

Mission and Vision Creation: Effectively Capturing the Views of Library Staff

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Quick Poll 1

Have you led and/or participated in a Mission and Vision creation process? Select all that apply.



How it Started

- Asbestos shower chaos derailed plans
- I volunteered to take the process off the Director's plate
- He delegated the entire process, with consultation
- I started planning

What I Encountered



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Quick Poll 2

What challenges have you faced or witnessed in getting stakeholders (particularly library stakeholders) to engage with the mission and vision process?

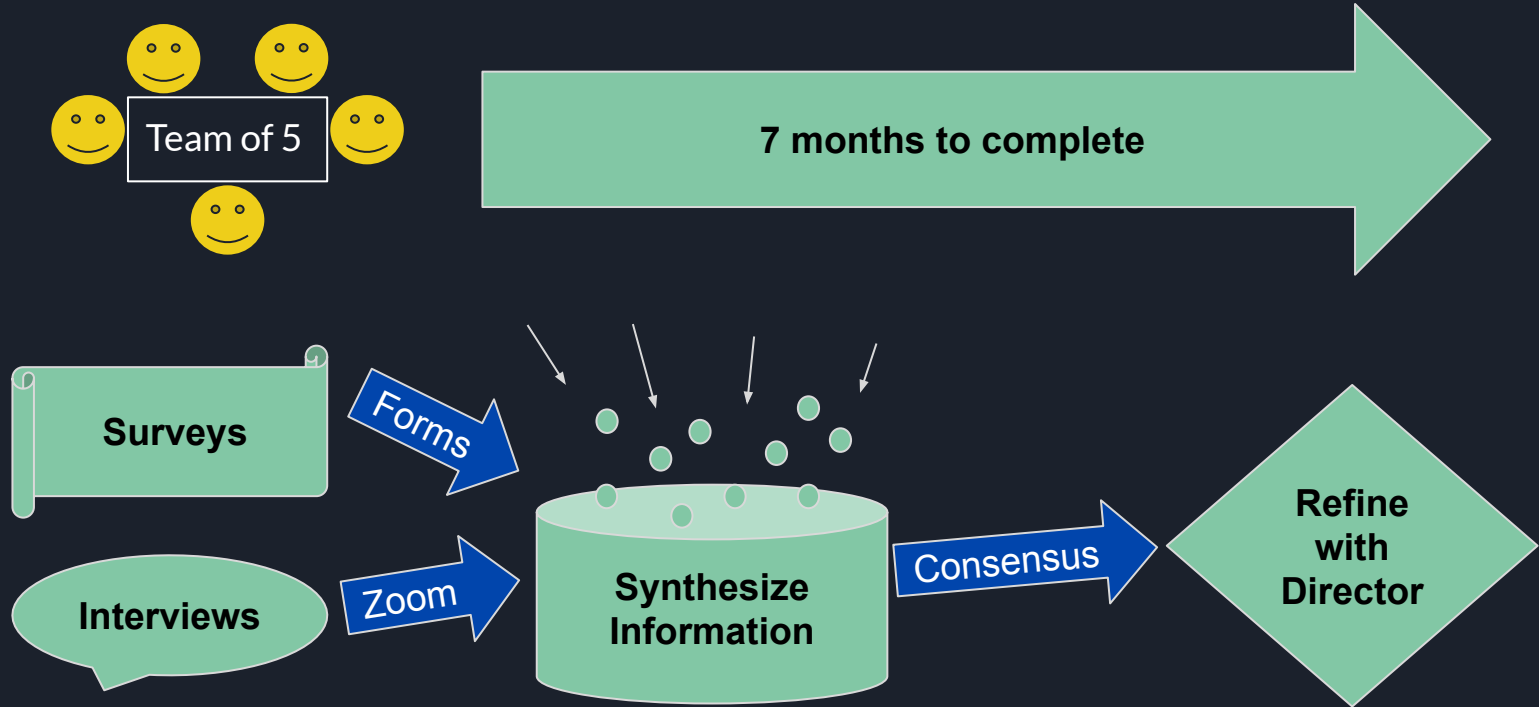
<https://padlet.com/wittalan/MAVDiscuss>



Problem Solving Approach

- Set Goals
 - No burnout
 - Consensus
 - Majority buy-in from library stakeholders
- Designed process to require real but limited engagement

Our Process





Creating the team

- Asked each major group in the library for a volunteer
 - Research Instruction
 - Collection Management
 - Administration
 - Access Services
 - Information Technology Services
- Goal was representation and communication channels



Creating and Distributing the Survey

- I defined what “Mission” and “Vision” meant in context
- As a group
 - Created questions to capture views within those definitions
 - Defined pathways for distribution
- Took the longest time span (3+ months)

Synthesis: In Practice

| Which group are you a part of? | Why is the library important to you? | How does the library contribute to your work? | How does your work contribute to the library? | What is the library's role in the college and wider community? |
|---------------------------------------|--|---|--|--|
| Library staff Library staff member | Place of employment It is my Job and livelihood. | | Behind the scenes support of the library The Department contributes a service to the whole community. | The Library has always been a central Without a library the campus and community loses! |
| Library staff member | Source of a paycheck, opportunity to grow, challenge myself, and excel in a supportive environment. | | Applies and markets the resources we contain to the patrons. Teaches proper usage, good research skills. | Beating heart of the college, both a place and a vector for learning. |
| Library staff Community Member | I work in the Library. I have an interest in land and family history of the Livingston County region, dating back to the 1700's | | Provide support for Library staff. History and genealogy are interests of mine. | To provide research assistance and Protecting and preserving historical documents, photos, maps, and diaries from the past. |
| | Commonalities (Committee Member 1) | Commonalities (Committee Member 2) | Commonalities (Committee Member 2) | Commonalities (Committee Member 3) |
| | Central point of access for students, faculty, and | Supports Research & Provides Research | Purchase and Maintain books, materials, | Central role and location, a "hub," |
| | Hub of the campus and touches all aspects of the | Provides physical assets, streaming | Instruction and help on identifying, | A place for connections -- between |
| | Central point of research and instruction assistance | Provides collection of local history and | Central point for students to get | Provides access to collections (including |
| | Central point of access to Local History, College | | Respond to requests, needs and | Provides ample, safe space to study, |
| | Supports diversity and inclusivity. Safe space for | | Builds connections with faculty and | Provides ready access to |
| | Creates an environment that supports students' | | | Honorable mentions: to "protect |



Synthesis: Process

- Qualitative Process
- Each participant evaluates feedback, looking for themes
 - Categorize by theme
- The group evaluates the categories, looking for similarities in the themes
 - Categorize by similarity/theme and synthesize them into narrative sentences



Our results:

Mission:

To provide access to information, expert support for scholarship, and a diverse and inclusive environment where patrons come to study, share ideas, and learn.

Vision:

The Library will be the cornerstone of the campus and the community, inspiring innovation, scholarship, and creativity, celebrating achievement, and providing award-winning service.

Brief break for questions



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Capturing Attitudes: Survey

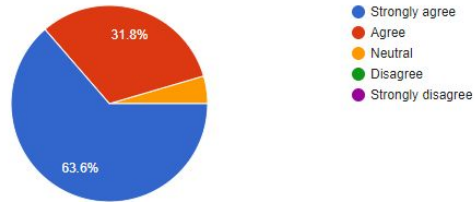
Methodology

- Likert scale “How strongly do you agree or disagree with the following statement”
- Open questions intended to get a feel for engagement in the process
- Check for interest in future participation

Capturing Attitudes: Response

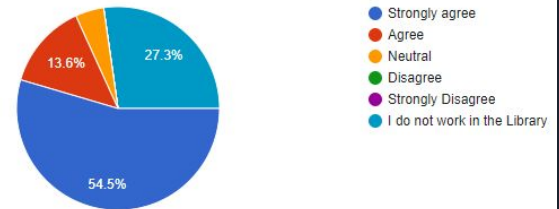
How strongly do you agree or disagree with the following statement: "The new mission statement of the Library matches with my personal views of what its mission should be."

22 responses



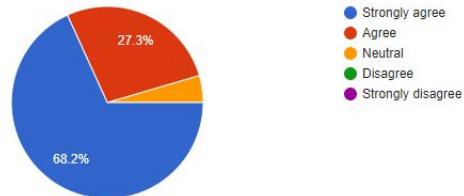
How strongly do you agree or disagree with the following statement: "My current job functions and responsibilities are reflected in the new mission statement."

22 responses



How strongly do you agree or disagree with the following statement: "The new vision statement of the Library matches my vision of what the Library should be working towards."

22 responses





Lessons Learned and Takeaways

- Create strong and clear definitions for Mission and Vision
- Commit to the role of meeting manager
- Seek consensus to achieve buy-in
- Design your process with a problem-solving mindset
- Library Director (If not committee chair):
 - Define the powers and scope of the committee
 - Set expectations



Breakout Discussion

Use Padlet (<https://padlet.com/wittalan/MAVDiscuss>) to Record

- How do you use mission and vision statements at your library?
- Workshop ways to work through the challenges you have seen in getting engagement at your institution

Brief Discussion



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Questions and Contact Information

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Link to planning materials and surveys:

<http://bit.ly/MandVSUNYLA>