**Biodiversity Heritage Library**

**STRATEGIC PLAN: 2015-2017**

**Vision | Mission | Value Statements | Goals | Objectives | Tactics**

**Vision**

Inspiring discovery through free access to biodiversity knowledge.

**Mission (from Bylaws, Appendix I)**

The Biodiversity Heritage Library improves research methodology by collaboratively making biodiversity literature openly available to the world as part of a global biodiversity community.

**Value Statements**

[Purpose of the values statements = values statements are for public understanding.]

*Responsibility and Stewardship*

The BHL works to be reliable and accountable in caring for our content. We adhere to the highest ethical standards to ensure we maintain this trust, as we know our reputation depends on our efforts to ensure access to our digital content.

*Service*

The BHL serves the world of biodiversity researchers and those interested in biodiversity literature through aggregation, stewardship, research, and interpretation.

*Engagement*

By engaging with user communities across the globe the BHL will support discovery

and innovative uses of open access biodiversity information to facilitate dialogue about scientific issues within social and cultural contexts.

*International Workings*

Working across institutional and political boundaries, the BHL engages with partners across the globe in building content, repatriating literature, supporting partners, innovative approaches long term capacity building and sustainability of this global resource, harmonizing content and rights issues.

*Inspiration*

The BHL stimulates curiosity about nature and culture, inspiring people to learn, explore, and better understand their role and impact in this world. We want to stir passions that lead to creativity, innovation, and transformative experiences in both the physical and virtual realms.

*Leadership*

The BHL aspires to leadership in the realms of digital libraries, collaboration, and open access for biodiversity literature.

**GOALS**

**Goal 1: Relevant Content**

***Build and maintain the BHL as the largest reliable, reputable, and responsive repository of biodiversity literature and archival materials***

*Continue to add relevant print and related content by ...*

* Working with Members to optimize digitization from their collections;
* Increase the amount and quality of article level content in BHL;
* Expanding content from in copyright materials by increasing permissions.

*Grow content in the area of primary and archival sources by ...*

* Actively add field books and related archival collections to the BHL;
* Exploring new material types (artwork, photographs, etc.) to add to BHL;
* Expanding access to archival material and field notes through the BHL.

*Explore and understand the scope of biodiversity literature by …*

* Analyzing strengths, weaknesses, and gaps in the BHL corpus;
* Determining the percentage of public domain content scanned by BHL.

**Goal 2: Tools and Services
Develop services and tools which facilitate discovery and improve research efficiency of BHL content**

*Improve the BHL user experience by ...*

* Developing a plan for BHL Version 2 that will address new services, content types, and usage patterns;
* Enriching the BHL full-text experience through full-text searching capabilities, improved OCR, transcription of non-print content, and n2.1 Enriching text;
* Developing the “BHL in a Box” for use in developing areas.

*Encourage the reuse of BHL content by …*

* Providing DOIs for all BHL content;
* Enhancing linked data capabilities of BHL;
* Further developing tools and APIs for the reuse of BHL data in museum systems for linking to specimens and related activities;
* Creating an accessible, Computational, and Servable for the purpose of data mining and semantic operations (e.g. habitat, wing length, predator, etc.).

**Goal 3: User Engagement**

**Increase global awareness about the BHL and biodiversity issues through outreach, learning and education, branding, and collaboration with existing and new user communities**

*Raise awareness and foster dialogue within BHL audiences about biodiversity topics and corpus publications using BHL collections by ...*

* Continuing to develop appropriate and tasteful marketing materials for BHL;
* Attending appropriate conferences and meetings to promote BHL;
* Collaborating with partners and members for social media cross-promotion to increase reach of our content and gain new audiences;
* Reaching out to new audiences in the arts and humanities;
* Repackaging BHL in new platforms such as the Biodiversity Library Exhibitions;
* Featuring species, author, and collections factoids, image highlights, hot biodiversity topics, and biodiversity news updates in social media content, especially highlighting BHL member and affiliates contributions, content, and events as appropriate.

**Goal 4: Membership and Partnerships**

**Grow BHL consortia membership and partnerships while fostering cross-institutional collaboration that continues to serve as a model for digital library development**

*Increase consortia institutional membership of BHL by ...*

* Foster improved stewardship of BHL Members and Affiliates;
* Growing the BHL Membership to a total of institutions;
* Growing the BHL Affiliates to a total of 20 institutions;
* Expanding the BHL Global nodes and overall global participation.

*Grow relations with other biodiversity projects by ...*

* Establishing formal working relationships with other biodiversity organizations;
* Maintaining active partnerships with other biodiversity organizations such as GBIF and EOL.

**Goal 5: Enabling the BHL Mission**

**Increases our success through increased financial strength, effective administrative support, and organizational excellence**

*Establish the financial sustainability and security of the BHL by …*

* Increasing participation at the participants with in-kind contributions;
* Raising $10,000 in individual donations annually through appeals;
* Receiving one significant external grant that supports core activities over a 3-5 year period;
* Continuing partnerships with EOL and other biodiversity projects for grant opportunities.

*Maintain effective administrative support and organizational excellence by ...*

* Ensuring communication strategies with our users are open and responsive;
* Adhering to transparency in the development of policies, procedures, workflow, governance, partnerships, and finances;
* Foster improved stewardship of BHL Members through EC and Membership committee activities.

*Maintain role of center for excellence in digital libraries by…*

* Continuing to share content with national and pan-national aggregators such as the DPLA and Europeana.