

# **STRATEGIC PLAN 2008-2010**

## **THE WISCONSIN NATIONAL PRIMATE RESEARCH CENTER LAWRENCE JACOBSEN LIBRARY**

The Lawrence Jacobsen Library and Information Service supports the research and outreach missions of the National Primate Research Center, University of Wisconsin-Madison. The library receives funding primarily through the WNPRC's base grant and a National Center for Research Resources (NCRR) resource grant entitled "Coordinated Information Services for Primate Research" (CIS). As a result, the library serves a diverse population within the Center, across the UW campus, nationally and internationally.

The library collects extensively in areas relevant to primatology and current research initiatives at the Center. Because of the interdisciplinary nature of primatology, subjects include, but are not limited to, biomedicine, molecular biology, genetics, neuroscience, psychology, conservation and ecology, animal welfare, enrichment, veterinary medicine, and ethics. The library also houses and manages several unique collections. These include the children's book collection, an irreplaceable audiovisual collection, a small collection of rare books, and the June Northrop Barker Archives, all with a focus on primatology.

The library also maintains a Web-based information resource called Primate Info Net (PIN). Included on the site is original content such as the Primate Factsheets, information about careers, the International Directory of Primatology (IDP) and the AskPrimate e-mail reference service, as well as links to other readily available online resources with information on current research and various resources in primatology.

Staff and researchers use the library for quiet study, holding small meetings, welcoming visitors and providing orientation for new staff. Library staff and users would like the library to gain more physical space for study and meetings, instruction and retention of print materials. The library is clearly viewed as essential to the Center as a valuable information resource, a focal point of the Center, and a very visible ambassador to the external community. As such, the library has been an integral part of master planning for future growth and construction at the Center. A new, expanded library is considered central to the WNPRC's Master Plan.

The Jacobsen Library will revisit this plan on a biennial basis to ensure we continue to meet the needs of our diverse user group.

## **MISSION**

The Lawrence Jacobsen Library and Information Service supports the research and outreach missions of the Wisconsin National Primate Research Center and the University of Wisconsin-Madison through effective relationships with NIH, NCRR, the UW-Madison library system and through collaborative efforts with other organizations. The library acquires, organizes, develops, provides access to, and delivers information resources to Center scientists and staff, University of Wisconsin-Madison faculty and students, and persons worldwide with an interest in primatology. Essential to this mission is the effort to comprehensively collect and provide access to materials, in a variety of formats, related to nonhuman primates in research, conservation, education, and veterinary care.

## VISION

Provide value-added, user-focused service while maximizing resources, tools, and personnel.

## LIBRARY PRIORITIES, GOALS AND OBJECTIVES

**Goals and objectives have been distributed into six priority categories, but no significance should be attributed to the order. Goals and objectives linked to the Coordinated Information Services Grant are designated with [CIS].**

### Priority A: Promote Research

Goal 1-A. Provide access to high quality information resources in support of Center scientific research.

Objectives:

- Provide electronic document delivery and interlibrary loan to staff and affiliates.
- Involve Center staff in the selection of books and journals.
- Regularly inform Center staff about recent acquisitions through email announcements and the maintenance of an online book list.

Goal 2-A. Continue to provide bibliographic instruction for Center staff and students.

Objectives:

- Offer bibliographic instruction directly to patrons.
- Utilize campus experts to provide bibliographic instruction as appropriate.
- Partner with campus libraries to identify and host training opportunities, e.g., a Field guide to NCBI Resources.
- Participate in the Center's New Staff Orientation program.

Goal 3-A. Work in partnership with Center staff and affiliates to identify and develop web-related ventures or databases.

Objectives:

- Identify opportunities and recommend methods for the organization and integration of data.
- Assist in the creation of public interfaces.
- Participate in the effort to create a new pathology ontology.
- Participate in Center Bioinformatics initiatives.

Goal 4-A. Meet the informational needs of NCCR-supported primate programs by continuing the library's present document delivery program. [CIS]

Objectives:

- Incorporate new technologies as appropriate.
- Identify new user groups.

Goal 5-A. Work with Center staff and others to develop a variety of research content for Primate Info Net (PIN). [CIS]

Objectives:

- Develop content and provide access to enrichment information and materials.
- Provide access to information and materials addressing the 3Rs, genomics and new growth areas as they develop.

- Develop a directory to primate researchers in collaboration with the Southwest Primate Research Center using BibApp.

Goal 6-A. Promote library resources and services to the primatological and biomedical research communities, both nationally and internationally. [CIS]

Objectives:

- Revisit all NPRCs to update staff and scientists about resources available to them through the CIS grant.
- Represent the Center at appropriate meetings of national and international organizations.
- Develop promotional materials, e.g., brochures, bookmarks, handouts, display content, etc.
- Write articles for publication in primate, library and other relevant publications.
- Develop presentations for professional meetings.
- Promote resources through electronic forums.
- Regularly inform these communities about recent acquisitions through email announcements and the maintenance of an online book list.

Goal 7-A. Develop resources for sharing research.

- Assist staff in the submission of publications to PubMed Central as required by the NIH Public Access Policy.
- Track articles published by staff at the Wisconsin Primate Center for annual reporting.

## **Priority B: Address Library Management and Administrative Issues**

Goal 1-B. Evaluate and document policies and procedures.

Objectives:

- Maintain policies and procedures for library operations including acquisitions, cataloging, circulation, document delivery, interlibrary loan and internet services.
- Document public policies on the library's web page.
- Document library policies and procedures through a Wiki site.

Goal 2-B. Review staffing distribution and personnel structure.

Objectives:

- Review and update professional staff job descriptions.
- Complete annual Employee Performance Reviews.
- Fill open Special Collections Librarian position in the summer of 2008.

Goal 3-B. Maintain close working relationships with other Center units.

Objectives:

- Have a lead role in Center committees and meetings.

Goal 4-B. Compile statistics and data related to resources and services as appropriate.

Goal 5-B. Explore mechanisms to assure long-term viability of the PrimateLit database. [CIS]

Objectives:

- Work with NCCR and the Primate Information Center (PIC) to identify possible scenarios.
- In the short term continue partnership with Primate Information Center and University of Wisconsin General Library System to provide free user access to the PrimateLit bibliographic database.

- Develop a transition plan for the relocation of indexing functions from Washington to Wisconsin with the intent of consolidating all functions at Wisconsin by 2011.

Goal 6-B. Examine mechanisms to insure long-term viability and stability for Primate Info Net.

Objectives:

- Develop a mirror site for PIN.
- Review hardware, backup and platform needs for our websites on an annual basis.

Goal 7-B. Establish an annual workplan.

Objectives:

- Prioritize projects.
- Determine time management goals.
- Develop an annual calendar of events and deadlines.

Goal 8-B. Submit a new grant for CIS funding.

Objectives:

- Identify the appropriate type of grant with the aid of Jack Harding and Ray O'Neill at NIH.
- Determine new initiatives to be funded by this grant.
- Create a budget for the grant.
- Collect letters of support.

## **Priority C: Address Critical Space Needs**

Goal 1-C. Coordinate Center efforts to design and build a new library.

Objectives:

- Determine space needs for library staff, collections, library visitors, archival storage, and meeting and multi-use space.
- Work with Center committee and architects to design and develop overall library plan as a part of the Wisconsin Primate Center Master Plan.
- Partner with the Center committee and architects to design and develop a plan for a Center Learning Lobby.

Goal 2-C: Reallocate space currently used by reprint collection

## **Priority D: Advance Learning**

Goal 1-D. Collaborate with the General Library System (GLS) to share services and resources in support of the UW educational mission.

Objectives:

- Maintain bibliographic records in MadCat in conformity with UW library standards.
- Participate in campus Open Return, Book Retrieval and Universal Borrowing programs.
- Participate in Committee for Institutional Cooperation resource sharing.
- Evaluate campus resources to minimize duplication and partner with science libraries on campus to insure cooperative journal cancellations and monograph purchases.

- Continue collaboration with GLS Library Technology Group and UW Department of Academic Technology to refine and enhance the PrimateLit and PrimateImages databases. [CIS]
- Contribute to campus library committees and new initiatives, including
  - Science Cluster;
  - Library Express Administrative Group;
  - ILL Discussion Group;
  - Special Campus Library Group.

Goal 2-D. Acquire, maintain, and provide access to an extensive English-language collection of materials in primatology.

Objectives:

- Collect materials in print and digital formats.
- Where feasible, collect materials in other languages.
- Develop an online collection of dissertations and theses published through the eight National Primate Research Centers, and collocate them with other electronic dissertations and theses.
- Provide access to the library collection and other collections through MadCat, WorldCat (OCLC), consortial partnerships, and Primate Info Net.
- Investigate the scanning of copyright free primate texts for posting to PIN.

Goal 3-D. Maintain June Northrop Barker Archives for the collection and preservation of primate-related historical documents and audiovisual materials.

Objectives:

- Solicit contributions of materials and money.

Goal 4-D. Continue to develop functionality in PrimateLit. [CIS]

Objectives:

- Work cooperatively with GLS to:
  - Continue to develop open URL functionality;
  - Review the functionality, design and usability of the current PrimateLit interface;
  - Create links to free online publications, including copyright free content, dissertations, theses and the ASP meeting abstracts.

Goal 6-D. Educate and inform the public through community outreach providing opportunities for lifelong learning. [CIS]

Objectives:

- Promote Callicam as an educational resource.
- Collect and link to K-12 curriculum materials.
- Continue development of children's literature collection.
  - Complete the Bibliography on the PIN website.
- Collaborate with ASP and LPN to provide access to information about current undergraduate and graduate primate programs available in the United States.
- Participate in Center and Campus outreach efforts.

Goal 7-D. Continue development of Library web resources. [CIS]

Objectives:

- Follow a maintenance schedule for the PIN website to insure all sections are reviewed, updated and edited on a regular basis.
- Continue to develop in-depth primate fact sheets for Primate Info Net.
  - Integrate content of PIN with the FactSheets.
- Identify and implement the use of new technologies as appropriate, e.g., Podcasts within PIN.
- Update the working taxonomy in PIN to reflect current practice.
- Review PIN content and structure, updating as appropriate.
- Evaluate and improve PIN user interface and search/browse functionality.

Goal 8-D. In partnership with GLS, design, develop and implement a PrimateImages database utilizing the SiteSearch platform to provide access to the Primate Center Libraries collection of primate images. [CIS]

- Assign metadata to the Nash collection using Dublin Core.
- Add new materials on a biannual basis.
- Actively solicit new materials

Goal 9-D. Review and update the collection of audio and video materials.

- Determine appropriate technologies for moving images collection.
- Where feasible, create multiple copies in formats that meet the requirements of users.
- Investigate on demand video on the Web.

## **Priority E: Accelerate Internationalization**

Goal 1-E. Foster the exchange of information to the international science community through the provision of key Internet resources. [CIS]

Objectives:

- Maintain and provide content for
  - Email discussion lists (Primate-Science, Primate Enrichment Forum);
  - News sources (Primate-Jobs, Primates in the News, Meetings Calendar);
  - Miscellaneous resources (AskPrimate, Careers in Primatology).
- Incorporate Primate Products & Services information into IDP and the PIN enrichment site.

Goal 2-E. Improve access to foreign language materials on the Internet [CIS]

Objectives:

- Translate original content into native language of habitat countries.
- Provide access to PIN materials by language.

## **Priority F: Nurture Human Resources**

Goal 1-F. Encourage the pursuit of professional development activities by library staff.

Objectives:

- Provide support for professional library staff to attend at least one professional development program annually.
- Support staff participation in campus activities and organizations.

- Encourage participation in Library Meetings, publication, etc.

Goal 2-F. Offer employment and educational opportunities to UW students.

Objectives:

- Offer employment opportunities to SLIS and other UW students in library support positions.
- Provide opportunities for student practicums, course-related projects, and other educational programs.
- Share staff expertise with library students through participation in SLIS programs.

Goal 3-F. Nurture a healthy and supportive work environment.

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