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Strategic Plan FY2008-2012

Greenwood Library

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Strategic Plan FY2008-2012

Library Mission Statement

The Janet D. Greenwood Library affirms the University's dedication to the development of citizen leaders. Through its collections, information literacy programs and services, the Library supports the University's efforts to prepare students to make positive contributions to the common good of society. Further the Library assists in the regional economic, cultural and educational advancement of south central Virginia. The Library serves all users, but affirms the centrality of its primary users: Longwood students, faculty and staff.

Library Vision Statement

The Greenwood Library partners with Longwood University students, faculty and staff to be a technology-based, learning-centered environment that is integral to the intellectual exchange, scholarly communication, cultural enrichment, lifelong information literacy, and creative expression of the Longwood community.

In an increasingly diverse society, the Library supports the principles of academic and intellectual freedom and extends to each of its users the same commitment in its services and collections.

Library Goals

Assessment

Create a climate of assessment to identify areas of improvement, enhance services, facilitate change, and eliminate programs which no longer meet the needs of our users.

1. A committee will be assigned to help the chair with assessment activities.
2. Continue to develop an assessment component that is integrated into all Library and Learning Services programs to provide regular data on viability, effectiveness, and areas for improvement.
3. Continue to evaluate library services, programs and communications utilizing a variety of assessment tools, including surveys, needs analysis, focus groups, and quantitative data analysis.
4. Conduct a major service quality survey such as LibQUAL+ every two or three years for longitudinal and peer benchmarks as well as to identify areas for improvement and more targeted assessment.
5. Conduct on a periodic basis a complete collection analysis in 2008 and on a biennial basis thereafter, utilizing tools such as WorldCat Collection Analysis and Ulrich's Serials Analysis, to provide recommendations for improving the respective collections and to support academic department accreditation requirements.
6. Inform the Longwood community of assessment efforts, results and trends through the library website, the biennial assessment report and other means of communication identified by the Marketing Committee.
7. Collaborate with the Office of Institutional Assessment and Research to participate in campus-wide assessment opportunities.
8. Analyze assessment data to improve programs and processes.

Budget

To accomplish the goals of the strategic plan, the campus needs to establish a minimum budget for the library of 6% of campus Education and General Fund expenditures.

Information Literacy

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

1. The Instruction/Reference Services Librarian will be responsible for this activity.

2. Continue to integrate basic information literacy competency skills in lower level classes.

o Collaborate with English 150 Coordinator to create a formalized program.

o Collaborate with LSEM Coordinator to create a formalized program.

3. Continue to collaborate with faculty to incorporate information literacy in progressive stages into all levels of instruction for each discipline.

4. Continue to organize a program where faculty will create information literacy components at the discipline level in collaboration with the information specialists in their area.

o Seek support from the Deans Council, Office of Academic Affairs, the Academic Advising Committee, and Faculty Senate.

5. Continue to increase pedagogy skills among library instruction staff.

o It will be the responsibility of the Instruction/Reference Services Librarian to develop a training program for this goal.

6. Continue to utilize technology as appropriate to enhance information literacy programs.

o This activity will involve the Library Information Systems Specialist and the Assistant Instructional Design Librarian (blended/cyber librarian).

Learning Center

The Learning Center will support the University's efforts to encourage lifelong learning and support retention.

1. Find ways to integrate the Learning Center and the Library into a better whole.
2. Be student-oriented with a cooperative attitude to problem solving in their academic lives.
3. Continue to provide coaching services that will enhance students' out-of-class work.
4. Collaborate with other offices/persons (Academic Affairs, international students, Dean's Offices, etc.) on campus to provide valuable educational experiences.

Library as a Holistic Learning and Teaching Space

Transform the Library's physical space into a welcoming formal and informal learning and teaching environment that is an intellectual, cultural and learning commons for the University.

1. Collaborate with faculty, students, IITS, Learning Center, and Student Affairs to facilitate integrative teaching and learning activities, i.e., creation of multi-functional teams to accomplish this goal.
2. Plan for the redesign, renovation and expansion of the Library addition (2010-2012).
3. Enhance access to services and collections:

o Library catalog and bibliographic control

o Library web site

o Print, audiovisual and digital collections

o Archives/Special Collections

Marketing

Promote and market the Library as a learning and teaching space and its resources and services to current and potential constituencies.

1. The Instruction/Reference Services Librarian will be responsible for marketing activities and working with the marketing committee to develop a marketing effort for the library.
2. Continue the development of an ongoing, systematic library promotion and publicity program.
3. Develop collaborative efforts with the University community, including student government, faculty, student services, public relations, etc.
4. Provide formal, regular communication with the University community, including an annual report.
5. Utilize a variety of resources and approaches, such as:

- o   Exhibits (local, publisher, Library of Congress, Richmond Art Museum lending collections)

- o   Reading groups

- o   Friends group

- o   Publications (brochures, bookmarks, etc.)

- o   Virtual marketing (Library web site, campus web site, Blackboard, blogs, portal, wikis, eportfolios, Facebook, etc.)

- o   LCVA and American University as models.

6.   Create a budget and identify other sources of funding, including grants.

Multimedia Lab

Expand and maintain a multimedia laboratory to provide creative opportunities for the Longwood community.

1.   The Reader Services Librarian will coordinate this effort.
2.   Enhance the learning and teaching environment of the Multimedia Lab by designing the area to be a welcoming environment.
3.   Develop a continuous marketing plan for the promotion of services available in the Multimedia Lab.
4.   Maintain and upgrade multimedia systems and resources to support a media-rich learning environment for the Longwood community.
5.   Increase the number of tools and resources available for the development of multimedia projects.
- o   Continue staff training to support student creative projects.

- o   Develop and implement a specific web site for the Multimedia Lab.

Service Culture

We will use measurable steps to ensure excellent client-centered service including consistent, accurate, efficient and friendly interactions with our patrons, and provide information resources that enhance learning and teaching in both physical and virtual environments that are inviting and user-friendly.

1.   **Greenwood Library Customer Service Guidelines**. Our commitment, to you, our Library users, is to satisfy your needs in an efficient and courteous manner. Our Library staff will:
- o   Be well-trained, courteous, responsive and respectful.

- o   Be approachable and interested in your information need so you feel comfortable asking for assistance.

- o   Provide knowledgeable answers and/or referrals and render the fullest, most efficient possible service at all times, within the constraints of available resources.

- o   Provide materials and information resources that are appropriate to your needs.

- o   Provide the same quality of service to all regardless of age, race, sex, nationality, educational background, physical limitations, or any other criteria. (Please note that some specific services are available only to the Longwood community).

- o   Attempt to determine if you are satisfied with the results of your transaction and/or refer you to other sources, even when those sources are not available in the local library.

2.   Each library department will be responsible for ensuring that its service guidelines are in accordance with the Greenwood Library Customer Service Guidelines. Each department head will conduct an annual review to ensure that these guidelines are followed.
3.   These guidelines will be evaluated and revised each year to meet the customer service needs of our patrons.
This document is reviewed every January and revised as appropriate. Librarians will report on plan assignments at the beginning of Fall semester.
Approved February 2008