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Strategic Plan FY2012-2016

Greenwood Library

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STRATEGIC PLAN FY2012-2016

LIBRARY MISSION STATEMENT

We believe in the power of recorded information to add breadth and meaning to one's life. The Library strives to provide value-added physical, virtual, and intellectual environments that connect our user community with historical and current information in order to help individuals change lives for the better.

In service to the Longwood community, the Library's central focus is to:

- Educate citizen leaders through targeted research instruction, technology, and innovative learning spaces that center on the pursuit of academic excellence.
- Offer collections and services to support academic, professional, and personal endeavors.
- Contribute to the advancement of research and scholarship.
- Partner with campus and community constituents to create engaging learning experiences.

LIBRARY VISION STATEMENT

Celebrate curiosity @ Greenwood Library!

LIBRARY GOALS

INFORMATION LITERACY

Develop information literacy programs that contribute to academic endeavors and lifelong learning.

1. *Information literacy assessment* — Conduct a competency-based assessment of student research papers collected by Longwood's Office of Assessment and Institutional Research (OAIR) for Information Literacy (IL) skills as defined by the Association of Research and College Libraries (ACRL) as the ability to "recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information."
2. *Perceived Information Literacy Needs* — Respondents on the LibQUAL survey of library service quality will indicate that the Library's information literacy programming is sufficient to meet their needs.

CUSTOMER SERVICE

Provide excellent client-centered service including consistent, accurate, efficient and friendly interactions with our patrons.

1. *Unobtrusive observation of customer service*
    1. Conduct an unobtrusive observation (mystery shopping) of customer service provided by the Information Commons staff. Examine service quality for both in-person interactions and transactions conducted via instant messaging.

2. Circulation and ILL staff will demonstrate an excellent level of service on an unobtrusive observation (mystery shopping) of customer service.

2. *LibQUAL Affect of Service* — Greenwood Library faculty and staff will provide users with an "affect of service" that is close to ideal for all respondent categories on the LibQUAL survey of library service quality.

LIBRARY AS PLACE

Maintain the Library's physical and virtual spaces to ensure a range of environments that are conducive to learning, teaching, collaboration, and solitary work.

1. *Library Spaces in LibQUAL* — Greenwood Library will provide users with physical and virtual spaces that are close to ideal for all respondent categories on the LibQUAL survey of library service quality.

COLLECTIONS

Provide excellent collections to meet user needs.

1. *Collection Adequacy in LibQUAL* — Greenwood Library will provide users with collections that are close to ideal for all respondent categories on the LibQUAL survey of library service quality.
2. *Interlibrary Loan Study* — Greenwood Library will undertake a study of Interlibrary Loan requests from Longwood students, faculty, and staff for 2012-13 in order to identify areas of the collection that do not currently meet user needs.

ADEQUATE TECHNOLOGY

Provide sufficient computing equipment to meet user needs.

1. *Current Technology* — In order to ensure adequate performance, computers in public areas of the Library and circulating equipment will be refreshed at a minimum of every four years and as needed to keep pace with technological developments.
2. *Satisfactory Technology in LibQUAL* — Greenwood Library will provide users with information technology resources that are close to ideal for all respondent categories on the LibQUAL survey of library service quality.

FUNDING

The Library will maintain sufficient funding to support key user needs.

1. *Collections Budget* — Greenwood Library will maintain a budget to support a collection that meets user needs for 2012-13.

DIGITAL COMMONS

Greenwood Library will provide faculty and students a convenient opportunity for making their research and creative work accessible online in an institutional repository, thereby affording greater visibility for individual scholars, elevating the academic profile of the institution, and preserving the university's digital content.

1. *Digital Commons Implementation* — By spring of 2013, Greenwood Library will provide a Digital Commons institutional repository to facilitate scholarly communication for Longwood students and faculty.

Approved January 2013