# Articulating Our Contributions to iSchool Goals

*Notes in red reflect ideas that we discussed at the July 30, 2013 IS staff retreat*

Excerpt from the *iSchool at University of Toronto Strategic Plan 2012-2017*, p. 9-10:

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<th>Priority</th>
<th>Goals</th>
<th>How the Information Services Unit contributes to these goals AND/OR How Task Force recommendations will further these goals</th>
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| Lead in innovative scholarship to transform society and scholarship. | 1. Nurturing collaborative research and scholarship that embraces pluralistic approaches.  
2. Promoting long term, sustainable growth in external funding for iSchool research.  
3. Developing and participating in local, national, and international research partnerships.  
4. Achieving greater visibility for iSchool research and scholarship. | IS already contributes to Faculty efforts to heighten the research visibility of faculty members/research clusters:  
- Through formal and informal interactions with students, alumni and peers outside the iSchool  
- Through deliberate social media communications.  
Opportunities:  
- Develop a fleshed out IS Service Catalogue that incorporates not only IT services, but other IS services  
- Provide a sample “price list” for each of these services, with the goal of requesting professors to include these costs into their research grant proposal budgets (IT currently refers to the U of T central ITS price list; this could be used as a starting point for us)  
- Reference Librarian: informally survey all PhDs and faculty on their current research portfolio, and share the results with the rest of IS (document could be saved to ISKR and updated over time) |
| Enhance our international renown for life-long, enquiry-centred education | 1. Engaging our students in experiential, experimental, and empirical learning.  
2. Delivering programs with flexible, innovative formats  
3. Making an iSchool education more accessible.  
4. Producing graduates who have knowledge and values appropriate | TFIS report recommends engaging students in innovative environments and spaces.  
We are already examples of “practitioners in residence”:  
- Embedded instruction. In addition to workshop series, we have taught in courses at the iSchool: information architecture and mobile design for |
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<td>to their future exercise of cultural, economic, and/or social leadership.</td>
<td>MSL2325, cataloguing in INF1230 and INF2345, LIS literature landscape in INF1300, citation databases in INF1340, article searching in MSL1150, ethical encounters at the reference desk in INF1310. • The Personal Librarian Program (launching August 2013) will help connect new Masters students to the array of services and resources available to help them succeed academically and professionally. • We mentor our student assistants and work-study students to become graduates with the knowledge and ethics that are valued by the Faculty and the professional community. • We are increasing the number of video tutorials we provide online. • ISI and IS have deliberately begun to cross-promote related workshops and courses.</td>
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Shape the social space of information and sustainable growth.  

1. Being a catalyst, conduit, and advocate, linking leading research in information and innovations in professional and institutional practice, and in the shaping of public policy.  
2. Raising public awareness of information and advocating for information issues.  
3. Enabling the life-long intellectual growth of our graduates, supporting them as they participate in shaping the information society.  

We already build relationships with external communities; how do we continue in a more systematic way?  

• We have been involved in conference planning and organization for the Faculty  
• We have informally promoted the Faculty at the information desk  
• Kathleen has been providing instruction to external organizations, who are encouraged to donate to the Faculty in return

Opportunities:  
• Develop an elevator speech that can be used for recruitment  
• Use the information desk more deliberately as a place for
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<td>Nurture leaders who contribute to enabling society to realize the positive social benefits information makes possible.</td>
<td>1. Educating graduates capable of leading innovation in the information economy and society. 2. Promoting awareness and recognition of the sectors in which the iSchool's graduates work and how their actions support prosperity development. 3. Fostering, where appropriate, the take-up of research (e.g. new information methods and processes) that generate wealth and social good.</td>
<td>Recruitment. Example: Develop a recruitment script that could be used on undergraduate students who come to borrow books from the Inforum.  • Promote our alumni services more deliberately as a package of services  • Extend those alumni services to practitioners outside of the iSchool community (i.e., TPL, other sectors, any other professional groups that might benefit from our resources). Target professional associations (not just OLA).  • Use ISI as a vehicle for building external relationships</td>
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| Enrich our environment and culture for study, research, and work. | 1. Creating new kinds of learning and research environments within the iSchool. 2. Engaging broader communities in our conversations. 3. Aligning our organizational structure with our goals. 4. Improving our advancement approaches. 5. Refining our marketing, outreach, and recruitment initiatives. | The strategic plan and the TFIS report both speak of creating events, consultancy, partnerships and service initiatives with Inforum, ISI.  • The internships that we offered from 2007-2011 were about educating graduates capable of leading innovation  • While internship funding ended in 2011, IS continues to hire and mentor its student assistants and work-study students  • TFIS report recommendations: iSchool work with OSM to renovate/upgrade central classrooms; add lab and exploration spaces. Engaging faculty, librarians, staff, students in Advancement processes: this is already happening in terms of garnering internal support for internal campaigns. Perhaps further modify the Advancement model to reflect funding needs that donors may not yet...
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<td>6. Supporting our faculty and building our future.</td>
<td>AND / OR be aware of, or develop campaigns that feed specifically into certain services that IS offers</td>
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**Opportunities:**

- Work with Senior Development Officer on fundraising priorities of IS: nudge donors towards give money to internships rather than gifts-in-kind to the library.
- Create stronger relationship with public library systems, package services for them that we currently offer to alumni; could be as simple as “things of interest to...” that are sent for inclusion in professional association newsletters.
- Just as the iSchool has its fundraising priorities, IS should develop its own list of “sponsorables”: what are things/services that we would appreciate funding for? Example: room 224/225 space is a good candidate for encouraging corporate funding.
- Investigate terms of use for licensed library resources, whether we can advertise to walk-in public users that they can consult our databases in-house.