



LUND  
UNIVERSITY

# Strategic plan

LUND UNIVERSITY LIBRARIES | 2014-2016





## Strategic plan for Lund University Libraries 2014-2016

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The Lund University Libraries organisation has a fundamental role to play in achieving the goals and vision of Lund University as a whole.

Rooted in the ideals of continuity and renewal, the 2014-2016 Lund University Libraries' strategic plan echoes the strategic plan of the University and its core values. Following on from our 2009–2013 strategic plan, it recognises and responds to new challenges we are facing.

Lund University Libraries' strategic plan comprises a plan for the whole network of libraries and provides direction for the shared activities and decisions we will take in the next few years. It will be complemented with action plans at the general and the faculty levels as well as at division levels within the University Library.

This is a statement of intent that grows from a belief in working together with respect for decisions taken, as well as a commitment to openness and generosity within the network of Lund University Libraries.

Lund, February 2014

**Jette Guldborg Petersen, University Librarian**

### From the strategic plan for Lund University 2012-2016

Lund University's vision is: A world-class university that works to understand, explain and improve our world and the human condition.

The University's goal is: Highest quality in education, research, innovation and interaction with society. The goal shall be achieved through the following strategies: Cross-boundary collaboration, internationalisation, quality enhancement and leader, teacher and employee excellence.

In addition, the University has four areas of development: attractive learning environments, strong environments for research and innovation, infrastructure and visibility and clarity.

Lund University represents fundamental human rights and democratic and academic values. We shall operate in a context of gender equality and ethnic and social diversity. Respect, tolerance and concern shall govern all relationships, as well as mutual acceptance of responsibility and loyalty to the core values, mission and goals of the University.

Rationality, quality and commitment permeate the activities of our University. Academic integrity is absolute. There is ample room for different opinions and for debate. Respect for different viewpoints and objectivity direct our activities. Critical thinking and free access to research information are promoted. We have an innovative and creative environment with scope for change and opportunities for professional development for employees. Humour, curiosity and commitment are key concepts.

The University is a critical voice and driving force in society. We cooperate with the international higher education community and carry out research and education in global issues of decisive import to the future of mankind. Higher education and research shall contribute to democracy, sustainable development and liberation from oppression. Our University stands for goals and visions that inspire hope!

## Lund University Libraries

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**The Lund University Libraries is a network within Lund University. The network includes the University Library as well as the faculty libraries and is coordinated by the University Library's department of Cooperation.**

A university that aspires to a position among the world's elite universities presupposes and deserves a world-class library and information organisation.

We see the world around us constantly changing. The role, practice and significance of universities are challenged by many factors:

- New ways of running and obtaining education
- New demands on publication
- New demands on the management of research data
- The expansion of social networks and digital information and learning environments
- Boundary-crossing communication in parallel universes

The role of libraries is being challenged and radically transformed by these same factors. The boundaries between producer, supplier, distributor, facilitator, mediator and consumer of knowledge, literature and information have blurred; today these roles are mixed.

From a traditional emphasis on acquisition, registration and mediation, the focus is shifting to storing and making resources available, regardless of their medium or distribution channel, as well as to needs-driven facilitation of processes connected to education and research. These changes have affected the traditional perception of what a library is, can and should be.

*MOOCS? LUP?  
FACEBOOK? TWITTER?  
FLIPPED CLASSROOM?  
LEARNING ANALYTICS?*

*WE KEEP MONITORING  
THE WORLD AROUND US!*



## Lund University Libraries is to

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*WE FOCUS ON USERS'  
NEEDS*

*WE HAVE A STRONG  
INFRASTRUCTURE FOR  
OUR INFORMATION  
SERVICES*

*WE ARE VISIBLE,  
OPEN AND  
PROACTIVE*

### **...OFFER PROFESSIONAL AND INSPIRING ACCESS TO INFORMATION AND INFORMATION SERVICES**

Our approach and our services are characterised by quality. The starting point for our activities is the needs of students, lecturers and researchers. We want students, lecturers and researchers to feel that they can move freely, smoothly and easily between the various libraries and services in the Lund University Libraries network.

Information resources and services provided and made available by the libraries are increasingly in digital form. We want to offer and develop qualified, easily accessible and cost-effective information services for research and education and provide access to a broad, varied and deep range of information resources and services for research and education within all subject areas and at all levels.

All the individual libraries within the network are unique and contain great treasures of information, literature and expertise. We want to share these resources with the world while improving how we communicate what each library offers to students, lecturers, researchers, administrative staff and the general public. We aim to be proactive in meeting the needs of our users with respect for the traditions and variations associated with different subjects. Our roles as modern faculty and university libraries are balanced against the role as administrator and mediator of our cultural heritage.

## Lund University Libraries is to

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### **...ACTIVELY CONTRIBUTE TO THE RESEARCH AND PUBLICATION PROCESSES OF RESEARCHERS**

We want to develop research-focused services to support the needs of research in cooperation with the researchers and with the research units at the University and in the faculties. We want to offer smart, professional and sustainable solutions to the University's existing and future research environments, to position ourselves at the cutting edge of technological development and to contribute to increasing the visibility, dissemination, conservation and evaluation of scholarly production at the University.

*WE DEVELOP THE  
RESEARCH-FOCUSED  
SERVICES THAT RE-  
SEARCHERS NEED*

*WE CONTRIBUTE TO  
STRONG RESEARCH  
ENVIRONMENTS*

*WE FACILITATE  
PUBLICATION  
PROCESSES*

## Lund University Libraries is to

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*WE ARE AN  
IMPORTANT  
EDUCATIONAL  
RESOURCE*

*WE BELIEVE THAT  
INFORMATION  
LITERACY IS A  
HUMAN RIGHT*

*WE CONTRIBUTE TO  
CREATING ATTRACTIVE  
LEARNING  
ENVIRONMENTS*

### **...ACTIVELY CONTRIBUTE TO THE LEARNING PROCESSES OF STUDENTS AND THE PHYSICAL AND VIRTUAL LEARNING ENVIRONMENTS**

We want to continue to draw attention to the library as an important teaching resource and develop cooperation with the educational development units at the University and the faculties in order to create a shared understanding for the significance of information literacy in the learning process.

Information literacy is a rights and gender equality issue: Being able to find one's way in the flow of information affects citizens' critical abilities with regard to questioning and taking a position on an issue. The complexity of the digital information and media landscape affects education and learning at all levels. This is why information literacy is an obvious element of study programmes at the University, through which the libraries contribute to meeting the requirement set out in the Higher Education Act for students to develop general skills in their education.

The physical and virtual library spaces are important places for both knowledge acquisition and informal learning. Competent and qualified staff, always take users' differentiated and individual needs as a starting point. The libraries cooperate with other agents within Lund University in the planning and creation of new, inspiring and stimulating physical and virtual learning environments.

## Lund University Libraries is to

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### **...ACTIVELY PARTICIPATE IN STRATEGIC DISCUSSIONS AT THE UNIVERSITY**

We want to conduct systematic and contextual quality enhancement so as to analyse and develop the organisation professionally and in accordance with the wishes of the users. This shall be achieved in close cooperation with the evaluation of education and research by the University and the faculties.

We continuously analyse the surrounding world and create an organisation that is at once stable, flexible and prepared to develop. Libraries all over the world have worked across boundaries for centuries and are united in global networks, which we use and cultivate. We work across boundaries both within our own organisation and within and outside the University.



*WE EVALUATE AND  
DEVELOP OUR  
ACTIVITIES*

*WE EMBRACE CHANGE  
AND ARE  
CONTINUOUSLY  
IMPROVING*

*WE COOPERATE WITH  
THE UNIVERSITY IN  
ITS STRATEGIC  
DISCUSSIONS*

## Lund University Libraries is to

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*WE ALL SHARE  
RESPONSIBILITY FOR  
THE REALISATION OF  
THE PLAN*

*WE SEE OPPORTUNI-  
TIES AND DEVELOP  
PROFESSIONALLY AS  
NEEDED*

*WE KEEP TABS ON  
WHAT IS HAPPENING IN  
THE WORLD AROUND  
US AND HOW IT  
AFFECTS US*

### **...PROACTIVELY WORK WITH EMPLOYEE AND LEADER EXCELLENCE AND WITH SKILLS PROVISION**

During the period covered by the strategic plan, the Lund University Libraries will continue to prove its value through a broad and shared assumption of responsibility for realising the strategy. This cooperation is to be characterised by security, pride and a clear sense of belonging within the network.

We work in a time when change is the norm. The need for new skills is evident, and there is an unprecedented need for the knowledge and core skills of library staff to navigate and manage the information and communication landscape. The rate of change within library activities is high and we want to develop our organisation through an explicitly reflective approach.

In order to deal with the changes, systematic national and international trend-monitoring must permeate all processes, along with the natural monitoring of the world around us that is a basic part of the role of every employee.



## The strategic plan is a statement of intent

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### THE STRATEGIC PLAN IS A STATEMENT OF INTENT, BASED ON THE PREMISES THAT:

- funding of the library organisation is stable and secure,
- we work together with respect, openness and generosity within the Lund University Libraries network to which everyone contributes,
- decisions taken are respected and followed, and
- we are invited to actively participate in strategic discussions at the University.

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# Lund University Libraries

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## LUND UNIVERSITY LIBRARIES IS TO

- offer professional and inspiring access to information and information services
- actively contribute to the research and publication processes of researchers
- actively contribute to the learning processes of students and the physical and virtual learning environments
- actively participate in strategic discussions at the University
- proactively work with employee and leader excellence and with skills provision



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