Below are the university's vision and mission. Our work is to meet the mission of the university. We are also directed by the 2018 university goals. Academic Affairs has tied its annual goals to these goals and priorities.

Vision: East Central University will be recognized both within the state and nation as a premier, comprehensive student-centered regional university, offering outstanding academic programs and experiences for its students and contributing to the betterment of the region and beyond.

Mission Statement: East Central University's mission is to foster a learning environment in which students, faculty, staff, and community interact to educate students for life in a rapidly changing and culturally diverse society. Within its service area, East Central University provides leadership for economic development and cultural enhancement.

University Goals for FY18

University Goal 1: East Central University will improve the learning environment.
   Objective 1: Remove barriers in the admission to enrollment process.
   Objective 2: Implement retention strategies.
   Objective 3: Create new programs

University Goal 2: East Central University will improve employee satisfaction.
   Objective 1: Provide professional development opportunities.
   Objective 2: Increase salaries.

University Goal 3: East Central University will increase revenue.
   Objective 1: Increase giving to Presidents Circle.
   Objective 2: Implement an annual giving campaign for un-restricted funds.

Academic Goals FY18:

Academic Goal 1: Advertise the Importance of Degrees
Academic Goal 2: Create a Communication Plan for Internal Students
Academic Goal 3: Encourage Current Students to Enroll
Academic Goal 4: Improve Advising
Academic Goal 5: Improve Faculty and Student Relationships
Academic Goal 6: Improve Internal Processes
Academic Goal 7: Institute a Freshman Tiger Anointment Ceremony

Unit Workplan FY18:

Strategy: Linscheid Library will improve the learning environment.

<table>
<thead>
<tr>
<th>Action Item/Tasks</th>
<th>Owner</th>
<th>Due Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linscheid Library Objective 1 (UG1; UO2; AAG4): Continue scaffolding, a tiered teaching methodology where information literacy skills are targeted for a specific audience based on level of progression. • Action items: o Market to Business Administration</td>
<td>Instructional Services Librarian</td>
<td>May 2018</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
The initial meeting request to the department chair was submitted in February and took place in March. Requests for successive meetings with the department chair, dean, and targeted faculty were submitted in March, April, and May.

- Implement with English & Languages and Environmental Sciences
  - Scaffolding was implemented successfully in both departments in fall 2017 and spring 2018. Participation by faculty and students through pre- and post-test submissions, as well as instruction sessions, was adequate in both departments. English & Languages averaged 57% participation by students in the pre- and post-tests and had instruction sessions for every targeted class. Environmental Sciences averaged 61% participation by students in the pre- and post-tests and also had instruction sessions in every targeted class.

- Maintain with Psychology
  - Scaffolding was maintained in Psychology in fall 2017 and spring 2018. Participation by faculty and students through pre- and post-test submissions was adequate with an 68% participation. However, Psychology only had instruction in 2 of the 4 targeted classes in fall 2017 and spring 2018, but this is still a huge improvement from fall 2016, which had zero instruction sessions in targeted classes.

- Create repository for instruction activities
  - A repository was created in summer 2017, and every librarian in the IS Committee has participated in adding appropriate instruction activities to the repository throughout fall 2017 and spring 2018.

Linscheid Library Objective 2 (UG1; UO2; AAG4): Increase engagement with students and faculty with improved marketing of collections through social media, events, and other communications.

- Action Items:
<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Create a social media plan, including systematic marketing and targeting techniques</strong>&lt;br&gt; - Plan created August 2017.&lt;br&gt; - Facebook Reach jumped from an average of 372/month in 2016/2017 to an average of 2,749/month in 2017/2018.&lt;br&gt; - Facebook Likes jumped from 53 in June 2017 to 124 in May 2018.</td>
<td>Public Services Librarian &amp; Outreach Assistant</td>
<td>Fall 2017</td>
</tr>
<tr>
<td><strong>Increase knowledge of online presence, including Flipster</strong>&lt;br&gt; - Chat reference marketed in Facebook video with 436 views.&lt;br&gt; - Flipster marketed in blog post with over 10 views.&lt;br&gt; - Flipster not marketed further due to technical issues with mobile site.</td>
<td>Collection Services Librarian</td>
<td>Spring 2018</td>
</tr>
<tr>
<td><strong>Expand routing of periodicals to all faculty</strong>&lt;br&gt; - Routing procedures established Fall 2017.&lt;br&gt; - Letter template created.&lt;br&gt; - Master list file created to track due dates and office locations.&lt;br&gt; - Nursing department pilot routing began Spring 2018.&lt;br&gt; - Procedures will be tweaked and finalized spring 2018.&lt;br&gt; - Routing will be expanded to all departments fall 2018.</td>
<td>Collection Services Department</td>
<td>Fall 2017</td>
</tr>
<tr>
<td><strong>Increase the number of events held in the library</strong>&lt;br&gt; - Fall-10 events with 343 students attending, compared to 5 events with 112 attending in Fall 2016.&lt;br&gt; - Spring-6 events with 321 attending, compared to 4 events with 269 attending in Spring 2017.</td>
<td>Outreach Committee</td>
<td>Fall 2017</td>
</tr>
<tr>
<td><strong>Improve liaison communications and individual consultations</strong>&lt;br&gt; - Baumann: fall-collaborated with 12 different faculty members in 7 different departments; assisted 5 faculty members with research/presentations in 4 different departments; conducted 22 student research consultations. spring-collaborated with 13 different faculty members in 6 different departments;</td>
<td>Departmental Liaison Librarians</td>
<td>Fall 2017</td>
</tr>
</tbody>
</table>
- Conducted 9 student research consultations.
  - Hasler: Fall-no liaison duties. Spring-collaborated with 12 different faculty members in 4 different departments; conducted 6 student research consultations.
  - Lobley: Fall-collaborated with 7 different faculty members in 4 different departments; conducted 28 student research consultations. Spring-collaborated with 16 different faculty members in 4 different departments; conducted 19 student research consultations.
  - Lowry: Fall-collaborated with 11 different faculty members in 4 different departments; conducted 31 student research consultations. Spring-collaborated with 9 different faculty members in 3 different departments; conducted 19 student research consultations.
  - Tillotson: Fall-collaborated with 8 different faculty members from 3 different departments; conducted 36 student research consultations. Spring-collaborated with 10 different faculty members from 4 different departments; conducted 52 student research consultations.

Linscheid Library Objective 3 (UG1; UO2; AAG4): Improve physical spaces in the library to promote undergraduate research

- Action items:
  - Add more group study rooms
    - Through the NASNTI grant, three new high-tech group study rooms were added to the 2nd floor in the fall.
    - Open house was held 10/2/17.
  - Market new and existing spaces
    - Quaid Lounge marketed in Facebook videos with 845 combined views.
    - 2nd Floor Group Study Rooms marketed in Facebook videos with 2,734 combined views.
    - Coloring Study Break held near Collaborative Spaces with 206 combined participants.
    - 2nd Floor Atrium used in final project for Biology class to display 8 students’ work.

<table>
<thead>
<tr>
<th>Library Director</th>
<th>Fall 2017</th>
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<tbody>
<tr>
<td>Public Services Librarian</td>
<td>Spring 2018 May 2018</td>
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$0.00
### Develop plan for reference desk redesign
- A redesign plan was created and approved in fall 2017. Furniture was selected, purchased, and installed in spring 2018.

### Assess the use of all spaces
- User survey conducted Spring 2018 with 32 responses.
- Staff space observations conducted Spring 2018 with 32 observations recorded.

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#### Linscheid Library Objective 4 (UG1; UO1; AAG3): Make library resources more user friendly.
- **Action Items:**
  - **Conduct usability studies on:**
    - Searching the CatPac, EDS and the library website
      - Library staff survey conducted Spring 2018 with 18 comments in that area.
    - Physically finding materials in the library
      - Library staff survey conducted Spring 2018 with 4 comments in that area.
    - Using library services
      - Library staff survey conducted Spring 2018 with 18 comments in that area.
    - Employ secret shoppers to assess customer service
      - Partnered with Accounting class in Spring 2018 and received 15 evaluations.