

# Strategic Planning Task Force, 2016

# UCI Plan

Pillar 1: Growth that Makes a Difference: Expanding our Capacity to improve lives

Pillar 2: First in Class: Elevating the Student Experience to Prepare Future Leaders

Pillar 3: Great Partners: Making Regional and Global Connections that Enhance our Mission and Serve the People

Pillar 4: New Paths for our Brilliant Future: Forging Best Practices to Power the Coming Century

# Pillar 1





# Pillar 3





Pillar 4



# Libraries Strategic Planning Task Force Work to date

3 meetings

- environmental scan
- pillarcentric vs. non-pillarcentric
- how to engage internal audience and external audience

# Libraries Strategic Planning Task Force Work to date

## Underlying principles

- local context
- aspirational
- proactive language
- internal document and an external document
- actionable items/assessable outcomes
- input from internal and external stakeholders



# Internal: process and product

- Library-wide Forum on February 29th - *what are we already doing to support these initiatives? What could we do to increase our engagement with these initiatives?*
- Further LAUC-I get togethers - next one is March 17; another one in April
- Early May - Library-wide Forum for feedback on draft
- June - final plan is due

**Deliverable may look like:** Longer, more detailed document with outcomes, assessment indicators, and indications of what unit will play a role in what goal

# External: process & product

- Reached out to liaison for any news about strategic planning in their schools and units - so far, nothing
- Reached out to Academic Senate liaisons to ask to get on agenda
- Started a list of Library champions or collaborators (faculty, administrators)
- AGS and ASUCI

**Deliverable may look like:** Short, visual document that does not use library jargon

# Potential next steps after June

identify ways to actively engage our strategic plan and ensure that it is a living document

# Louisiana State

## **Strategies:**

- Facilitate the creation of an institutional repository, conduct a comprehensive assessment of faculty and graduate student research production and create appropriate data management plans, including preservation and access strategies, for that material.
- Continue to implement and develop improved “one-stop shopping” discovery tools to provide access to library resources, across all platforms (desktop and mobile).
- Develop a library-wide approach to public relations to increase constituents’ awareness of Libraries’ resources and services, and the value thereof, along with assessment tools for determining progress.
- Reallocate resources to increase electronic access to the Libraries’ rare and unique resources on a programmatic basis.
- Augment financial resources devoted to technology, staff, and collections through grants, partnerships, and cultivation of donors.

## **Performance indicators:**

- The existence of a functioning institutional repository or repositories by the end of FY2013.
- Successful implementation of a single-source discovery tool indicated by a 5% increase in aggregate use of library resources by the end of FY2014.
- Increased awareness of the Libraries’ resources and value as indicated by annual assessments.

**Vision** –The Knowledge and Inspiration Hub.

**Mission** – The UConn Libraries is a transformative partner in inspiring groundbreaking research and advancing learning, teaching, and entrepreneurial thinking. Our outstanding resources, expert staff, and collaborative environments empower our communities to explore new fields of inquiry and seek revolutionary solutions.

### Purposeful Path Forward

The UConn Libraries will fulfill its mission by developing purposeful paths that strengthen our commitment to providing leadership in both encouraging and partnering in multidisciplinary discovery and research. By building on the inherent strength and centrality of the UConn Libraries, our unique role is to overcome boundaries and build a platform for the University of Connecticut to achieve its mission of excellence in research, education, service and engagement.

### Purposeful Plan of Action: Programmatic & Empowering Priorities

The roadmap for the Purposeful Path Forward – the Purposeful Plan of Action – encompasses **three Programmatic Priorities**: 1) Inspiration Hub, 2) Scholarly Engine, and 3) Collective & Selective Collections and **two Empowering Priorities**: 4) Operational Excellence and 5) Innovative Spaces.



# Manitoba

## **MISSION**

The Libraries, as an essential partner in the mission of the University of Manitoba, provides access to knowledge in support of the University's teaching, research and community service programs.

## **VISION**

The University of Manitoba Libraries: Online. In person. On demand.

## **VALUES**

Innovation, Quality, Accountability, Collaboration, Involvement, Unity and Diversity

# University of Illinois, Urbana-Champaign

## Principles

The work of the University Library is guided by the following enduring principles:

**Mission-Focused** – The Mission of the University Library and the Mission of the University provide a roadmap and serve as the broad parameters for action as we deeply engage the teaching, learning, research, engagement, and economic development purposes of the University.

**Action-Oriented** – The University Library is a proactive organization that carefully charts a future path that builds on past success while encouraging experimentation and innovation. Our work is in service to the community, from the provision of services to the curation of the intellectual record for the ages, and reflects the creative and entrepreneurial spirit of our organizational culture.

**User-Focused** – The University Library is guided by user needs in developing services, collections, and spaces, including current and emerging practices in teaching, learning, and scholarship, through our collaborative relationships with our user communities.

**Evidence-Based** – The University Library uses assessment, input from our user communities, research and development, best practices from the profession, peer review, and benchmarking in making decisions and evaluating our success.

**Inclusive** – The University Library acts intentionally to include all members of its community in pursuing its Mission, recognizing the strengthening effects of diversity, dialogue, and difference and of engaging inclusive processes.

**Empowering** – The University Library chooses strategies and approaches that empower library employees and users to carry out their work independently while also recognizing our collective responsibilities.

**Leading** – The University Library is a leader on campus and in the library community nationally and internationally in research, development, and building partnerships to work collectively and collaboratively to address challenges and increase impact. These relationships generate future-thinking services and programs.





## Strategic Goal 7

**OUTREACH & MARKETING** Engage with our users through communication strategies that make Division of Libraries resources and services more visible, more used, and better attuned to user needs.

# New York University

## Context/Rationale

The Division of Libraries encompasses a wide array of services and resources in a global environment. Feedback indicates that users—students, faculty, researchers, and administrators across the university—do not take full advantage of our services simply because they are unaware of them. We must extend our marketing reach, beginning internally, so that staff—our best service ambassadors—fully understand the complete scope of our services and tools. We must deploy new forms of communication, fully participating in the social Web while also using older media and staying alert to new opportunities. Our goal is to reach our users wherever they are. We should consider how a Division-wide branding effort could help users take advantage of more services. Recognizing that no communication will be “one size fits all” we must customize messages for various communities based on their needs. Our outreach and marketing efforts must be a two-way street; its success depends on our ability to elicit and take advantage of user feedback, including input from staff.



## 2017 Outcomes

- 1 Our user communities know about and take advantage of as many of our resources and services as they need.
- 2 We coordinate and collaborate on outreach efforts across the Division.
- 3 Our marketing and outreach initiatives are responsive to, driven by, and anticipatory of user needs. We routinely assess and analyze feedback from users and staff to make outreach efforts effective.
- 4 Our staff is knowledgeable about available services and resources and able to communicate about them to our users accurately and consistently.

# University of North Carolina, Chapel Hill

## GOAL 1 : **Contribute to a well-informed and productive North Carolina citizenry through outreach and partnerships.**

- Improve lifelong access to and preservation of the state's cultural heritage for future generations in partnership with the state's educational and cultural institutions.
- Enhance K–12 curricula and student learning by working with North Carolina educators to make better use of library resources.
- Provide access to information resources for North Carolinians.
- Expand individual and community knowledge and awareness through exhibitions, programs, workshops, and conference presentations.
- Collaborate with campus partners to support the welfare of North Carolina citizens.
- Support economic development in North Carolina by meeting information needs arising from partnerships between UNC and the private sector.

## GOAL 2 : **Ensure that health care providers and consumers at UNC and across the state have ready access to health information services, resources, and expertise.**

- Integrate point-of-care knowledge resources and services with clinical systems and services to support evidence-based practice, inter-professional education, and other emerging models of health care delivery.
- Collaborate with UNC Medical Center partners to improve patient care and support certificate programs, degree programs, and continuing education.
- Work with UNC Medical Center partners on selecting, organizing, and improving patient access to educational materials and programs.
- Provide health information for the public that integrates patient-to-patient social media sites and tools for managing health care and personal health data.
- Seek active roles and partnerships in emerging areas of health care technology and patient engagement.

## GOAL 3 : **Contribute to UNC's global efforts to improve the human condition and to support research worldwide.**

- Provide information services and support in world regions where UNC has a presence.
- Enhance the visibility and availability of UNC's unique resources to the global research community.
- Collaborate with partners on and off campus to address critical global issues identified as University priorities.