

ULAC Communications Plan 2009-2011

Goals

- Document library's role in relation to UNC Tomorrow initiatives.
- Increase library support.
- Improve library physical and virtual spaces.
- Build infrastructure for compliance with new legal and ethical demands related to scholarly communication, open access, and records management.
- Inform decision-makers.



Audience

Faculty, staff, and students; university administrators and supporters; researchers; community members, businesses, and citizens of the state

Messages

1. Librarians teach critical thinking and information literacy skills that improve global readiness of students and community members who become researchers, community leaders, businessmen, problem solvers, and change agents.

- At Elizabeth City State University, the G.R. Little Library has developed an automated online Information Literacy Curriculum, which has been integrated into the General Studies Curriculum.
- At FSU the library has developed an Information Literacy Collaborative between faculty and librarians to incorporate information literacy skills into their syllabi (based on the WSSU model.)
- At UNCG, librarians created an information literacy game that is now used by dozens of libraries around the world.
- At UNCSA reference librarians collaborate with faculty to create and teach assignments that facilitate design-oriented research and the creative process, with an emphasis on using visual resources for research and creative inspiration.

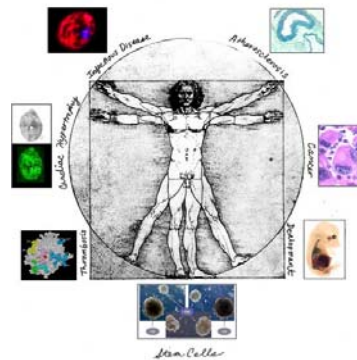


- UNCW is actively involved in teaching critical thinking and information literacy through course-related instruction, extensive collaboration with the University College freshman seminar and freshman common reading program, workshops and credit courses offered by the library (including one course required for the Information Technology minor). The library's involvement in general education revision resulted in information literacy being identified as a key common competency requirement.



2. Libraries engage students and faculty in building an intellectual community.

- ECU's Joyner Library hosts several "FacutlTeas" each semester, providing a venue for University Faculty to present on their current research.
- At Elizabeth City State University, the G.R. Little Library sponsors faculty led discussion groups to engage students and community members on issues of national and international import.
- FSU's library sets up exhibits to honor faculty members who have published and those who have won teacher of the year awards.
- NCSSM sponsors an annual Research Symposium where students present their research findings developed in partnership with North Carolina community professionals, University mentors, local research institutes, and local community organizations.
- At UNC Pembroke's "Faculty Showcase", programs are held on Wednesday mornings about four times a year; during these programs faculty introduce their new books to the campus and community.
- Faculty at UNC Pembroke who have published books, articles, book reviews, and other materials are honored each April during National Library Week with an all-campus reception.
- UNCG partners with academic faculty and graduate classes to support grants (Digital Library on American Slavery), create content (variety of podcasts) and host online scholarly journals such as the *Journal of Backcountry Studies*.
- UNCW sponsors one event each semester showcasing the creative writing of faculty and students: "Thirsty Tome" in fall features author readings and the "Flash Fiction" competition in spring involves faculty judges who review student stories, with winning works illustrated by art students and published in a chapbook.



3. Libraries build partnerships for the creative and efficient use of resources including collaboration with K12 education and community colleges.

- In cooperation with the Reich College of Education Appalachian State University Library in its Instructional Materials Center supports the Idea Factory with the mission of providing classroom enrichment materials to Education students and graduates as they enter the teaching profession. The resources include a die-cut center, hot and cold laminators, a button maker, an art waxer, numerous software programs, and a color printer. The service is open to regional public school teachers as well as students at no charge.



- For the last five years, ECU's Joyner Library has put on the [Librarian to Librarian Networking Summit](#), an all day conference bringing together more than 150 school librarians and media specialists to participate in roundtable discussions, seminars, and training sessions.
- At Elizabeth City State University, in keeping with the UNC Tomorrow initiatives, the G. R. Little Library Acquisitions Department takes the leading role in procuring resources pertinent to the university's instructional, research, community and other strategic programs. As a member institution of the HBCU Alliance, the G.R. Little Library is dedicated to providing resources which are designed to strengthen the libraries of Historically Black Colleges and Universities.
- The G.R. Little Library collaborates with the ECSU Laboratory School, in the School of Education and Psychology, once a month during the academic year by hosting children's Hour. The children are read a seasonal story, shown a movie, and engaged in an interactive activity.
- NCSSM's librarians teach information research classes and information management skills to NC students enrolled in the NCSSM Online program.
- NCSSM supports a Communications Center which provides document finishing services such as dry mounting, laminating, and large scale color poster printers which enable students to create posters for professional conferences and academic competitions.
- At UNC Pembroke the Library sponsors during Black History month the African American Read-In Literacy Campaign, and local school children are read stories by African-American authors by UNCP Education majors.
- The Carolina Consortium founded and run by UNCG, saves NC community colleges over \$12 million dollars annually. In addition, we sponsor conferences with children's authors and illustrators that involve presentations and



interaction not only with the University Libraries, but also with the K-12 schools from within the Piedmont Triad.

- The new library facility being planned at UNCSA includes a Teaching and Learning Center within the Library building. The Teaching and Learning Center will include the UNCSA Writing Center, Career Services, ESL and Learning Assistance Programs, and a Faculty Enrichment Center. The Library staff currently works in close collaboration with these areas and plans to substantially increase collaboration with these departments in the future.
- At UNCSA the Archivist and the Systems Librarian are working with the Costume Shop and the Dance Costume Shop to create digital catalogs of costumes and costume accessories held at UNCSA. These databases are being designed to provide research access as well as inventory control.
- UNCW collaborates with Cape Fear Community College and New Hanover County Public Library to orient seniors at area high schools to the resources available at the three libraries useful for the students' graduation projects. These institutions also collaborate to provide One Book, One Community programming.



4. Libraries are the competitive edge in recruiting the best faculty, staff, and students.

- Appalachian State University Library has created Student Employee Scholarships to complement the University's Student Employee of the Year Scholarship. In fall 2008, three Student Employee Scholarships of \$500 were awarded.
- UNCG awards an annual best student worker award, plus we have created the ACE Scholars Program to recruit between 12-15 ethnic minority students to our Library and Information Studies Program per our successful IMLS grant application. We also have hired our first Diversity Resident Librarian.
- Primary contact (liaison) librarians at UNCW meet with faculty candidates during their on-campus interviews to describe the library's services and discuss faculty research and teaching resource needs.



5. Libraries are crucial for faculty and student research.

- The Joyner Library at East Carolina University maintains a robust faculty liaison and outreach program and has created [*The ScholarShip: ECU's Institutional Repository*](#) to encourage the open access to student and faculty research.



- FSU has an institutional repository, the Digital Commons @FSU to encourage faculty and student research.
- UNC Pembroke has established an institutional repository also, called “Brave Docks.”
- UNCG has developed digital projects surrounding areas of strength in our collections: Women Veterans, Civil Rights Greensboro, Academic Trade Binding, The Robert Hansen Theatre Collection, among others.
- Five university libraries from the UNC system have collaborated to form [NC DOCKS](#) (Digital Online Collection of Knowledge and Scholarship). Developed by UNC Greensboro and shared by UNCG, East Carolina University, Appalachian State University, UNC Pembroke, and UNC Wilmington, NC DOCKS is designed to hold digital, online copies of faculty articles, white papers, and other scholarly works, in addition to student theses and dissertations. This type of digital archive--known as an institutional repository--consists of open access scholarship delivered to the open Web. Works stored here are fully searchable by Google and other search engines.
- The extensive holdings of the UNCSA Music Library provide essential resources for the School of Music, including music scores and sound recordings as well as print and electronic reference materials. In fact, the faculty at the School of Music repeatedly comment that the School of Music would have to shut its doors if the Music Library were to be closed for even a few days.



6. Libraries create student-centered, technology-rich environments.

- The NCSSM Library supports a *Sight & Sound Studio and Digital Transformation Center* which enables users to convert and edit any format of information into a another usable format.
- The Library at UNCSA provides streaming audio for all music courses that assign required listening, allowing students 24/7 access to music reserves via the Blackboard course management system. The Library also provides streaming audio and video reserves for other courses at the university.

7. Libraries provide state of the art delivery of information and services to support UNC Tomorrow initiatives.

- At East Carolina University, the Joyner Library and the Laupus Medical Library have jointly developed and maintained the Virtual Library, providing faculty and students on both campuses access to more than 40,000 electronic journals and databases.
- At Elizabeth City State University, The G.R. Little Library has a library instructional classroom for the purpose of providing library instruction to faculty, and students on it electronic research databases. The classroom is also designed for ECSU staff training.
- UNCW uses its ILLiad system not just for interlibrary loan, but also to deliver articles electronically from its print collection to UNCW faculty and graduate students, ships materials to



distance education students with postage-prepaid return labels, and uses its golf-cart to deliver physical items to offices on campus.

- UNCW, Appalachian State, and others participate in NC Knows, a 24/7 live chat service

8. Libraries need to build infrastructure for compliance with new legal and ethical demands related to scholarly communication, open access and electronic and print records management.

- UNCW's Randall Library sponsored a presentation for its faculty by Heather Joseph, Executive Director of the Scholarly Publishing and Academic Resources Coalition (SPARC) focusing on emerging communication models that expand the dissemination of scholarly research. The event was used to launch SeaHawk DOCKS, UNCW's institutional repository.

9. Librarians play leadership roles on campus which further the goals of the university and UNC system.

- UNCG is involved in developing and strengthening ongoing international exchange programs with librarians from Thailand, China, Russia and Moldova.
- Two library faculty members currently serve on the Steering Committee of the UNCW Faculty Senate. UNCW Librarian representation on key UNC Tomorrow Committees and the General Education Revision Committee also provided library involvement in advancing the goals of the university. Library faculty members participate in larger campus initiatives, including the Leadership Lecture Series, Synergy (Freshman Common Reading Program) and Evolution Learning Community.



10. Libraries build relationships with local communities by providing access to information resources and cultural enrichment opportunities.

- At UNC Pembroke, where public library resources are limited. Community members can access books, media, serial resources and staff expertise.
- Programs featuring local, state, and national authors are provided to campus and community audience members at no charge at the Mary Livermore Library of UNC Pembroke.

Contributors

Mary Reichel-Appalachian State University

Larry Boyer-East Carolina University

Juanita Midgette- Elizabeth City State University

Bobby C. Wynn- Fayetteville State University

Rosann Bazirjian- University of North Carolina Greensboro

Vicki Weavil- University of North Carolina School of the Arts
Diane Futrelle- North Carolina School of Science and Mathematics

Elinor Foster- University of North Carolina Pembroke
Sue Cody- University of North Carolina Wilmington