Four Themes for Doe/Moffitt: Top Priorities Identified in 2007

Background
In January 2007, staff of the Doe/Moffitt Libraries were asked to respond to four proposed themes for Doe/Moffitt Libraries: service excellence and responsiveness; teaching and learning; collection vision and access; and staff support and engagement. All staff were invited to submit suggestions for key issues to address. The Doe/Moffitt Advisory Group organized those suggestions and identified four top priorities to focus our collective attention in 2007. We selected the priorities based on criteria such as 1) impact for users, 2) positive change for library staff; 3) benefit across Doe/Moffitt departments, and 4) issues not adequately addressed through standing groups and day-to-day discussions. Those four priorities are highlighted below.

1. Public Services Excellence, Training and Evaluation

Related staff suggestions:
- Create unified public service posture and training renaissance for staff and student employees around customer service and privacy at all portals across units (1.B.1)
- Continually measure our service effectiveness to library users and internal clients through periodic surveys, feedback forms, and focus groups. Also gather data from library systems to help improve services (1.D.4, 1.D.5)
- Explore ways to make in-person service more efficient, higher quality, more targeted -- no runarounds, centralization of services, better communication, interactions as instructional (1.B.3, 2.C.1, 2.C.2)

Next steps:
I. Abalos and E. Dupuis to further refine sub-components based on issues raised about need for guidelines or competencies; staff and student training; evaluation and feedback; relationship between various service points; statement of values for public service; and barriers to service excellence. Identify other relevant reports (excellence in public service; customer service task force report). Engage other AULs and Directors (I. Stirling, S. Wong, M. Rancer) in process and determine broader interest. Develop draft charge(s) for DMAG discussion and consider engaging staff who expressed interest in this issue for their input about focus and charge.

2. Moffitt Library Revitalization

Related staff suggestions:
- Re-envision and re-invigorate Moffitt Library (2.A.5)

Next steps:
S. McDaniel appointed as Moffitt Library Planning Leader; DMAG to develop overall vision and framework for further subgroups and stakeholders; Library Teaching and Learning Spaces Task Force report received February 2007 which provides relevant recommendations; engineers’ report about Moffitt infrastructure to be delivered by fall 2007; plan for Doe/Moffitt Early Bird in fall 2007 for updates and next steps.
3. Collection Integrity of Gardner (MAIN) Stacks

Related staff suggestions:
- Create vision for collection in Gardner Stacks; improve browsability, determine possibilities for withdrawing MAIN materials; tattle-tape all collections before catalogued and ensure security in transit and once on shelves (3.A.1)

Next steps:
Collection Integrity Task Force charged by C. Eckman and E. Dupuis with representatives from Doe/Moffitt and other related units; report due by October 2007; further discussion with Collections Council, DMAG, and Doe/Moffitt staff at that point.

4. Technology Experimentation and Support

Related staff suggestions:
- Investigate use of more interactive technologies (web 2.0 level user participation, wikis, blogs, personalization, tagging, rating, community building, etc) and integration within our information products and services such as reference services and liaison roles (1.C.4)
- Analyze the Doe/Moffitt web pages, including subject pages, from users’ perspectives and incorporate ongoing improvements (1.B.9, 2.B.3)
- Provide staff development or continuing education to support library staff in learning about new technologies, and create an infrastructure to support learning new skills, practicing, and having access to necessary resources (4.B.1, 4.C.2)

Next steps:
Develop staff position with responsibilities for technology training support. Consider possible connections related to LAUC-B conference in November 2007 on Web 2.0. Ensure all staff are able to benefit from this focus, not just librarians. E. Dupuis to engage staff who expressed interest in these issues for their input about focus and charge and share possible options for charges/next steps with DMAG.