topic for the next SACS Quality Enhancement Program at ACU. (NS)

## Special Collections and Archives

- 1) Enhance access to and description of manuscripts and personal papers held in the Center for Restoration Studies collection by:
  - a) Achieve collection-level finding aid access on DigitalCommons.acu.edu and through the library online catalog and OCLC to all archival collections
  - b) Complete an in-house processing manual to standardize accession and processing procedures and implement its use by staff and student workers
  - c) Devise a processing plan by which all department staff will process (or reprocess) archival materials. This plan will prioritize collections for the greatest impact and availability for scholarly use and popular interest. Besides best serving our users' needs executing this plan will allow for greater return of investment of staff time and provide a basis for selective digitization and publicity of our work
- 2) Enhance access to and description of Stone-Campbell print materials by:
  - a) Partner with Technical Services to complete a full reclass and redescription of all materials in TAYLOR hymnal collection
  - b) Partner with Technical Services to continue description and cataloging of unbound REST periodicals
  - c) Partner with Technical Services to weed the PTC cassette tape materials, reclass relevant and in-scope materials to a new REST A/V location. Some materials will reclass to a new ACU ARCH A/V location from A/V STORE

- d) Relabel Joe Johnson monographs and bound periodicals to REST, ensuring a gift note indicates these materials are from the Joe Johnson Collection. This will improve consistency within REST, particularly for gaining control over the collection using the inventory processes.
- 3) In FY 19 Special Collections will partner with library partners (IF and Scholars Lab) to take our content to users, whether on the Abilene campus or globally online:
    - a) Develop a website which will become the destination web presence for the study of the Stone-Campbell movement
    - b) Bring all digital assets intended for public display under a single interface within DigitalCommons.acu.edu
    - c) Upload to DC@ACU collections currently housed at UNT Portal to Texas History
    - d) Update, revise and enhance collection-level finding aids in DigitalCommons.acu.edu
  - 4) Extend the reach and boost submissions to the Stone-Campbell Teaching Archive in partnership with archives, libraries and universities across the Stone-Campbell Movement
  - 5) Devise and implement a plan for on-site exhibits and improve the workflow for mounting analog and digital exhibits.
  - 6) Complete reorganization of digital assets into a scheme devised and refined in FY18; this will serve as a basis for long-term redundant digital asset preservation