University Library Committee
Wednesday, February 27, 2019
9:00-10:00 am
Room 362, Memorial Library
Minutes prepared by Michael Cohen and Ellen Jacks

(* denotes members in attendance)

Voting Members

Faculty
  • Catherine Arnott Smith, Library & Information Studies*
  • Lisa Bratzke, School of Nursing*
  • Richard Chappell, Statistics
  • Sabine Gross, German
  • Alessandro Senes, Biochemistry
  • Sarah Thal, History*
  • Amy Trentham-Dietz, Population Health Sciences*
  • Jordan Zweck, English*

Academic Staff
  • Cid Freitag, DoIT *
  • Carol Pech, School of Medicine and Public Health*

University Staff
  • Jordan Hanson, University Relations
  • Theresa Pillar-Groesbeck, Theatre & Drama*

Students
  • Jesse Hocking*
  • Melissa Juvinall*
  • Andrew Pietroske*

Ex Officio Members (non-voting)
  • Philip Braithwaite, Budget, Planning, & Analysis*
  • Lisa Carter, Vice Provost for Libraries *
  • Michael Cohen, Cataloging & Metadata Services, Libraries *
  • Meghan Gauger, Libraries Administration*
  • Ellen Jacks, Grants & Public Services Librarian*
  • Dennis Lloyd, Director, University of Wisconsin Press *
  • Bonnie Shucha (LCC Liaison), Law Library *

Also Present
  • Deb Helman
  • Chris Hooper-Lane
Agenda

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<tr>
<th>Time</th>
<th>Topic</th>
<th>Outcome</th>
<th>Process</th>
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<tr>
<td>5 min</td>
<td>Approval of minutes &amp; Announcements</td>
<td>Minutes approved</td>
<td>ULC members will approve minutes from the meeting on 01/23/2019.</td>
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<tr>
<td>50 min</td>
<td>Library Strategic Directions</td>
<td>Overview, update</td>
<td>Overview, update and discussion led by Lisa Carter</td>
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<td>5 min</td>
<td>New business</td>
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Minutes and Announcements

- Minutes approved by consent with minor corrections
  - Ellen verified Business Library section with Michael Enyart
- Meghan Gauger introduced as the new Executive Assistant to the Vice Provost for Libraries

Libraries Strategic Directions (Lisa Carter)

Slides are available here: https://uwmadison.box.com/shared/static/oczpu5ssqoy50sc57vzcqq71074pzdak.pdf

Strategic planning process 2013/2014

- Process facilitated by UW-Madison Office of Quality Improvement
- Input from stakeholders including one day retreat with faculty (ULC representation), students, and staff
- Results of Qualtrics survey still available online (with over 700 respondents)

Strategic Framework 2015-2019

- Mission and Vision
  - No discussion other than Lisa reviewing the slides
- Core Principles
  - No discussion other than Lisa reviewing the slides
- Current Strategic Planning Goals and Priorities
  - VPL will be issuing a status report/update on our accomplishments; the Libraries need to celebrate and publicize its successes
  - The process of drafting a new Strategic Framework for 2020- will begin this summer (but will need input from the new Provost before it can be finalized)
  - The plan will require input from ULC in the Fall of 2019
  - Arnott-Smith: What is meant by Goal #3 on Scholarly Communications?
    - Nelson: Libraries are focusing on ways to help faculty communicate the results of their research, including
      - Open Access
      - Copyright support
• Authors rights information
  • Infrastructure for sharing digital scholarship
    - Fuller discussion of this topic will be on the April ULC agenda

**Strategic Planning 2019/2020**

- Observations at 6 Months
  - Patrons may not realize they are using library services
    - Public Services Research Forum great example of work we do that is not always known outside of those directly involved
  - Need to leverage partnerships with campus partners and include us in the story
    - Contributions are not always quantified or realized
  - UW-Madison provides infrastructure for UW System and we also rely on partner libraries
  - Thal: Resonate with the need to understand contributions of the libraries and librarians, like seamless library services. Perhaps branding or advocacy to recognize where services are coming from. Not everything can be quantified to show the value of resources, such as browsing.
  - Carter: I want you all to have an elevator speech for the chancellor. I can talk concretely about all that the libraries are doing to provide value. What would enable you to have concrete talking points?
    - Pillar-Groesback: From touring the new archives building, I have talking points to share with my department about materials being protecting and still available
    - Thal: Leave every month with 2-3 talking points.
      - Further discussion on how to create and distribute them.
  - Carter: will add to agenda
  - Nelson: will be great for staff, too.
  - Bratzke: Librarians are the nurses. People only notice when something goes wrong.
  - Arnott-Smith: Have used lack of understanding of how people outside of our discipline use the libraries as a teaching moment in the iSchool.
  - Pech: Usually hear about sad topics. This would be good to have items to discuss that are not sad.

- Investing in UW-Madison
  - Mapping University Goals (see slides) to things we do or can do
  - Goal 1: Teaching and Learning
  - Goal 2: Exhibits
  - Goal 3: Research forum
  - Goal 4: TOP and cluster
    - How are the libraries supporting this and what can we do?
  - Goal 5: Fundraising and solid, strategic investments
  - Discussion of liaison services. How do we locate our contact (Theater and Drama)?
    - Used to have an orientation while working for engineering at Wendt
    - Many librarians reach out and do not get a response
    - Possibly afraid to reach out too many times
Future Strategic Directions
  o Comments and questions:
    o Where does the librarian expertise fit in? Area studies concerned about a shift in emphasis from expertise to public service emphasis
      ▪ We can’t do good service without expertise. It’s woven throughout.
      ▪ Concern may be due to reporting structure. Collection development is informed by liaison roles and vice versa. We need to know how to use the collections and help teach patrons how to use the collections.
    o Identify new ways to educate campus partners about collections and services
  o Process
    o Carter will be gathering information in a variety of ways and will update our strategic goals and priorities to get to a new strategic plan for 2020-2025