

The logo for UAB Libraries, featuring the letters 'UAB' in a stylized font above the word 'LIBRARIES' in a bold, sans-serif font.

UAB
LIBRARIES

The University of Alabama at Birmingham

The title of the strategic plan, 'UAB Libraries Strategic Plan 2024-28', displayed in white text against a blue sky background. 'UAB Libraries Strategic Plan' is in a bold, sans-serif font, and '2024-28' is in a smaller, italicized sans-serif font.

UAB Libraries
Strategic Plan
2024-28

PILLAR 1

Education

Support and enrich UAB's world-class, socially conscious educational goals to empower learners of all levels in their pursuits to become the next generation of citizens and leaders.

Goal 1: Grow and sustain collaborations with teaching faculty, providing value-added support for curricula and other educational and research activities.

- Provide support for UAB authors to publish Open Educational Resource (OER) texts and for open pedagogy.
- Develop collection development plans for the high-growth research areas identified for the “Growth with Purpose” plan (bioinformatics and genomics, AI, data science, computer science, material science).
- Enhance collaborations with teaching faculty, providing value-added support for curricula and other educational activities through the development of a more robust and needs-based course reserves program.
- Establish multidisciplinary teams equipped with specialized training to design programs and services to address emergent needs.
- Support multimodal learning by designing and delivering technology-focused workshops and consultations on research involving technology applications.

Goal 2: Implement innovative strategies to empower student learners and enrich their research experience across the continuum, from undergraduate education through professional practice.

- Advocate for and support multiple literacies through instruction, including multimodal, visual, data, primary source, and media literacies.
- Preserve student work through various distributed preservation partners and provide access to content through a variety of open platforms and hosted repositories.
- Improve collaboration across all units of the libraries to deliver instruction that integrates the entirety of UAB Libraries' collections.
- Work with departments on campus to develop financially accessible instructional materials.
- Market research support and instruction services to researchers and principal investigators to broaden services to student scholars.
- Assess user experience and accessibility for a variety of library systems, publisher platforms, and educational technologies.

Goal 3: Recruit, retain, support, and develop library faculty and staff that reflect the diverse and innovative community at UAB and meet strategic goals and objectives of the “Growth with Purpose” initiative.

- Conduct a review of library roles within institutions with comparable levels of sponsored research (\$500M-\$1.5B) to identify gaps in research services.

- Provide education opportunities for faculty, staff, student employees, and interns to meet emerging needs.
- Create a streamlined, uniform process for recruitment and onboarding new faculty and staff, including clear expectations and guidelines for the trainers and new employees.
- Create an incentive program for staff development.

Goal 4: Provide library spaces that inspire learning and scholarship, encourage creative work with innovative technology, facilitate collaboration, and support all learners, including those with special needs.

- Create a variety of working spaces that support technology-focused research and development.
- Investigate new technologies and spaces that enhance student learning and enable better access to information, with a focus on students with special needs.

PILLAR 2

Research, Innovation, and Economic Development

Provide resources and services to create an environment that accelerates innovation, research, and economic development.

Goal 1: Cultivate a collaborative library space that fosters cross-disciplinary innovation and leverages individual expertise.

- Grow partnerships with innovation-driven entities and research communities across campus and within the community.
- Expand the scope of research data services to effectively support the growth of sponsored research at UAB.
- Increase partnerships on campus and beyond to raise visibility of libraries as a key resource in the community and increase use by non-traditional users.
- Actively support the scholarly and innovation initiatives of library faculty and staff.

Goal 2: Embrace technologies that champion innovation and foster greater access and usability.

- Promote UAB's culture of innovation by expanding technology-focused experiential teaching and learning.
- Continuously assess existing library systems and online access points to ensure discoverability of new scholarly resources.
- Invest in technologies which improve access and usability.

- Implement a variety of system enhancements and services that streamline access to electronic resources, research datasets, digital collections, and creative applications.

Goal 3: Proactively seek out opportunities to support the research community through services that promote the creation and dissemination of knowledge.

- Promote open access publishing by establishing more agreements in research disciplines that reflect UAB’s publishing practices.
- Develop targeted UAB Libraries programming for researchers and engage with existing seminars and programming across UAB.
- Increase visibility of library collections through digitization, preservation, outreach, rebranding, marketing, and promotion.
- Conduct a needs assessment with the UAB research community to identify new areas of support, especially in the context of the “Growth with Purpose” plan.
- Address collection stewardship and preservation needs to ensure longevity and access for researchers, patrons, and visitors.

PILLAR 3

Community Engagement

Engage actively with the university community and beyond by fostering collaboration, promoting access to information, and enhancing lifelong learning.

Goal 1: Strengthen relationships with campus departments, student organizations, alumni associations, and local community organizations to understand their information needs in order to provide relevant services and promote information and health literacy.

- Grow the libraries’ reach and commitment to the Birmingham and Alabama communities by developing new partnerships with public libraries, schools, and other communities to foster information and health literacy.
- Expand educational and research support through tours and programs for high school students, community members, and external scholars.
- In collaboration with state and area library associations, offer state-wide educational events on current topics relevant to the profession.

Goal 2: Inform the community, alumni, and UAB constituents about library services, events, and resources.

- Implement targeted marketing and outreach strategies tailored to specific groups within and outside the UAB community, ensuring knowledge sharing and engagement across Alabama.

- Maintain and improve current UAB Libraries presence on social media connections and platforms.

PILLAR 4

Patient Care

Provide support for the highest-quality patient-centered integrative care through library services and resources including spaces, technologies, support, and initiatives.

Goal 1: Empower clinician researchers through comprehensive library services that drive impactful, evidence-based medical research and innovation to improve patient care.

- Position librarians as integral members of clinical research teams to provide real-time research support, data curation, and information management expertise, ensuring that clinical researchers have continuous access to the resources needed to advance patient care and make research-driven impacts on society.
- Provide tailored research consultations and services to clinical researchers and help them navigate complex information needs through mediated search services, systematic reviews, and access to specialized medical databases.
- Develop and maintain research guides and toolkits tailored to clinical research focus areas identified in "Growth with Purpose," with tools to jumpstart literature synthesis in these key focus areas.

Goal 2: Participate in patient-centered, cross-departmental initiatives and community partnerships to promote health literacy and access to quality patient health information.

- Support health information literacy through patient outreach efforts like consumer health and patient education services to UAB Hospital and community patients.
- Pursue collaborations with the Alabama Health Literacy Initiative and other community engagement-focused organizations to bolster efforts in promoting health literacy and public health initiatives.

Goal 3: Offer in-demand information management technologies and resources to enhance education and research in support of patient care.

- Offer streamlined access to graduate medical education resources by partnering with clinical programs to curate residency and fellowship specific resource guides.
- Ensure seamless, uninterrupted access to high-quality electronic resources in clinical settings, allowing providers to swiftly access up-to-date medical research, supporting evidence-based practice and clinical research and fostering informed, impactful decision-making in clinical settings.
- Expand services around medical applications requiring use of emerging technologies such as augmented reality, virtual reality, and 3D modeling.

- Continue to inform and educate clinical care providers and support personnel about location-agnostic resources, services, and programs.

Goal 4: Meet clinical care providers at their point of need with inclusive spaces, research support, access to the latest medical research both virtually and at physical locations.

- Support UAB Medicine initiatives within the new Graduate Medical Education Wellness Center by offering inviting physical study space and technology to promote resident and fellow well-being, education, research, and patient care.
- Develop targeted communication strategies specifically aimed at clinical care providers and researchers, highlighting library services and spaces with messaging focused on how these services directly support evidence-based practice and patient care improvements.
- Leverage both traditional and alternative methods of meeting clinical providers to deliver enhanced online support and asynchronous assistance, meeting clinicians across the state of Alabama, whether in person or virtually.

FOUNDATION 1

Financial Sustainability

Grow philanthropic giving and ensure that the resources are used and managed effectively to maximize impact on UAB.

Goal 1: Communicate with stakeholders about the importance of UAB Libraries to the academic enterprise.

- Communicate to UAB faculty their role in the collection development and feedback cycle so that they see their contributions and investment in the process.
- Create faculty advocates in each academic department to serve as library supporters.
- Engage with Library donors to provide updates on the impact of their gifts.

Goal 2: Actively pursue new revenue opportunities such as grants and other external funding sources.

- Seek external funding opportunities from relevant grant providers to support initiatives aimed at community engagement and advancing information and health literacy.
- Improve funding for Historical Collections, including a relaunch of the annual Reynolds Finley Associates giving campaign and naming options for display cases in the gallery.
- Investigate alternative ways of funding donated materials, such as shared funding models.
- Investigate grants that support and enhance the work of UAB Libraries.

FOUNDATION 2

Diversity

At UAB, everybody counts every day; this means the practice of valuing each member of our community and the richly different perspectives, characteristics, and life experiences associated with the many communities, identities, races, ethnicities, backgrounds, abilities, cultures, socioeconomic backgrounds, and beliefs that contribute to UAB's unique educational, patient care and professional environments.

Goal 1: Ensure a culture of respect and belonging in UAB Libraries for all UAB faculty, staff, and students.

- Provide professional development to library faculty and staff in patron-facing services on patron interactions, including patrons from diverse backgrounds.
- Review websites and digital and physical exhibits for accessibility, inclusivity, and wide-ranging perspectives.
- Seek out opportunities for reparative cataloging, such as updating metadata and subject terms used or displayed in our library system and other access platforms.
- Build and maintain spaces in support of accessibility and belonging in UAB Libraries such as lactation spaces, single-user bathrooms, and sensory friendly study rooms for students in need of stress relief, sensory processing disorders, or cognitive conditions.
- Conduct a building audit of both libraries in order to ensure ADA compliance.

Goal 2: Provide resources, services, and programs that celebrate the richly diverse human experiences and viewpoints of our region and the world.

- Improve current and create new interdisciplinary material collections that represent broad viewpoints and diverse communities.
- Build and promote collections that encourage a non-Western perspective of the history of medicine.
- Collaborate with student and community groups to highlight the diversity and variety of materials in our collections.
- Host events at UAB Libraries that offer different perspectives, viewpoints and life experiences to the broader campus community.

Goal 3: Connect with campus and community groups to provide resources and services to reflect the richly different perspectives, characteristics and life experiences of the faculty, staff and students we serve.

- Identify opportunities to partner with existing campus and community programs, such as UAB Student Engagement and Enrichment Programs, to parallel library events.

- Collaborate with entities on campus to determine what resources will benefit all of our community, including students, faculty and staff that face barriers and may have a greater need for additional support than others due to their circumstances, including students, faculty, and staff from underserved and/or disadvantaged backgrounds.

FOUNDATION 3

Environmental Stewardship

Support and encourage environmental stewardship activities at UAB Libraries and throughout the community.

Goal 1: Demonstrate sustainability in UAB Libraries through pursuing and incorporating environmentally- responsible practices, green policies, and improvements to physical buildings.

- Establish a green purchasing policy to prioritize procuring environmentally friendly products and materials whenever possible.
- Investigate environmentally sustainable best practices in the stewardship and preservation of materials.
- Improve accessibility to and knowledge of recycling policies and opportunities through marketing, improved signage, and collaboration with Facilities.
- Develop a Library Sustainability Committee that can help develop greener practices in the libraries.

Goal 2: Support UAB students, faculty, and staff with environmental and sustainable projects.

- Collaborate with UAB student-led environmental initiatives.
- Partner with UAB Sustainability by attending events and volunteering in support of their efforts to create a more sustainable campus.