MCCLPHEI Inc. Planning Session
Fitchburg State University, Fitchburg, MA
April 15, 2016

Looking ahead, three to five years what is what thing we would like to see from a dynamic MCCLPHEI, Inc.?

- More collaboration between sectors to benefit students
- Stronger voice in legislative and state bodies
- More sharing and cooperation beyond collections/leveraging tools and techniques
- Lead the conversation/way for library as a place for transformative learning
- Inter-institutional communication around a myriad of library issues
- Determining the value of the academic library/student success
- Create more models of collaboration between segments for college readiness programs/community outreach and the role of librarians in that process
- Open Education Resources: sharing resources/sharing strategies to work with faculty
- More time to meet with sector-specific leaders (community colleges)
- Rich, but not terribly taxing sharing of data, so we can assess where we stand among peer institutions
- Inter-institutional catalogs and LMS. Could be by region or across the state
- Libraries continue to be the heart of our campus
- Foster better connections between neighboring institutions
- Community college students prepared for transfer (and world peace)
- Help with strategic planning and building/space planning
- More transformational professional development
- Strong professional development for member institutions
- Collaborative program review database
- Develop library relationships: high school to university
- Lead the conversation/way for library as a place for transformative learning
- Tackle cost containment in databases and periodicals

The context: what is happening globally, nationally and locally that is, or will, have an effect on MCCLPHEI, Inc. and its members? Think about technology, social/organizational trends, consumer patterns, institutions etc.

- Decline of traditionally aged college students/FTE dropping
- Students from outside of the community: older students, out of state students
- Effect on subscriptions: should EBSCO look at declining numbers
- Student success and retention data need a metric.
- Metrics such as hits on a database outdated: need better supporting data
- Students reading less, reading skills dropping, failing Accuplacer
- New NEASC standards: need more direct language/better link to the Library: how will library be viewed on each campus?
• Campus culture may direct recognition of library contribution
• How is information literacy assessed? Faculty says “We do our own information literacy”
• Re-evaluate data first forms
• How do we help students/legislators understand value of liberal arts education
• Workforce development: what role does the library play
• Diversity and white privilege/racism: faculty and staff not diverse. Need to hire more diverse staff. What does the pipeline of librarians entering the profession look like
• Students are ‘digital natives” but not technologically proficient: limited patience, complicated lives
• What technologies are we adopting? What iterative resources are we adopting
• Use mobile apps when teaching students-not desktop technology
• Library’s role in helping students learn needs to be promoted
• Promote and understand liberal arts contribution to professional programs i.e. critical thinking
• Employers identify writing and critical thinking as essential
• Targeting certificate programs, non-traditional populations, and partners such as workforce development centers on campus
• How do we get support for institutional dollars to develop local programs
• Transfer is an issue-students spend five years not four
• One third of all Fitchburg students are transfer with 12 or fewer credits
• Community college education courses do not transfer to universities
• Community college initiative “15 to finish”. Students required to take 15 credits per term. Incentives include gas cards, funds for resources.
• Unemployment is down nationally and more students are working
• Affordability is an issue in the state universities who are now competing with smaller private 4 year colleges
• Grant funding looks more favorably on group grants

S.O.A.R. (Strengths, Opportunities, Aspirations, Results)

Strengths: What do you value most about MCCLPHEI? What are we most proud of as an organization? How does that reflect our great strengths? What is our proudest achievement in the last year or two? What do we do or provide that is unique to our organization?

• Collaboration and connections both in and out of our institutions
• Centralized point of contact for a diverse of membership (2year, 4year, university, law school)
• Mentorship and networking are invaluable
• Shared wisdom/knowledge base. Shared strategies: Hints and tips are shared. “Can always call on my colleagues for support” (Union issues, NEASC)
• Resource sharing/negotiation for best pricing
• Collaborative/Group purchasing to get best value-should do more of this
• Group advocate for libraries: i.e. NEASC: Response and “push-back” on new standards. “We have a shared voice”
• Sharing of data/development of data sets
• Grants: working together for a common goal
• Professional and staff development
• Centralized point of contact for all public higher education libraries
• Focus on the role of the library in student success
• “Meetings are a gift”. You can pick up the phone
• Fills a gap now that Nelinet is gone
• Ability to discuss and examine trends/horizon issues with colleagues
• Organization is ahead of the curve when looking at/sharing new trends

Opportunities: What are stakeholders asking for? How do we make sense of opportunities provided by external forces and trends? How can we reframe challenges to be seen as opportunities? What are three top opportunities on which we can focus our efforts? What (if any) are new skills we need to move forward?

• Demonstrate library’s value through student learning; active learning, team-based learning for skills transfer
• Leverage our influence-we have more than we think
• Mentoring/Working with new Directors Recent and future retirements allow the organization to take advantage of new ideas and different perspectives
• Forum for best practices/Success stories at director and staff level
• Librarians are content experts: support content creation and partner with faculty
• Integrating libraries with writing centers and teaching and learning centers
• Open Educational Resources: collaborative opportunities for content creation in curriculum development, collection development, course redesign.
• Data management can be improved
• Focus on student learning outcomes should be emphasized
• Focus on student cultures should inform way we do business
• Massachusetts Pathways Project: helping students succeed is a model for us

Aspirations: where are we going? What are we doing that we want to keep? What isn’t working that we want to abandon? What might we invent or re-invent that might make a difference to our success? What strategic initiatives would support our aspirations? What project or program might we expand or start?

Keep

• Robust professional development program for library directors and staff
• Continue to meet on-site at our campuses but consider some virtual communication
• Expanded collaborative purchasing
• Dues at current level
• Attitude of broad acceptance
• Support on issues at all levels
• Idea generation and looking at trends and horizon issues as a group
• Sharing of experiences and expertise
Abandon

- Current data collection/LibAnalytics
- Walk-in Interlibrary Loan
- Bylaw discussion

Invent/Re-invent

- More collaborative opportunities such as collection development
- Collaborative purchasing with more transparency on vendor pricing/raw data based on FTE
- Develop shared catalog/portal for all libraries
- Models of comprehensive assessment plans
- Leverage relationships with other areas of college, such as Center for Teaching and Learning, to share knowledge
- More sharing of expertise with staff and directors
- Spend more meeting time on content and issues and less on housekeeping/reports. Email business meeting content so less time will be spent at meeting
- Plan at least one more content driven meeting in addition to the annual conference

How do we know we are succeeding? What does our future look like?

- “By us, for us! MCCLPHEI Inc. will be a thriving organization linking all public higher education libraries in Massachusetts
- Member libraries will secure adequate funding and support from the state and our parent institutions
- Member libraries will support scholarship with excellent collections and information access
- Member libraries will support a centralized OER repository
- Member libraries will work more actively with campus partners to define additional collaborative environments and share in knowledge creation
- Professional development will continue to develop and a forum for best practices for directors and staff will be formalized
- Assessment measures will be more clearly defined and linked to student success
- Collaborative purchasing will be expanded and actual costs will be more transparent
- The organization will support mentoring of new Directors and also benefit from the infusion of new ideas and skills that these new Directors bring to the table

Submitted by Linda Hummel-Shea 4-25-16