



UBC LIBRARY STRATEGIC PLAN 2010 - 2015



We live in an age of convergence – with technology driving connections that link people and ideas in unprecedented ways. In this dynamic environment, research libraries are poised to redefine themselves and the way they create, access and preserve knowledge.

At UBC Library, we accelerate the research process through our collaborations with faculty and students. We promote scholarly expression by championing open access and other initiatives that bring the world's knowledge to UBC, and connect UBC's knowledge to the world. At the core of all we do is our commitment to user-centred service that advances teaching, learning and research excellence.

The Library, and the expertise vested within it, must both lead and adapt to face the challenges posed by our information-intensive age. Over the next five years, we will continue to develop our digital collections, and safeguard the knowledge legacies of the past, while ensuring accessibility for the future. We will harness new tools for information creation and discovery, and configure our services and spaces to meet our users' needs. We will encourage lifelong learning among the people of British Columbia and beyond, through the Library and the Irving K. Barber Learning Centre's innovative programming.

These are the pillars of our evolving strategic plan, informed by UBC's *Place and Promise*, and the views and needs of the diverse communities with whom we share resources and expertise. We invite you to engage with the Library, as we work towards realizing the goals and commitments required to remain a top North American research library in the 21st century.

Ingrid Parent
University Librarian

MISSION

UBC Library advances research, learning and teaching excellence by connecting communities, within and beyond the University, to the world's knowledge.

VISION

We are a globally influential research library, inspiring knowledge creation, exploration and discovery.

VALUES

UBC Library values:

- service excellence
- intellectual freedom and the pursuit of knowledge
- collaboration with campus and community partners
- stewardship of collections and institutional resources
- innovation, creativity and risk-taking
- an open, inclusive, respectful work environment
- opportunities for leadership and individual growth throughout the organization

As a key campus and community partner, UBC Library endorses the vision, values and commitments in *Place and Promise: The UBC Plan*. The following plan is the Library's promise to UBC.

STRATEGIC

ENHANCE STUDENT LEARNING

Students' evolving needs demand that we deliver a responsive, integrated program of services and create exceptional learning and research environments. The Library's extensive teaching programs equip students with skills for lifelong success in an information-intensive world.

GOALS

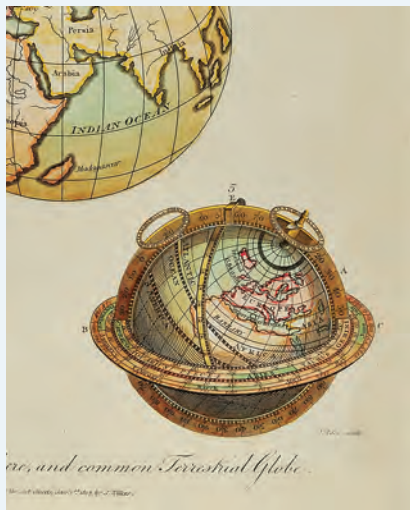
- Actively partner with faculty in curriculum design, teaching critical thinking, digital literacy and information fluency
- Provide new technologies to enhance student learning and productivity, wherever users are
- Develop user-centered spaces and services to promote informal learning, study and reflection, collaboration and dialogue
- Expand support for Aboriginal students and encourage all students to learn about Aboriginal issues and perspectives

ACCELERATE RESEARCH

The Library is critical to the research endeavour. Our expertise connects faculty and students with local and global information resources and enables new forms of knowledge creation, dissemination and exchange.

GOALS

- Increase the impact of UBC research by making it widely available in open access digital repositories
- Be a leader in developing and promoting open access and open source methods and tools
- Establish a research commons, including specialized services to enhance research productivity
- Involve Library staff more fully as partners in the research process, applying their expertise and promoting connection between disciplines
- Build research capacity within the Library





DIRECTIONS

MANAGE COLLECTIONS IN A DIGITAL CONTEXT

Content is our strength. As we develop the digital library we will maintain our commitment to print collections and provide powerful tools for discovery.

GOALS

- Implement a comprehensive digitization program to provide unlimited online access to materials of research and teaching value
- Enhance and integrate access to print and digital collections to make them easier to find
- Strengthen and preserve collections to meet changing curriculum and research needs
- Achieve a stable, sustainable collections funding model

ENGAGE WITH COMMUNITY

Through local, national and international collaboration we exchange perspectives, expertise and resources with diverse communities. Our community engagement encourages effective use of resources and contributes to the economic, cultural and social well-being of the people of BC and beyond.

GOALS

- Actively support the Irving K. Barber Learning Centre and all Library branches in their community engagement initiatives
- Expand programs and services for alumni
- Extend support for students and faculty in their community-based and international activities
- Foster collaboration with other libraries, archives and educational and cultural organizations
- Increase the Library's global presence

CREATE AN EXCEPTIONAL WORK ENVIRONMENT

The Library commits to being a respectful, healthy environment that encourages leadership, collegiality, diversity, individual growth and opportunity.

GOALS

- Continue to build a respectful, healthy and sustainable work culture
- Support and engage staff in planning for organizational change
- Ensure a work environment that fulfills employees' needs for continual learning and growth
- Attract, recruit and retain a highly qualified, skilled and diverse staff

The 21st-Century Research Library at UBC Inspiring Knowledge Creation, Exploration and Discovery | From Here

ONE OF THE MOST POPULAR SITES ON CAMPUS

More than 5.6 million hits on the UBC Library website, and over three million in-person visits, connected students and scholars with Library collections and services.

ACCESS ANYWHERE, ANYTIME

E-journals, e-books and other electronic resources are accessed 24/7, including more than 6.3 million articles viewed.

A TEACHING POWERHOUSE

The Library offered 1,421 classes to help prepare students for an information-intensive world. More than 32,000 students enhanced their information finding skills through classes taught by librarians.

PRINT IS IN DEMAND

Borrowing by campus and community users exceeded 2.5 million, placing UBC among North America's top research libraries in the volume of print materials circulated.

All statistics collected in 2009.

UBC LIBRARY'S STRATEGIC PLAN IS A LIVING DOCUMENT

For detailed information on actions, timelines and progress towards achieving these strategic goals, please visit www.library.ubc.ca/strategicplan

We welcome your comments and questions as implementation proceeds. Please contact us at lib-plansc@interchange.ubc.ca



PROMOTING SUSTAINABILITY

UBC Library encourages you to reduce environmental impact by consulting this strategic plan and all updates via our website. A limited number of copies will be distributed, using carbon-neutral printing and 100% post-consumer recycled paper. Instead of recycling, please pass this document along to others.

Photography credits: Martin Dee, Don Erhardt, Holly Parsley and Eugene Lin



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA