Plan for Excellence
2011-2012 Strategic Goal Key Performance Indicators
Approved by the Board November 2011

Strategic goals
The strengths and capacities of ACRL have enabled the association to sustain exemplary programs and results for its members and to shape policies and practices of vital interest to higher education. ACRL’s Plan for Excellence continues that path and focuses attention on three areas that capitalize on our strengths, deliver high member value, and heighten our impact:

- Value of Academic Libraries
- Student Learning
- Research and Scholarly Environment

Value of Academic Libraries
Goal: Academic libraries demonstrate alignment with and impact on institutional outcomes.

Objectives:
1. Leverage existing research to articulate and promote the value of academic and research libraries.
3. Influence national conversations and activities focused on the value of higher education.
4. Develop and deliver responsive professional development programs that build the skills and capacity for leadership and local data-informed and evidence-based advocacy.

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<th>Key performance indicators</th>
<th>Data</th>
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| 1. Awareness of the ACRL Value Initiative will increase as demonstrated by the number of presentations, publications, and social media mentions that cite the report. | • # of citations in publications as reported in Google Scholar (staff)  
• # of hits to VAL website (staff)  
• # of Tweets with link to VAL website (staff)  
• # of downloads of report (staff)  
• # of purchases of report (staff) |
| 2. ACRL Metrics will continue to develop as a research tool as evidenced by expansion of the available data sets and uploaded report templates. | • # of data sets (staff)  
• # of report templates (staff) |
| 3. 80% of participants in ACRL professional development sessions on the ACRL Value Initiative indicate that they are committed to pursuing Value work at their institution. | • % of respondents self-reporting “After this workshop/webcast/etc., I will pursue Value-related projects at my institution.” (staff) |
**Student Learning**

Goal: Librarians transform student learning, pedagogy, and instructional practices through creative and innovative collaborations.

Objectives:
1. Build librarian capacity to create new learning environments (physical and virtual) and instructional practices.
2. Articulate and advocate for the role of librarians in setting, achieving, and measuring institutional learning outcomes.
3. Increase collaborative programs that leverage partnerships with other organizations in order to support and encourage local and national team approaches.
4. Build capacity for the librarians’ role in supporting faculty development and the preparation of graduate students as instructors.

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| The Immersion Program provides a unique professional development opportunity to new and experienced librarians that can position them for building collaborative relationships focusing on information literacy, teaching, learning and assessment across their institutions. | •  # of applications by Immersion component program (staff)  
  •  # enrolled by Immersion component program (staff)  
  •  % of respondents self-reporting, “I have applied my Immersion learning in my professional practice.” (staff)  
  •  % of respondents indicating at least a 20% higher confidence level in their knowledge of the topic. (IF; ILCC-IPC) |

70% or more of respondents indicate at least a 20% higher confidence level in their knowledge of the topic.

80% of participants in the Immersion Program indicate that they are committed to applying their learning at their institution.

| Discipline-specific information literacy standards demonstrate librarians’ role in articulating, defining, and teaching specialized information learning outcomes. | •  # of standards adopted by other organizations (ILCC-ILSC)  
  •  # standards published (ILCC-ILSC) |

| The ACRL Information Literacy Competency Standards for Higher Education support librarians in articulating and advocating for their role in supporting and facilitating student learning outcomes. | •  # of “ACRL Information Literacy Competency Standards for Higher Education” (Standards) downloaded (staff)  
  •  # of print copies of Standards proactively requested (staff)  
  •  # of print copies of Standards disseminated (staff)  
  •  # of citations for the Standards on Web of Science (ILCC-ILSC) |
Research and Scholarly Environment
Goal: Librarians accelerate the transition to a more open system of scholarship.

Objectives:
1. Model new dissemination practices.
2. Enhance members’ ability to address issues related to digital scholarship and data management.
3. Influence scholarly publishing policies and practices toward a more open system.
4. Create and promote new structures that reward and value open scholarship.

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<td>70% or more of respondents indicate their library/institution is more engaged in scholarly communications activities one year after attending the Scholarly Communications 101 workshop which ACRL offers as a road show.</td>
<td>• % of respondents self-reporting at least 3 of 15 concrete activities ranked as “increased somewhat” or “increased greatly” per evaluation data (staff)</td>
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<td>Usage of ACRL Scholarly Communication Toolkit “Authors’ Rights,” “Scholarship &amp; Publishing,” and “Digital Repositories” pages increase by 10% during the 09/15/2011 to 12/15/2011 period from the same period a year earlier.</td>
<td>• % increase in usage of ACRL Scholarly Communication Toolkit “Authors’ Rights,” “Scholarship &amp; Publishing,” and “Digital Repositories” as reported by Google analytics data (staff)</td>
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| An increasing number of academic institutions make policy decisions in support of new and more open forms of research and publication. | • # of institutions/faculty groups that engage in activities that are supportive of open access, such as:  
  — adoption of open access policies by faculties  
  — creation of open access repositories  
  — creation of funding to pay open access article charges  
  — creation of open access journal publication services  
  — signing the Berlin Declaration  
  — campus support/sponsorship of OA Week  
  — campus support/sponsorship of Sparky Awards (Scholarly Communications) |