

Action Plan 2011

All activities of The Council for Finnish University Libraries are guided by the following strategic objectives:

Objectives

1. Promoting the impact of university libraries on the implementation of universities' core duties
2. Having an influence on the decision-making in the society as well as taking part in the public debate to ensure the availability of information resources
3. Enhancing both national and international visibility of the Council for Finnish University Libraries
4. Developing joint practices
5. Improving the overall productivity of the field

In 2011, the emphasis will be on the following activities:

Publication Registers, Publication Archives and the Evaluation of Publications

The publication archives and registers and the evaluation of publications and their recent developments are included in the action plan. Because there are high expectations from the libraries on this area, the council will actively follow their development. The chair is a member of the steering group for JURE project (a national development project for creating a national Publication register).

The Set of Indicators for Measuring the Value and Impact of Library Activities

The set of indicators for measuring the value and impact of library activities has now been developed. The next step is the implementation of the set of indicators. In 2011, the council will make suggestions on how to utilize the indicators. The working committee will prepare for the implementation.

Collection Policies and Interlibrary Loan Policies

The council will look into collection and interlibrary policies from the view point of the university libraries. A national Linnea2 consortium has already decided on launching a survey on interlibrary loan policies. - When the survey results have been released, the council will take a stance on the policy and if necessary, discuss matters with the Ministry of Education and Culture. As to the collection policy, the content of the major electronic journals packages are evaluated. The working committee will prepare for the matter.

The Technologies of the Future and the New Library System

The university libraries are involved in the requirement definitions in the acquisition of a new library system. The council finds it crucial that the National Library of Finland will prepare and negotiate all

matters which involve university libraries, together with university libraries, before negotiating them with the Ministry of Education and Culture.

For the Council for Finnish University Libraries' meeting on May, Ms. Kristiina Hormia-Poutanen has been asked to provide the council with a review. The review is to clarify the total plan and schedule for the development of the new and emerging techniques and systems of the National Library of Finland.

Supporting International Cooperation and Development

To support international cooperation and development, a survey will be conducted to find out what kinds of international contacts university libraries have at the moment and in which directions. The secretary will launch the survey in the spring. In 2011, university libraries need to prepare for IFLA 2012, *World Library and Information Congress*, which will take place in Helsinki. To find out the big picture, the council will make a summary of the plans Finnish university libraries have for the IFLA 2010 in Helsinki. At the moment there might be plans for satellite conferences as well as library visits. The Council for University Libraries will present a poster at the congress and organize meetings with the standing committees of different sections, if possible.

Developing Communication and Public Relations

The Council for Finnish University Libraries will inform more about its activities and improve its overall communication to make the council's work more visible. The Council will utilize social media tools, e.g. a council blog, to which each member library is expected to contribute and write blog posts at least once a year. The aim of the council blog is benchmarking and sharing best practices among university libraries.

The council will look into the use of social media to support communication in the university libraries in Finland. As the social media tools have now become more familiar to everybody, it is time to gather information on the impact and usage of social media in library practices. There are significant differences in the use of social media tools across university libraries. The Facebook pages of the libraries, the Twitter accounts or library blogs are the most popular, but not all libraries have them. The council will conduct a questionnaire on the role social media has in supporting university libraries' communication practices. The secretary will create the questionnaire for all university libraries.

Supporting Teaching and Learning: Information Literacy and E-Books

A survey will be carried out with a questionnaire to find out which universities have adopted information literacy as part of the curriculum and to what extent. In the same questionnaire the council could ask about the outcomes of the information literacy instruction, e.g. if their university has collected feedback data from students who have recently graduated. The aim of the questionnaire is to come up with a tool which libraries could use to discuss with the university management about the importance of Information literacy. The Council for Finnish University Libraries could also make suggestions for university libraries about how information literacy instruction could be provided for the students in the future.

The importance of E-books as text books has grown. The questionnaire will also include a question about e-books as text books.

The survey findings will be presented and reported to the public. Based on best practices university libraries have, the council could make suggestions for the universities about how they could respectively continue to develop information literacy instruction in their universities.

Supporting Research

The council will organize a network for research support in the same way there are networks for information literacy and a network of subject description specialists. The academic research support network will have the following tasks: to define what scientific literacy means in the academic context. The network is also expected to define and productize the services libraries offer to support research. The most important areas are bibliometrical analysis, information literacy and scientific literacy instruction and information services. The network is organized by a steering group, which includes Ms. Päivi Kytömäki who will be the head of the steering group, as well as Ms. Anne Lehto, Ms. Tua Hindersson-Söderholm and Ms. Irma Pasanen. The steering group will gather comments on these issues from the rest of the council with the help of the secretary.

Mentoring and Peer Support in Library Leadership

The council continues to give opportunities for networking and peer support among library directors.

A forum will be created for vice directors in the university libraries, and Ms. Helena Hämynen from the University of Eastern Finland will organize the forum and convene the meetings of the vice directors.

Developing a New Strategy for the Council

The council will start developing a new strategy. A new strategy will be created for 2013-2017. The communication plan of the council will also be renewed if necessary. In 2011, a strategy work group will be formed. The strategy work group will be responsible for renewing the strategy and preparing all strategy issues for the council meetings. Working on the strategy starts in 2011 and will be continued in 2012.

Council Representations

The council for Finnish University libraries has several representatives in major library-related national networks, boards and work groups as well as experts in other interest groups.

The Working Committee

Mirja Iivonen (chairperson)

Tua Hindersson-Söderholm

Päivi Kytömäki

Vuokko Palonen

Susanna Parikka

Jarmo Saarti