Linscheid Library
Strategic Plan for 2019-2024

ECU Mission
We educate and empower students to understand and transform our world.

Library Mission
We collaborate with our community to provide access to resources and education, empowering users to transform our world.

ECU Vision
First choice because of who we are.

Library Vision
A place where everyone feels equally empowered to reach their dreams.

Core Values (http://www.ala.org/advocacy/intfreedom/corevalues)
• Access
• Confidentiality/privacy
• Democracy
• Diversity
• Education and lifelong learning
• Intellectual freedom
• The public good
• Preservation
• Professionalism
• Service
• Social Responsibility

Goal 1: Create high-performing teams among all library employees, from students to librarians. (ECU SP G3.1 and G4.1). Stakeholders: Library employees (librarian, staff, student)

G1 Strategy 1: Create and implement new training at all levels.
Action Step 1: Implement supervisor training
When: Fall 2019
Who: Library Director
Comments:

Action Step 2: Create New Librarian training
When: Spring 2020
Who: Library Director, Librarians’ Committee
Comments:

G1 Strategy 2: Implement one on ones at all levels.
Action Step 1: Implement one on ones at all levels
When: Spring 2020
Who: Library Director, Librarians, Library Staff
Comments:

Action Step 2: Continue one on ones and training as needed
  When: Summer 2020-2024
  Who: Library Director, Librarians, Library Staff
  Comments:

G1 Strategy 3: Measure outcomes of professional development efforts.
  Action Step 1: Conduct Secret Shopper surveys to measure outcomes of supervisor training
    When: Fall 2020
    Who: Outreach Committee
    Comments: The Secret Shopper surveys in Fall 2020 should focus on scenarios that would give opportunities to measure customer service
  Action Step 2: Conduct Secret Shopper surveys to measure outcomes of one on ones
    When: Spring 2022
    Who: Outreach Committee
    Comments: The Secret Shopper surveys should focus on scenarios that would provide opportunities to measure communication among staff

G1 Strategy 4: Create and implement team building opportunities at all levels.
  Action Step 1: Re-establish staff committee to create and implement team building efforts
    When: Fall 2019
    Who: Library Director
  Comments:

  Action Step 2: Conduct all staff survey to discover desired team-building opportunities and create implementation plan
    When: Fall 2019
    Who: Staff Committee
  Comments:

  Action Step 3: Implement team-building plan
    When: Spring 2020
    Who: Staff Committee
  Comments:

  Action Step 4: Maintain team-building schedule
    When: Summer 2020-2024
    Who: Staff Committee
  Comments:

Goal 2: Create a welcoming physical environment that facilitates learning for library employees, campus users, and faculty. (ECU SP G5.5). Stakeholders: Library employees (librarian, staff, student), campus users, faculty

  Action Step 1: Seek grant opportunities to update Instruction Room
When: Fall 2019-Spring 2020  
Who: Instructional Services Committee  
Comments:

**Action Step 2:** Seek alternative funding to update Instruction Room as needed  
When: Fall 2020-Spring 2022  
Who: Library Director, Instructional Services Committee  
Comments:

**Action Step 3:** Implement redesign of Instruction Room  
When: Fall 2022-Spring 2023  
Who: Library Director, Instructional Services Committee  
Comments:

**Action Step 4:** Seek grant opportunities to update Circulation area  
When: Fall 2022-Spring 2023  
Who: Public Services Librarian  
Comments:

**Action Step 5:** Seek alternative funding to update Circulation area as needed  
When: Fall 2023-Spring 2024  
Who: Library Director, Public Services Librarian  
Comments:

**Action Step 6:** Assess impact of Instruction Room redesign (and Circulation area if completed) on students' perception of the library  
When: Spring 2024  
Who: Instructional Services Committee  
Comments:

**G2 Strategy 2: Improve temperature & humidity of entire library.**

**Action Step 1:** Explore options to improve temperature & humidity  
When: Fall 2019-Spring 2020  
Who: Technical Services Librarian  
Comments:

**Action Step 2:** Seek funding options as needed to improve temperature & humidity  
When: Summer 2020-Spring 2021  
Who: Technical Services Librarian  
Comments:

**Action Step 3:** Continue to monitor temperature & humidity and evaluate options to improve comfort and preservation as needed  
When: Fall 2019-Spring 2024  
Who: Technical Services Librarian  
Comments:
Goal 3: Assess and improve liaison collaboration to support online, campus, and faculty users. (ECU SP G1.4, G2.1, G3.3, G4.3, G5.3, and G5.4). Stakeholders: Online users, campus users, faculty

G3 Strategy 1: Collaborate with CETL and faculty to implement OER initiative.
Action Step 1: Implement OER training for liaisons
When: Fall 2019
Who: CETL, Instructional and Public Services Librarians
Comments:

Action Step 2: Liaisons provide support for faculty implementing OERs
When: Fall 2019-Spring 2024
Who: Liaison Librarians
Comments:

Action Step 3: Assess impact of OER implementation
When: Summer 2020
Who: Instructional and Public Services Librarians
Comments:

G3 Strategy 2: Collaborate with HERC and faculty to promote digital humanities projects and use of Digital Humanities Lab.
Action Step 1: Collaborate with HERC to expand digital humanities resources and support that enhances academic programs
When: Fall 2019-Spring 2021
Who: Collection Services Librarian
Comments:

Action Step 2: Create plan to incorporate digital humanities into liaison efforts
When: Spring 2020
Who: Library Director, Librarians’ Committee
Comments:

Action Step 3: Implement plan to incorporate digital humanities into liaison efforts
When: Fall 2020-Spring 2024
Who: Liaison Librarians
Comments:

G3 Strategy 3: Assess and meet technology needs of online faculty and students.
Action Step 1: Assess technology needs of online faculty and students
When: Fall 2020
Who: Media Services Librarian
Comments:

Action Step 2: Create plan to meet technology needs of online faculty and students
When: Spring 2021
Who: Media Services Librarian
Comments:
Action Step 3: Implement plan to meet technology needs of online faculty and students
   When: Fall 2021-Spring 2024
   Who: Library Director, Liaison Librarians
   Comments:

G3 Strategy 4: Assess and meet resource and discoverability needs of online users.
   Action Step 1: Create plan for testing online resource discoverability
      When: Spring 2020
      Who: Technical Services Librarian
      Comments:
   
   Action Step 2: Test online resource discoverability
      When: Fall 2020-Spring 2021
      Who: Collection and Technical Services Librarians
      Comments:
   
   Action Step 3: Assess resource needs of online faculty and students
      When: Fall 2020-Spring 2021
      Who: Collection Services Librarian
      Comments:
   
   Action Step 4: Create plan to meet resource needs of online faculty and students
      When: Summer 2021
      Who: Collection Services Librarian
      Comments:
   
   Action Step 5: Create plan for improving discoverability of resources
      When: Summer 2021
      Who: Technical Services Librarian
      Comments:
   
   Action Step 6: Implement plans to meet resource and discoverability needs of online users
      When: Fall 2021-Spring 2024
      Who: Library Director, Liaison Librarians
      Comments:

G3 Strategy 5: Continue to update the library website.
   Action Step 1: Conduct user studies of library website
      When: Fall 2022-Spring 2023
      Who: Library Director, Librarians’ Committee
      Comments:
   
   Action Step 2: Re-design library website based on user studies
      When: Fall 2023-Spring 2024
      Who: Library Director, Librarians’ Committee
      Comments:
Goal 4: Communicate outcomes of educational efforts to all stakeholders. (ECU SP G1.3, G2.1, and G4.1). Stakeholders: Library employees (library employees (librarian, staff, student), online users, campus users, faculty, underserved

G4 Strategy 1: Gather outcome data on library educational efforts.
Action Step 1: Create plan for gathering outcome data
When: Fall 2019
Who: Library Director, Librarians’ Committee
Comments:

Action Step 2: Implement plan for gathering outcome data
When: Spring 2020
Who: Library Director, Librarians’ Committee
Comments:

G4 Strategy 2: Communicate outcome data on library educational efforts.
Action Step 1: Communicate outcome data to stakeholders
When: Fall 2020
Who: Library Director, Librarians’ Committee
Comments:

Action Step 2: Create plan for improving services based on outcome data
When: Spring 2021
Who: Library Director, Librarians’ Committee
Comments:

Action Step 3: Implement plan for improving services based on outcome data
When: Fall 2021-Spring 2024
Who: Library Director, Librarians’ Committee
Comments:

Goal 5: Identify the needs of underserved populations, and implement targeted services. (ECU SP G2.1, G3.1, G3.3, and G3.4). Stakeholders: Underserved

G5 Strategy 1: Identify underserved.
Action Step 1: Identify underserved in terms of awareness of services, access to services, comfort level, and representation in the library
When: Fall 2019-Spring 2020
Who: Library Director, Librarians’ Committee
Comments:

G5 Strategy 2: Assess if services meet the needs of the underserved.
Action Step 1: Create plan to reach underserved
When: Summer 2020
Who: Library Director, Librarians’ Committee
Comments:

G5 Strategy 3: Implement new services or promote current services as needed.
Action Step 1: Implement plan to reach underserved, including assessing the outcomes of the plan

When: Fall 2020-Spring 2024
Who: Library Director, Librarians’ Committee

Comments:

Timeline (found at K:\LIBRARY\Administrative\Reports\Strategic Plans\2019-2024\Strategic Plan Linscheid Library 2019-2024 Table)

1. Action steps that are ongoing:
   a. First instance not italicized.
   b. All other instances italicized.

2. Action steps that have not yet been completed are in bold.