

Strategic Plan 2013/14 to 2017/18

Pao Yue-kong Library The Hong Kong Polytechnic University



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



This document articulates the Library's future strategic direction from now to 2017/18. As a living document, it will be reviewed and updated regularly to incorporate new objectives and initiatives, in anticipation of emerging priorities and opportunities.

Vision

As the learning hub of the University and a dynamic scholarly gateway, the Library strives to facilitate and inspire students and faculty to acquire, create and share knowledge and to excel through education and scholarship.

Mission

The Library actively supports the University's mission by providing integrated and timely access to high quality scholarly resources, an inspiring environment for intellectual growth and discovery, with responsive and outreaching services delivered by knowledgeable and innovative staff. It commits to empower the University community with deep expertise essential to academic excellence, knowledge advancement and transfer, and life-long learning.



As a key campus and community partner, the Library strives to align its key goals, resources and priorities to the core functions and strategic areas of the University in learning, teaching and research.

<i>Library's Key Goals</i>	<i>Contributing to the University's Strategic Plan</i>
<p>1. To enhance the Library collections and research tools in support of the University's educational and research missions.</p>	<p>Core Function I: Learning and Teaching Core Function II: Research</p>
<p>2. To facilitate students in developing skills and attributes on effective use of information and life-long learning</p>	<p>Core Function I: Learning and Teaching</p>
<p>3. To support the University research activities, innovation, knowledge creation and transfer.</p>	<p>Core Function II: Research Strategic Area 1: Knowledge Transfer, Entrepreneurship and Service to Community Strategic Area 2: Internationalization, Branding and Marketing</p>
<p>4. To develop Library as an academic place for innovation, academic exchange and collaboration.</p>	<p>Core Function I: Learning and Teaching Core Function II: Research Strategic Area 4: Campus Development</p>
<p>5. To outreach to the University community to ensure that Library services and resources are attuned to their needs</p>	<p>Core Function I: Learning and Teaching Core Function II: Research</p>
<p>6. To develop partnership with various sectors of the community for resource and experience sharing and enhancing the impact of the University</p>	<p>Strategic Area 2: Internationalization, Branding and Marketing Strategic Area 3: Engaging the Nation</p>
<p>7. To develop and sustain commitment, a user oriented work culture, an innovative spirit and up-to-dated skills and expertise among Library staff</p>	<p>Strategic Area 5: Recruitment and Retention</p>



Key Goals & Strategies

To enhance the Library collections and research tools in support of the University's educational and research missions

- Develop a comprehensive and up-to-date collection responsive to user needs, University's priorities, and changes in the information landscape.
- Ensure better coordination in the integrated print and digital collection linking and supporting the University curriculum and research, and the wider use of blended-learning.
- Implement an e-preferred strategy to maximize user flexibility and access to information resources.
- Engage stakeholders in collection development and enhance recommendation and communication channels.
- Implement patron-driven acquisition models to provide expanded and instant access to information resources needed by users.
- Measure collection adequacy, levels and usage of collection to identify and fill-up collection gaps.
- Pursue consortial opportunities and partnership with local and regional information providers to achieve cost efficiency and enhance resource sharing.
- Address storage and preservation needs of print materials and prepare for the establishment of JURA (Joint University Research Archive).
- Collect and archive the intellectual output of the faculty, students, and alumni.



To facilitate students in developing skills and attributes on effective use of information and life-long learning

- Provide generic and discipline specific information literacy programmes at different levels to address the diverse information needs of students across disciplines, with varied skills levels, learning styles and from different culture.
- Collaborate with academic staff and other PolyU units to plan and embed information literacy activities into the curriculum and to achieve demonstrable and assessable learning outcomes.
- Develop interactive information literacy modules and research guides that allow self-paced learning anytime anywhere and delivered at the point of need.
- Pursue the greater integration of information resources in both traditional and virtual learning environment.
- Assist the University Community to update their information literacy skills and raise their awareness of information skills.
- Design information literacy programmes to foster the ethical, responsible and legal use of information.
- Promote reading and development of reading skills among students by organizing the campus-wide reading programme and thematic book exhibitions.

Key Goals & Strategies

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To support the University research activities, innovation, knowledge creation and transfer

- Provide information discovery tools to link researchers to scholarly resources on multi-platforms and in diverse formats.
- Continue to develop a collection that support research, and obtain scholarly materials not available in the Library via Interlibrary Loan and Document Delivery Services.
- Increase research productivity by providing assistance, training and advice to the University community on information retrieval, bibliographic management, citation analysis and trends in scholarly communication.
- Expand the PolyU Institutional Repository (IR) to capture, archive, publicize and increase access to University's research accomplishments.
- Strengthen the role of the Faculty Librarians to provide in-depth consultation and instructional services to research staff and students.
- Support the University's RAE exercise on copyright clearance, and enabling online access to PolyU research outputs by reviewers.

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To develop Library as an academic place for innovation, academic exchange and collaboration

- Create a welcoming and inspiring physical environment with resources, tools, and services conducive to intellectual inquiry and knowledge exchange.
- Evaluate and create social and informational spaces which are informative, research friendly and responsive to discipline interests.
- Adopt flexible set up that aligns with the evolving learning and research needs of the University.
- Zone areas to provide a variety of settings for diverse academic needs.
- Provide technology-enabled spaces for use of media-rich learning resources and the production of print and digital content.
- Bring in more natural light and implement environmental friendly policies to contribute to the development of a sustainable, healthy and resource-efficient campus environment.
- Pursue funding approval from UGC/University to build flexible and innovative learning environments to support individual/group learning and research, in support of the University's strategies on student development and campus development.



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To outreach to the University community to ensure that Library services and resources are attuned to their needs

- Conduct regular user surveys, focus group meetings and interviews to solicit opinions on Library collections, facilities and services and future initiative for the Library.
- Assess the effectiveness of a wide range of Library services and resources supporting academic research, learning and teaching.
- Achieve coordinated publicity of major Library initiatives via webpage, Library Newsletter, exhibitions and other innovative means to promote active participation and awareness from stakeholders.
- Embed librarians in selected courses with a high research component.
- Participate in meetings of academic departments to learn of their new developments in teaching and research, and to promote Library collections and services to them.



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To develop partnership with various sectors of the community for resource and experience sharing and enhancing the impact of the University

- Collaborate with PolyU academic and non-academic units on various initiatives.
- Enhance strategic alliance and deep collaboration with other UGC university libraries in realizing a variety of JULAC initiatives.
- Further strengthen collaborative efforts with partner academic libraries via staff exchanges, interlibrary loans, reciprocal access and professional consultation services.
- Devise outreach programmes for local secondary schools.



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To develop and sustain commitment, a user oriented work culture, an innovative spirit and up-to-dated skills and expertise among Library staff

- Prepare Library staff to support new Library initiatives, and to pursue career and personal growth.
- Encourage cross-training experience to promote the acquisition of new skills, staff morale, and flexibility of re-deployment.
- Intensify training of front-line on customer services, the use of electronic tools and reference resources to provide timely assistance to users, and answer general enquiries.
- Develop shared staff values and a team culture in the workplace, and promote the adoption of best practices.