

Longwood University

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Library Annual Reports and Strategic Plans

Library, Special Collections, and Archives

7-2021

Greenwood Library Strategic Plan 2021-2026

Greenwood Library

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STRATEGIC PLAN

2021-2026





STRATEGIC INITIATIVES

2021-2026

One Word: Service

Mission

Celebrating curiosity on campus and in the community, Longwood University's Janet D. Greenwood Library fosters inclusive services, diverse collections, engaging programming, and collaborative facilities to develop citizen leaders, support teaching, learning, and research, and prepare individuals to be compassionate lifelong learners. We are the beating heart of Longwood's campus.

Key Principles

Responsiveness – Agility, and empathy allow us to rapidly fill the ever-changing needs of Longwood students, faculty, and staff. Responding to the needs of our community demonstrates that they are valued.

Innovation - Never content with the status quo, we constantly seek to improve collections, services, and facilities through data-informed decisions.

Historical Perspective - As Longwood's institutional archive, we explore, preserve, and share Longwood's rich history and seek to infuse this knowledge into the curriculum.

Equity & Diversity - As we prepare citizen leaders to make positive contributions to the common good of society, we treat all library users with courtesy and respect, develop a staff representing the diversity of the institution, offer diverse programming, and build an accessible, diverse collection of materials in all formats

Priorities

Student Success
Teaching & Learning
Collections
 Institutional Effectiveness
Marketing & Outreach
Staff Development
Scholarship

JANET D. GREENWOOD LIBRARY
Beating Heart of Longwood University
Strategic Plan 2021-2026

Our Brand: Celebrate Curiosity!

Our One Word: Service

Our Mission:

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Our Priorities:

- *Student Success <----> Intensifying Enthusiasm Across All Enrollment*

The needs of students are at the forefront of decisions about library collections, facilities, and services.

Key Indicators: Librarian attendance at SGA meetings, Librarian embedded in Student Affairs, Liaison with Center for Academic Success and Writing Center

- *Teaching & Learning <-----> Intensifying Enthusiasm across All Enrollment*

Collaborate with faculty to embed information literacy learning outcomes into courses in order to contribute to the academic rigor of programs. Support changing modes of information and resource discovery by offering research services through multiple platforms to promote lifelong learning.

Key Indicators: Students taught, Courses Taught, Embedded librarians, research appointments, chat usage

- *Collections <-----> Reflecting the Diversity of America*

Ensure access to collections sufficient in quality, depth, diversity, format, and currency to support research and teaching for all library users regardless of background, identity, or intellectual perspective.

Key Indicators: Database usage, Ejournal usage, Circulation statistics

- *Institutional Effectiveness <-----> Distinction in the Commonwealth and the Nation*

Develop and maintain a body of evidence to articulate how the library contributes to institutional effectiveness and apply findings for continuous improvement.

Key Indicators: Biennial survey, Campus assessment reports, annual report data

- *Space <-----> A Sense of Beauty and Place on Campus*

Provide safe, secure and inviting physical and virtual environments conducive to study and research, with suitable environmental conditions and convenient hours.

Key Indicators: Gate counts, classroom usage, study room usage

- *Marketing and Outreach <-----> College-Town Vibrancy & A Culture of Philanthropy*

Contribute to university external relations through publications, events, and donor cultivation to expand awareness of resources, services, and expertise across the broader community.

Key Indicators: Attendance at library-sponsored events, social media followers, social media post likes/shares, new donors

- *Staff Development <-----> Reflecting the Diversity of America*

Promote work-life balance, cultivate a diverse workforce, and value the contributions of each staff member as integral to the success of the organization.

Key Indicators: Conference/workshop attendance, professional organization engagement, staff retention rates, staff professional development for overcoming bias and embracing differences

- *Scholarship <-----> Distinction in the Commonwealth and the Nation*

All library staff are engaged intellectually in their respective specialty areas.

Key Indicators: Conference presentations, workshops, publications

Priority

Student Success

Intensifying Enthusiasm across All Enrollment

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Student Success Plan

Defining Student Success at Greenwood Library

Greenwood Library recognizes that student success has many facets including personal growth, social success, academics, career leadership, and collaboration. Greenwood Library will provide collections, information, resource displays, events, programs, spaces, excellent customer service, and opportunities for involvement to promote a well-rounded enjoyable, and educational experience for Longwood University Students.

Personal Growth & Social Success

Marketing & Outreach

- Plan & promote events and programs
- Event examples include game nights, the Human Library, the Long Night Against Procrastination, and genealogy events such as “Finding Your Roots”

Student Involvement

- Library student assistants
- Greenwood Book Club
- Student Library Advisory Committee (SLAC)

Facilities

- The library will enhance physical and virtual spaces to ensure a range of environments that are conducive to learning, teaching, collaboration, and solitary work.

Academics & Career Leadership

Information Literacy

- Librarians will develop information literacy programs that contribute to academic success and lifelong learning.
- The library will support the development of research skills and the practice of research as a vehicle for improving students' critical thinking, information literacy, and communication skills.
- Past & Current Instruction Programs: Selfie Safari; Expedition Library; Search & Destroy; Post-It assessments; keyword development worksheets; Boolean Simon Says.

Employing Library Student Assistants

- Student Assistants will be trained to work at The Desk, do inventory, shelve materials, and assist with other projects as needed.
- Skills: customer service, attention to detail, and the ability to enforce and explain library and University policies in a courteous but firm manner.

Collections & Resources

- Greenwood Library is open over 100 hours each week during regular sessions. Our collections include over 280,000 books; 36,000 audiovisual items, including DVDs, CDs, and streaming videos; 330,000 electronic books; about 800 current periodical subscriptions in print or online; more than 58,000 electronic journals; and remote access to almost 300 databases. We have a robust Special Collections and Archives as well as host student and faculty research in the Digital Commons institutional repository. In addition, the Library can obtain resources not available in its collections from other libraries through Interlibrary Loan.¹

User Experience (Digital Services)

- The library will provide a user friendly website and web resources.
- The library will offer the most up-to-date technology hardware and software to meet user needs.

Collaboration

Center for Academic Success

Defining the Center for Academic Success

- The Center for Academic Success offers an opportunity for scholars across the Longwood campus to supplement their learning and integrate it into their in- and out-of-classroom experiences. Services are provided to meet diverse learning processes and create an environment of sensitive and responsive support.

The Library AND the Center for Academic Success

- Library will collaborate on programs such as The Long Night against Procrastination (LNAP) to offer late-night tutoring, writing, and research help.

Student Affairs

Defining Student Affairs

- Student Affairs supports Longwood's mission to prepare citizen leaders by providing educational and co-curricular opportunities designed to challenge and support students as they learn and develop. Through intentional collaboration with academic and campus partners, we create an engaging, diverse and inclusive community that positively influences student learning, development, and success. At Longwood, every student counts and by addressing the holistic needs of each, we aim to optimize individual potential, healthy choices, a passion for learning and serving, and a respect for differences.²

The Library AND Student Affairs

- Librarian will attend & present at Student Affairs and Student Engagement staff meetings
- Librarian will attend regular Student Government Association Meetings
Librarians will partner to provide programs such as Roving Reference in Upchurch University Center

¹ <https://libguides.longwood.edu/home/collections/home>

² <http://solomon.longwood.edu/offices--departments/student-affairs/goals--objectives/>

First Year Experience & First Year Outcomes

Defining First Year Experience

The First Year Experience program is dedicated to ensuring students' smooth transition into Longwood and through their first year. This is accomplished through summer orientation and the New Lancer Days program. New students are partnered with a Peer Mentor, a trained upperclassman well-versed with Longwood University's resources, and Student Success Coach, a trained faculty or staff member who is available to help students navigate transitional issues beyond the capability of the Peer Mentor. ³

Defining the First Year Outcomes

“Intellectual: A citizen leader is someone who is academically and personally transformed by knowledge of fundamental modes of inquiry and informed civic engagement and who then applies the virtues of a Longwood education to serve and transform communities.

Whole Person Health: Whole person development enables an individual to make responsible choices related to personal health and well-being. This includes self-awareness and self-efficacy regarding lifestyle balance, social behaviors, mental and emotional health, financial and time management, and ethical and spiritual values.

Identity: Students develop a strong sense of identity in conjunction with an understanding of commonalities and differences with others to actively connect to the community. “
4

The Library and First Year Experience & Outcomes

- The library will participate in New Lancer Days by providing orientation activities such as Greenwood Goosechase, Library Mini Golf, etc.
- Library staff will participate in the First Year Coaching program sponsored by the Center for Academic Success and First Year Experience.
- Intellectual see above: *Academics & Career Leadership*
- Whole Person Health & Identity see above: *Personal Growth & Social Success*

³ <http://solomon.longwood.edu/newstudent/>

⁴ Drs. Jennifer Green & Emily Heady; presentation to Student Affairs All Staff Meeting September 5th, 2019

Priority

Teaching & Learning

Intensifying Enthusiasm Across All Enrollment

Collaborate with faculty to embed information literacy learning outcomes into courses in order to contribute to the academic rigor of programs. Support changing modes of information and resource discovery by offering research services through multiple platforms to promote lifelong learning.

Key Indicators: Students taught, Courses Taught, Embedded librarians, research appointments, chat usage

Instruction Plan

Mission

It is the mission of the Greenwood Library instructional program to provide research instruction that develops information literate citizen leaders. Information literacy is defined as *the ability to recognize the types of information best suited to the argument, and effectively locate, critically evaluate, appropriately use, and ethically cite the information*. Recognizing that appropriate information sources vary by discipline, the Greenwood Library collaborates with faculty to develop students' information literacy skills throughout their education at Longwood University. Librarians in Greenwood Library provide information literacy instruction in all course levels and disciplines to prepare students for their courses, careers, and lifelong learning.

Course-Integrated Instruction

Learning Outcomes

In accordance with the *ACRL Framework for Information Literacy for Higher Education*, the librarians in Greenwood Library developed the following student learning outcomes to align with academic course levels.

100 Level Courses

Students will be able to:

- Identify types of resources available from the library
- Define the scope of the investigation with a clear research question
- Identify keywords based on a research question
- Perform a basic keyword search on the library homepage's main search bar
- Recognize the characteristics of authoritative sources
- Understand why citations are ethically important
- Cite information clearly and consistently

200 Level Courses

Students will be able to:

- Perform all of the above, and
- Combine Boolean operators to perform a search in a database

- Locate and search within subject specific databases
- Consistently draw from relevant, authoritative research sources
- Access enough information to explore research question (multiple sources & varying opinions)

300/400 Level Courses

Students will be able to:

- Perform all of the above, and
- Perform multi-level (multiple keywords, database specific limiters, Boolean, truncation, etc.) searches in discipline specific databases

Modes of Instruction

Class Instruction, In-Person

In-class information literacy instruction may take the form of a single visit, either of a class to the library, or a librarian to a class; or of a series of visits to cover multiple topics, or work continually on a large project. Instructional faculty are encouraged to approach their liaison librarian with information literacy requests. Liaison librarians regularly develop instructional activities to best suit the needs of a particular class.

Class Instruction, Online

As with in-person information literacy requests, instructional faculty may request librarian instruction in online courses. Librarians are available to provide instruction through web streaming, recorded videos or instructional modules.

Embedded Instruction

For upper-level courses, embedding a librarian in the course is a valuable option. Embedded librarians may be added to the campus Learning Management System (LMS) under the “Librarian” designation, and have the ability to add instructional content, participate in discussion boards, and see emails sent to the entire course. Librarians will not have the responsibility for, or the ability to provide grades for students. Instructional faculty interested in embedding a librarian work with their liaison librarian to define the extent of librarian involvement. Librarians may also be asked to participate in face-to-face class meetings, as needed.

Research Consultations

All librarians are available for face-to-face consultations with individual students, student groups, and faculty, to assist with research. Librarians make themselves available to the best of their abilities for appointments. Students, staff, and faculty may make appointments directly with librarians through the online scheduling tool. Research consultations may include discussions of search terms, refining research topics, primary and secondary sources, appropriate databases, citation styles, and print materials.

Hybrid and Asynchronous Instruction

As needed, librarians provide research assistance and instruction through phone, email, chat, or through online tutorials.

Facilities and Technology

Within the Library

The Greenwood Library includes three instructional spaces utilized primarily by the librarians, which are not reservable by outside groups. These spaces include internet-enabled technology, multiple screens, whiteboards, and modular tables and chairs. The rooms may be combined to suit the needs of larger classes. In any combination, these flexible spaces are designed for active learning.

A large, reservable, traditional classroom is available on the second floor. This classroom may be divided to form two, smaller room, each containing whiteboards, and the standard *Crestron* podium available across campus. Any Longwood-affiliated person may request a reservation of this classroom.

Instructor Classrooms

At the request of faculty, Librarians may provide information literacy instruction in the faculty's assigned classroom. Technology usually includes a *Crestron* podium, which allows internet access. Classrooms usually also include a whiteboard. Furniture varies by building, but is generally designed for traditional, lecture-based instruction.

Learning Management System (LMS)

Faculty may choose to embed a librarian in an online course. Librarians are able to design and/or import instructional content, develop assignments, and create discussion boards, in cooperation with the faculty's learning objectives.

Chat

Faculty, students, and community patrons may utilize the chat feature of the Greenwood Library's homepage to request information literacy assistance. Patrons with sufficiently complicated requests are forward to an available librarian, who uses the chat function to demonstrate effective searching techniques and assist the patron in developing keywords.

Faculty Development

The Research and Instructional Services Librarian collaborates with the Civitae Core Curriculum Committee, CAFE, and the Office of Student Research (OSR) to provide faculty development on teaching and assessing information literacy. Faculty development opportunities include workshops for faculty receiving course development grants, OSR's Spring Faculty Development Workshop, the Teaching and Learning Institute, and Fridays at CAFE.

Future Initiatives

With the support of the Administration, and in collaboration with academic departments, Greenwood Library will explore the following instructional trends.

Collaborative Assignment Design

Librarians will cultivate greater collaborative relationships with departments in order to participate in information literacy assignment design, with the goal of increasing student learning (Saines et al., 2019). If the opportunity arises, librarians will also participate in departmental course mapping with the intention of frontloading deliberate information literacy instruction.

Place-Based Information Literacy Instruction

Librarians will develop relationships with faculty leading Study Abroad and Brock Experience courses to create place-based information literacy instructional opportunities (Emmelhainz & Pukkila, 2018). Such opportunities may include making connections with libraries in the destination cities, developing instructional modules within the LMS, or perhaps joining the placed-based courses and travelling with the students and faculty.

3-Credit Information Literacy Course

Librarians will investigate and propose a Civitae Pillar or Perspectives information literacy course, reviving the LIBR prefix, in collaboration with an academic department.

References

- Benson, D. & DeSanto, D. (2016). The 360° Feedback Model for Library Instructors. *C&RL News*, 77(9), 448-451.
- Emmelhainz, C. & Pukkila, M.R. (2018). Being There at a Distance. *C&RL News*, 79(7), 376-379.
- Saines, S., Harrington, S., Boeninger, C., Campbell, P., Canter, J., & McGeary, B. (2019). Reimagining the Research Assignment. *C&RL News*, 80(1), 14-17, 41.

Priority Collections

Reflecting the Diversity of America

Ensure access to collections sufficient in quality, depth, diversity, format, and currency to support research and teaching for all library users regardless of background, identity, or intellectual perspective.

Key Indicators: Database usage, Ejournal usage, Circulation

Collection Development Plan

Focus of Collection Development and Management

The primary focus in the development and maintenance of Greenwood Library's collections is to support learning, teaching, and research at Longwood University. It also takes into account the mission and goals of the University while being responsive to the changing needs of a dynamic institution.

Collection Overview

The Library's collections consist of over 280,000 print volumes, nearly 40,000 print and online serials, and 50,000 audiovisual items, including DVDs, CDs, and streaming videos. The Library has acquired a number of online materials, including some 330,000 electronic books and almost 300 databases (more than half of which are provided by VIVA, the state-supported consortium of higher education institutions in Virginia). In addition, the Library can obtain resources not available in its collections from other libraries through Interlibrary Loan.

Guiding Principles

The Janet D. Greenwood Library adheres to the American Library Association's Bill of Rights, Freedom to Read Statement, the Intellectual Freedom Principles for Academic Libraries, and the American Film and Video Association's Freedom to View Statement.

Collection Development Guidelines

Library funds are used for current and retrospective purchases to build a balanced collection that supports the academic mission of the University. Given the size of the University and the finite resources allocated to the library, it is impossible to provide all the materials that may be necessary or desirable. Therefore, in selecting materials, the following priorities apply (in descending order):

1. Materials to support the current curriculum of the University.
2. Materials to support the research needs of the students and faculty.
3. Materials that meet the recreational needs of the clientele.

Generally, the following considerations are made for all materials selected for inclusion in the Library collections:

- relevancy to the curriculum
- quality of the work
- reputation of the author(s)/publisher(s)
- lasting value or content and format
- appropriateness of the level of treatment
- strength of present holdings in the same or similar subject area

- costs
- suitability of format to content
- historical value
- local interest (subject, author or publisher)

In addition, the Library

- purchases materials primarily in English. Literatures and language materials generally used in the teaching and learning of foreign languages are also purchased, as are foreign language dictionaries, as suggested by faculty.
- purchases one copy of each title. Exceptions may be made particularly when demonstrated use dictates or for materials pertaining to local history or interest.
- purchases primarily current materials.
- considers the holdings of neighboring institutions when a request is made for expensive/low-anticipated use materials.
- prefers unlimited digital access when possible to increase accessibility.

Collection Management

Collection management refers to the systematic evaluation of the resources contained in both the print collection and in non-print formats. Ongoing review of library materials is necessary as a means of ensuring that the collection meets the current needs and interests of users. Typically, no more than one copy of each item is retained, unless a subject specialist in that area indicates a need for multiple copies.

- Older editions and incomplete series will be removed unless a subject specialist suggests they be retained.
- Materials added within the last five years will be retained.
- Materials with a copyright date within the last twenty years will be retained. In rapidly changing fields such as technology, business, and other health-related fields materials older than ten years may be removed.
- Materials that have circulated in the last ten years will be retained.
- Any material designated for retention by a subject specialist will be retained. Only media that can be viewed or run on current University equipment will be retained.
- All material discarded will have at least one (and preferably two) source(s) for interlibrary loan.

Materials withdrawn from the library collection are processed by:

- Transferring to another department. This is considered to be a department to department transfer and the issues must be housed in the department. Departmental transfer forms must be completed.
- Offering to the Better World Books Program when applicable.
- Recycling according to established guidelines for the disposal of state property.

Responsibility for Library Collection Development and Maintenance

Liaison Librarians are responsible for developing and evaluating collections in assigned subject areas. Faculty are strongly encouraged to share in the selection of materials by recommending materials in their subject area. Although they may concentrate on those areas of the collection which corresponds to their liaison assignments, librarians may select or withdraw in all areas since they are in the best position to observe the overall quality and balance in the collection and are daily faced with the demands and needs of the client

Priority

Institutional Effectiveness

Distinction in the Commonwealth and the Nation

Develop and maintain a body of evidence to articulate how the library contributes to institutional effectiveness and apply findings for continuous improvement.

Key Indicators: Biennial survey, Campus assessment reports, annual report data

Space

A sense of Beauty and Place on campus

Provide safe, secure, and inviting physical and virtual environments conducive to study and research, with suitable environmental conditions and convenient hours.

Key Indicators: Gate counts, classroom usage, study room usage

Greenwood Library Assessment Plan and Data Inventory

Ongoing Assessments:

- *Watermark:* Overall assessment plan. Compiled by assessment librarian with input from other librarians and staff to develop outcomes and measures. Yearly plan developed in Fall and findings reported in Spring.
 - 2020-2021 plan includes outcomes on the embedded librarianship program, developing a virtual library orientation activity, conducting a website usability test, refreshing the institutional repository, transferring the library's integrated system to the cloud, starting a yearlong reading challenge for the community, customer service training, adapting library events to an online environment, and creating a library data dashboard.
- *ACRL Academic Library Trends and Statistics Survey:* Annual survey compiling statistics on staffing, expenses, collections, institutional repositories, circulation, information services, hours, gate counts, interlibrary loan services, student enrollment, and a library trend that changes every year. Generally due at the end of February each year. Compiled by assessment librarian with input from other librarians and staff.
 - 2019-2020 survey's trend was on equity, diversity, and inclusion.
- *IPEDS:* Annual federal government data collection program. Assessment librarian is responsible for inputting data for library section. ACRL survey (above) has aligned questions with IPEDS to make completion simple with a downloadable text file that can be quickly imported to IPEDS. Occasionally, follow-up is needed when data falls outside of acceptable range. University assessment staff contact assessment librarian in March.

Assessment Cycle

- Four year cycle with an assessment every two years
 - Fall 2021:
 - Facilities/Services Survey

 - Fall 2023:
 - Website/Collections Survey

Data Inventory

- **ACRL**
 - Student supervisor for student staffing data
 - Budget specialist for expense data
 - Sierra for collection data
 - Digital initiatives specialist for institutional repository data
 - Sierra web management reports and collections manager for circulation data
 - LibAnswers and LibInsights for information services data
 - SenSource reports for gate count data
 - Interlibrary loan specialist for interlibrary loan data
 - SCHEV Research reports for student enrollment data
- **Other Statistical Reports**
 - Readers Services Report compiled by information services manager
 - Includes gate counts, circulation data, ILL statistics, and website analytics
 - Digital Commons Annual Reports compiled by digital initiatives specialist
 - Ad-hoc electronic resources data pulled by collections manager

Priority

Marketing & Outreach

College-Town Vibrancy & A Culture of Philanthropy

Contribute to university external relations through publications, events, and donor cultivation to expand awareness of resources, services, and expertise across the broader community.

Key Indicators: Attendance at library-sponsored events, social media followers, social media post likes/shares, new donors

Marketing Plan

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Longwood University's Target Market

Greenwood Library at Longwood University serves all students, faculty, staff, and community members.

Breakdown of the Market

- Longwood Students
- Undergraduate Students: 4,472
- Graduate: 602
-

Longwood Faculty & Staff

- Instructional Faculty: 303 total (248 full-time, 55 part-time)
- Female: 163 total (128 full-time, 35 part-time)
- Male: 140 total (120 full-time, 20 part-time)

Community Members

- Population (2017): 7,831

Objectives

- Promote library services and space to our students, faculty, staff, and community members.
- Provide adequate programming for students, faculty, staff, and community members
- Increase awareness of the Library's services through social media and online content
- Strives to ensure brand consistency across all Library communications.

Promote library services and space to our students, faculty, staff, and community members.

Student Services

Research Assistance

- From the time we open to the time we close, we are available to answer your questions by text, email, Zoom, phone, walk-in, or by scheduling an appointment with a librarian.

Interlibrary Loan (ILL)

- If we don't have it, we can probably get it for you. Request books and articles we do not have with ILL.

Equipment Available for checkout

- The Library not only has books available to checkout, but students can also check out laptops, iPads, projectors, video recorders, and digital cameras
-

Computers and copiers in the Library

- Computers and copiers are available for students to access during business hours.

Faculty and Staff Services

Research support

- Librarians are available to meet with faculty one-on-one or departmentally.

Accreditation

- Librarians can assist with accreditation needs.

Instruction request

- Librarians will provide instruction for LSEM and subject-specific classes.

Material request (books, journals, databases, equipment)

- Faculty can request materials through their library liaison.

Programming Partnerships

- Greenwood Library celebrates curiosity by co-sponsoring speakers, events, and other activities.

Open Educational Resources

- Work with bookstore and faculty to promote the use of affordable course materials.

Community Members

- Computer access
- Leisure Reading

To provide adequate programming for students, faculty, staff, and community members

Students

- **New Lancer Day Tailgate Event**
- **Goal:** Introduce first-year students to the Library in a fun way by building a golf course in the Library. Students work their way around the Library, and at each hole, they learn something about our services.
- **Target Audience:** Freshman students
- **Update:** In the Fall of 2020, COVID moved our program online. Greenwood Library hosted a Trivia night for the students

Peer Mentor Training

- **Goal:** Provide training to the Peer Mentor group. This program consisted of 3 librarians presenting, So You Think You Know Greenwood, which discussed how the Library has changed due to COVID.
- **Target Audience:** Peer Mentors are sophomores, juniors, & seniors are Longwood University.

Banned Books Reading

- **Goal:** Partner with the Department of English & Modern Languages. Gather promote faculty, staff, and students around campus to read from their favorite banned book.
- **Target Audience:** Longwood faculty, staff, and students
- **Date of Event:** October
- **Update:** In the Fall of 2020, COVID moved our program online. Greenwood Library participated in the week-long celebration by hosting a virtual conversation with New York Times Bestselling Author, Todd Parr and a discussion on Comics, Censorship, and the Comics Code, banned book quotes on display, and a labyrinth maze for the students to walk through in the learning commons area.

De-Stress for Success

- **Goal:** Offer fun activities and food for the students during final exams.
- **Target Audience:** Students
- **Date of the Event:** November/December & April/May
- **Updates:** It was canceled in Spring 2020 due to COVID. In Fall 2020, the Library offered grab bags and to-go food for the students to pick up and take home with them. Spring 2021 – grab bags and to-go snacks again

Love Post-it Project

- **Goal:** This program aims to have students write on post-it notes during a week in February what they love about the Library.
- **Target Audience:** Longwood Students, Faculty, and Staff
- **Date of the Event:** Week of Valentine's Day.
- **Update:** In Spring 2021, due to COVID, we offered a virtual form for the students to fill out, and then a staff member placed them on the windows. This was done, so multiple people were not touching the post-its.

Faculty

New Faculty Orientation

- **Goal:** Promote the Library and its services to the new faculty at Longwood University.
- **Target Audience:** New faculty
- **Date of event:** The second week of August
- **Updates:** In Fall 2020, librarians presented to new faculty in our socially-distanced instruction room. Topics included: Greenwood Library and YOUR Research, Greenwood Library and YOUR Classroom, and Greenwood Library and YOUR Students.

Fair Use in Higher Education with Kyle Courtney Event

- **Goal:** To promote Fair Use and Fair Dealing Week at the end of February, the Dean of Greenwood Library and Marketing & Outreach Librarian hosted a live Zoom talk with Kyle Courtney.
- **Target Audience:** Faculty and students.
- **Date of event:** The third week in February

Community Members

Library Card Signup Month

- **Goal:** To promote how the Greenwood Library & CVRL Libraries work together to build lifelong learners by signing up for a library card.
- **Target Audience:** Community members that do not have a library card for Greenwood Library or CVRL.
- **Date of Event:** September
- **Update:** In Fall 2020, this event was promoted by using QR Codes for each of the local libraries that took users to their online application

Virginia Children's Book Festival

- **Goal:** Continue to serve as a prominent location for the VCBF.
- **Target Audience:** Community members, Prince Edward, Cumberland and Buckingham County Schools, LU faculty, LU students
- **Date of event:** October
- **Update:** This event went virtual in October 2020 due to COVID.

Specialty Event/Campaigns

Annual Longwood Day of Giving

- **Goal:** A Day of Giving is the technique of soliciting gifts from a significant online audience using social networking momentum.
- **Update:**
 - 2018 - "Zen Den"
 - 2019 - Whiteboard tables.
 - 2020 - Canceled due to COVID
 - Spring 2021 – Always Sunny at Greenwood Library
- **Target Audience:** Faculty, Staff, Students, Alumni
- **Date of event:** Last week of March

Special Collections & Archives Events

- Goal: Continue to promote genealogy, university archives, and special collections events
- Target Audience: Faculty, Staff, Students, Alumni, Community Members

Increase awareness of the Library's services through social media, online, and print materials

How does Greenwood Library utilize social media?

- Share resources available at the Library
- Share news about the Library
- Share library events
- Share campus-wide news
- Request feedback about the Library (example: Whiteboard Wednesday)
- Stay active across social media platforms (posting at least 2x a week).

Facebook

- **Name:** Longwood University Library
- **Purpose:** Share news, articles, services, and events
- **Audience:** Alumni, Students, Faculty and Community Members

Twitter

- **Name:** @Longwoodulib
- **Purpose:** Share news, articles, photos, reoccurring topics, retweets, and new databases
- **Audience:** Students, other Libraries, Librarians, Staff, and Campus Offices

Instagram

- **Name:** Greenwood Library
- **Purpose:** Share photos of library events, services, classes
- **Audience:** Students, other libraries, librarians, community members

Website

- Library: Hope Alwine (alwinehd@longwood.edu)
- Campus: Mary Jo Stockton (stocktonmj@longwood.edu)

Other Marketing Mediums

- **Newspaper** - Farmville Herald: Jackie Nelson (Jackie.Newman@FarmvilleHerald.com)
- **Magazine** - Longwood Magazine: Sabrina Brown (browncs@longwood.edu)
- Farmville Magazine: Betty Ramsey (betty.ramsey@farmvillethemag.com)
- **Postcards** - Design Lab or Library
- **Posters** - Design Lab or Library
- **Flyers**- Design Lab or Library

- **Radio - WFLO:** Francis Wood (fwood@wflo.net)
WMLU: Jeff Halliday (hallidayja@longwood.edu)

Community Organizations

- **Public Library:** Rick Ewing (rewing@cvrl.net)
- **Chamber of Commerce:** (admin@farmvillechamber.org)
- **Centra:** Kerry Mossler (kerry.mossler@centrahealth.com)
- **Downtown Farmville Partnership:** Jen Cox

Strives to ensure brand consistency across all Library communications



identity style & usage manual

GREENWOOD LIBRARY

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Contact

Directors of Design Lab

Wade Lough: loughkw@longwood.edu 434.395.2292

Chris Register: registercm@longwood.edu 434.395.2295

Design Lab will be happy to assist in any future assistance with the logo, including color issues, usages, and application to other items and merchandise. Please contact us when you feel necessary.

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This style guide has been designed to provide consistency regarding the use of the Greenwood Library Celebrate Curiosity logo. Establishing a strong and instantly recognizable identity for the Greenwood Library Celebrate Curiosity logo can only be achieved through the consistent application of the logo.

We request that the following guidelines be adhered to at all times when using the Greenwood Library Celebrate Curiosity logo.

GREENWOOD LIBRARY CELEBRATE CURIOSITY

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	PMS	Process	RGB (Web Only)
	PMS 297	C: 46% M: 4% Y: 1% K: 0%	R: 126 G: 203 B: 239
	PMS 144	C: 0% M: 56% Y: 85% K: 0%	R: 250 G: 138 B: 59
	PMS 396	C: 19% M: 0% Y: 100% K: 0%	R: 218 G: 226 B: 0
	PMS Black 0961	C: 40% M: 35% Y: 38% K: 1%	R: 159 G: 153 B: 148

NOTE: Inks are more likely to darken on uncoated paper.

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GOTHAM - 50 Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM - 32 Book

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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FULL COLOR, WHITE BACKGROUND



GRAY SCALE, WHITE BACKGROUND



BLACK AND WHITE, WHITE BACKGROUND



ONE COLOR, REVERSE OUT

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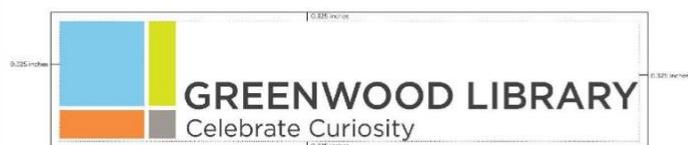
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Free space of at least .325 inches must be maintain around all four sides of the logo when logo is used on stationery (letterhead, envelopes, and business cards) and other similar small size applications. Free space will necessarily increase as the size of the logo increases to larger sizes, such as posters and banners. Please consult Design Lab if you have any questions.



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Incorrect Logo Usage

Misuse of the Spirit Tree Foundation logo devalues its brand. Do not stretch the logo, when a logo is stretched, it is inappropriately distorted (1 & 2). Ensure that you maintain the aspect ratio when enlarging the logo. Do not rotate the logo (3). Do not change the colors in the logo, the logo must not be printed in the colors specified (4).



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Shirt 11" x 6.5"



Polo 3" x 1"



Hat 2.75" x 2"



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For print and web applications of the logo, the following is suggested:

FOR THE WEB

For new browsers, such as Firefox, Chrome, and Internet Explorer 8 or later PNG files are preferred.

Some PC owners who use Internet Explorer 8 or later sometime report problems

with the transparency support for PNG files.

For older browsers

JPGs are preferred for photographic images.

GIFs are preferred for graphics and graphics with transparent backgrounds.

For printing,
TIFFs are used.

Priority

Staff Development

Reflecting the Diversity of America

Promote work-life balance, cultivate a diverse workforce, and value the contributions of each staff member as integral to the success of the organization.

Key Indicators: Conference/workshop attendance, professional organization engagement, staff retention rates, staff professional development for overcoming bias and embracing differences

Priority

Scholarship

Distinction in the Commonwealth and the Nation

All library staff are engaged intellectually in their respective specialty areas.

Key Indicators: Conference presentations, workshops, public

