

Budget for Façade Library at Imaginary University

Leading and Managing Information Organizations

INFO 507

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Introduction

Façade Library is an academic library that serves the faculty and students at Imaginary University as well as the local community of Bogus Borough. Our community is made up of both internal staff and external users. Façade Library's resource center collects users' data and develops answers to frequently asked questions (FAQ) based on the collected data to update our FAQ page regularly. Our library also provides a weekly email to users to provide information of interest to them based on their research and checkout history. Currently, most of our users utilize our resource center to request materials to be sent to them or to ask for quick answers to simple research or reference questions. They may also ask for these services over the phone or via email.

Façade Library is home to a basic reference collection along with providing several subscriptions to online information resources. If users want highly specialized information, the cost of obtaining that information does not come out of Façade Library's budget, even though staff may identify and acquire the requested specialized information. The library purchases new reference material if it is of general interest or if our current material is outdated.

Our staff at Façade Library consists of one full-time information professional, one part-time para-professional, and one full-time clerical assistant.

Program Budget Goals & Programs

Façade Library's mission is to serve our community's diverse interests and needs by providing resources, services, and technologies to allow our community to collaborate, create, and educate. Our vision at Façade aims to support our academic

and local community in their pursuit of knowledge. Our main goals and objectives for the year are outlined as follows:

1. Goal: Develop and expand electronic tools and resources to provide services to the organization's community.
 - a. Objectives for goal: Continue to implement the library's reference collection and online information resources through analysis of library's online presence; plus, evaluate and modify research services and needed specialized information based on reference analytics.
2. Goal: Communicate the value of the library to the community.
 - a. Objectives for goal: Create social media accounts and run them to make community aware of library features and events; promote information literacy; create internet brand and logo; offer online customer service via website chat.
3. Goal: Create and develop a technology center for users to expand information literacy.
 - a. Objectives for goal: Transform a study room of the library into the technology center; supply community with access to 3D printer, iPads, laptops, and software needed for designing and editing online media; provide courses on information literacy and technology usage.
4. Goal: Continue to provide electronic and physical resources for community learning.

- a. Objectives: Keep collection updated; expand collection with necessary online databases along with books and periodicals; continue communication and coordination within the library to meet faculty and
- b. student needs.

Goals	Access to Remote Databases	Access to Materials	Reference/Consultation Services	Training & Education	Support Services	Use of Space
Develop and expand electronic tools and resources to provide services to the organization's community.	Continue subscriptions of current databases; purchase more subscriptions to more databases	Access to databases, electronics, books, ebooks, periodicals, and other supplies	Librarians can assist with information literacy courses on databases	Train and educate users on databases	Provide support with utilizing the databases	Helps assist our community by offering digital options
Communicate the value of the library to the community.		Showcase materials we have to offer; create social media accounts	Update social media pages and website to allow for chat consult; continue weekly user data collection and FAQ updates; continue newsletter to users	Inform the community of the services the library has to offer	Offer online chat support; continue support in-person, over the phone, and email	Showcases the library and the rooms it has to offer for events, studying, etc.
Create and develop a technology center for users to expand information literacy.	Purchases software, ebooks, online databases, and electronics	Access to 3D printer, iPads, laptops, internet connection, and purchased software	Provide information literacy course for users	Train and educate users on new technology and software	Offer support with new technology, 3D printer, and software	Creates a space for working with and learning technology
Continue to provide electronic and physical resources for community learning.	Continue subscriptions for databases and periodicals; purchase more books and databases	Access to both physical books and periodicals as well as digital databases	Continue to assist users with locating information		Continue support in locating and assisting users	Continue to provide a space of creation, collaboration, and learning

The chart above outlines the goals, services, and programs to be used. Chart was inspired by Lisl Zach's in *A Librarian's Guide to Speaking the Business Language*.

Program Budget Explanation

Based off of the information received about the community around Façade Library, we created goals that would meet the needs of our users both online and in-person, but also met our mission statement (Evans & Greenwell, 2020). Through our use of LibQUAL+, we were able to compare our services and programs with other academic libraries as well as our performance from previous years (Association of Research Libraries, 2023). These comparisons helped us created our goals as we learned how our community evaluates our services (Evans & Greenwell, 2020). Having the LibQUAL+ results along with our collection of questions from users, helped us address issues with our services and supported our budget requests (Evans & Greenwell, 2020).

Our budget meets the online users' needs with maintaining the current digital database subscriptions along with purchasing subscriptions to more digital databases and ebooks. We see the need for more access to specialized information based on user requests as well as provides the opportunity for students and faculty to utilize them in teaching and research. Providing the online databases also meets the needs of users who would stop in to have items sent to them by offering them an online alternative. Also, purchasing and providing ebooks meets these needs by allowing users to access materials online from any device with their library account. Continuing to offer as well as purchasing new digital databases, ebooks, periodicals, and physical books lets us continue to support our community by offering various methods of accessing materials to assist in their pursuit of knowledge.

However, to also gain traction and bring more of the community into the library, we want to focus on offering technologies, information literacy to enable use of the technologies, and spread awareness of what all Façade Library offers besides just answering quick, simple questions. By purchasing the 3D printer and software, new laptops, new iPads, and some new furniture to create a technology center inside the library, we can offer a space for learning, collaboration, and creation, which is what our mission statement emphasizes. By also purchasing a television with laptop hook-up, we can install the television in the technology center to offer information literacy courses taught by our information professional on staff.

Having access to these new technologies will allow us the opportunity to create fun and engaging content on our website and new social media accounts where we can showcase our services and events in various ways. By utilizing the iPads, we can film and edit videos for Tik Tok and Instagram to engage our younger community. Being able to connect and engage with our community in a fun way can emphasize our skills in social intelligence and allows us to adapt beyond just the weekly newsletters that do not engage younger members of our community (Evans & Greenwell, 2020). We will also update our website to enable an online chat for quick questions as users can continue to call or email, but if they have a quick, simple question, they can chat us for a quick simple response.

The fringe benefits in our budget allows us to supply our staff with health, dental, and vision benefits along with family and medical leave (Kagan, 2022). The organizational overhead funds allow us to cater events such as book clubs and staff

meetings. It has also allowed us to pay for our utilities and maintenance needs. (Tuovila, 2022).

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