

1-2006

Strategic Plan FY2006-2010

Greenwood Library

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Recommended Citation

Greenwood Library, "Strategic Plan FY2006-2010" (2006). *Library Annual Reports and Strategic Plans*. Paper 12.
<http://digitalcommons.longwood.edu/libannual/12>

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Strategic Plan FY2006-2010

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. Assign a librarian who will coordinate assessment activity and chair a committee that will develop and report on annual assessment plans and implementation.
2. Compare library services with benchmark institutions selected by the University and distribute the results.
3. Evaluate library services outcomes utilizing a variety of assessment tools:
 - LibQUAL, TLT, and other appropriate tools.
 - Campus assessment office (e.g., senior survey, graduate student survey, and Longwood seminar survey, etc.).
 - Surveys, needs analysis and focus groups.
4. Incorporate an assessment component in all Library programs to provide regular data on viability, improvement, etc.
5. Analyze assessment data to improve programs and processes.
6. Conduct a complete collection analysis on a biennial basis:
 - Utilize tools from WorldCat to analyze the monographic collection.
 - Utilize the Ulrich's Serials Analysis tool to analyze the serials collection.
 - Use the analysis from each collection to create recommendations for improving the respective collections.

Audiovisual Center

Develop a program of audiovisual services and initiatives that enhances the library's learning environment, to include program objectives, a defined or projected audience, a plan for services, assessment, and the required skills and resources.

1. Assign a librarian who will coordinate the Audiovisual Center development and implementation, including the following components:
 - Space
 - Equipment

- Staffing
- Budget
- Services
- Hours
- Assessment
- Resources

Budget

To accomplish the goals of the strategic plan, the established minimum budget for the library is 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 Librarian will be responsible for this activity.
 2. Integrate basic information literacy competency skills in lower level classes.
 3. Collaborate with English 150 Coordinator to create a formalized program.
 4. Collaborate with LSEM Coordinator to create a formalized program.
 5. Collaborate with faculty to incorporate information literacy in progressive stages into all levels of instruction for each discipline.
 6. Organize a program where faculty will create information literacy components at the discipline level in collaboration with the information specialists in their area.
- Seek support from the Deans Council, Office of Academic Affairs, the Academic Advising Committee, and Faculty Senate.
7. Incorporate technological literacy skill components, including integrated Library and User Support Services activities.
 8. Increase pedagogy skills among library instruction staff.
 9. Utilize technology as appropriate to enhance information literacy programs.

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. The University Librarian will coordinate this effort.
2. Redesign library space for various types of uses (e.g., individual, group work with computing, group study space, etc.).
3. Collaborate with faculty, students, IITS, and Student Affairs to facilitate integrative teaching and learning activities.
4. Plan for the redesign, renovation and expansion of the Library.

Marketing

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

1. Assign a librarian who will be responsible for marketing and chair a committee that will develop and report on marketing efforts.
2. Develop 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.
5. Utilize a variety of resources and approaches, such as:
 - Exhibits (local, publisher, Library of Congress, Richmond Art Museum lending collections).

- Reading groups.
 - Friends group.
 - Publications (brochures, bookmarks, etc.).
 - Virtual marketing (Library web site, campus web site, Blackboard, blogs, portal, wikis, eportfolios, etc.).
 - LCVA and American University as models.
6. Create a budget and identify other sources of funding, including grants.

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:
 - Be well-trained, courteous, responsive and respectful.
 - Be approachable and interested in your information need so you feel comfortable asking for assistance.
 - Provide knowledgeable answers and/or referrals and render the fullest, most efficient possible service at all times, within the constraints of available resources.
 - Provide materials and information resources that are appropriate to your needs.
 - 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).
 - 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. **Circulation Customer Service Guidelines.** In addition to the Library's general customer service guidelines, our Circulation/Reserve staff will strive to:
 - Have a trained person on duty at the circulation desk during the hours of operation.
 - Make eye contact with all patrons and acknowledge their presence when they approach the Circulation Desk.
 - Be professional, courteous, friendly, accurate and efficient in all transactions.
 - Utilize the proper communication channels in a timely and professional manner to answer inquiries.
 - Refer patrons to the appropriate staff as needed.
 - Maintain confidentiality of internal and external patrons.
3. **Learning Commons Customer Service Guidelines.** In addition to the Library's general customer service guidelines, our Learning Commons staff will provide an environment that enables users to be self-sufficient and have easy access to information staff. We will facilitate independent discovery and provide appropriate experts trained in customer service, library policies and procedures, and a core set of information tools and resources when needed. We will strive to:
 - Wear nametags so we can be easily identifiable.
 - Acknowledge your presence by communicating a greeting once you are within verbal conversational distance and make eye contact while conversing.
 - Invite you to completely state your needs before responding.
 - Rephrase your question to demonstrate our attentiveness and understanding.

- Avoid using library jargon.
- Ask questions that identify your needs.
- Review search strategies you have already tried so not to repeat steps.
- Avoid interjecting our personal values while helping you.
- Refer you to the appropriate sources if we are unable to assist you.
- Follow up to see if you have found what you needed within 15 minutes of initial assistance.
- Consistently rove the Learning Commons to offer you our assistance.

4. **Technical Services Customer Service Guidelines.** In addition to the Library's general customer service guidelines, our Technical Services staff will strive to:

- Acquire materials and information resources appropriate to faculty, staff and student needs.
- Process received materials in a timely manner.
- Maintain an accurate database to ensure bibliographic access by library patrons.
- Provide accurate directions to service points within the library in a courteous manner.
- Provide prompt, accurate and courteous responses to all inquiries.

This document is reviewed every January and revised as appropriate. Librarians will report on plan assignments at the beginning of Fall semester.

Approved January 2006