

# WIGGINS MEMORIAL LIBRARY STRATEGIC PLAN

2019-2024



## OBJECTIVES

### Academic Quality

Develop students to become better scholars, and support faculty members' research and pedagogical interests.

Improve engagement, academic instruction, and communication with students and faculty.

### Student Success

Provide library support and resources for students to succeed.

Prepare students for the world of work, service, and leadership.

### Extend the Influence

Extend knowledge of library programs and services through a comprehensive communication and marketing plan.

Enhance the Library's influence through strategic partnerships.

### Strategic Growth

Develop a comprehensive plan for improvement of all library technological resources.

Support Campbell University's academic program expansion and campus growth.

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### Campbell University Mission Statement

The mission of Campbell University is to graduate students with exemplary academic and professional skills who are prepared for purposeful lives and meaningful service. The University is informed and inspired by its Baptist heritage and three basic theological and biblical presuppositions: learning is appointed and conserved by God as essential to the fulfillment of human destiny; in Christ all things consist and find ultimate unity; and the Kingdom of God in this world is rooted and grounded in Christian community. The University embraces the conviction that there is no conflict between the life of faith and the life of inquiry.

### Wiggins Memorial Library Mission Statement

The mission of Wiggins Memorial Library is to facilitate access to information resources that support learning, teaching, and research; to provide training for effective and ethical use of these resources; and to support the Campbell community through a state-of-the-art academic environment.

# Tell Our Story

*Wiggins Memorial Library seeks opportunities to facilitate learning and engagement with research by informing users of our services and tools. The Library seeks to develop communication with external stakeholders, advocating for users' needs. The Library intends to develop its personnel in order to be highly effective professionals.*



## INITIATIVES

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### **Promote and advocate for library services and collections, as well as information and research practices, throughout the University.**

- Create opportunities and workshops for faculty about open access, data management, and other scholarship issues.
- Increase campus-wide awareness and establish services related to scholarly communications.

### **Create a comprehensive marketing plan and philosophy.**

- Create practices to assess effectiveness, project management, and reach of advertising and marketing materials.
- Create policies and practices for gathering feedback. Build centralized architecture for gathering and storing library assessment data.

### **Foster community among internal and external constituencies, building partnerships with relevant groups.**

- Build and extend partnerships with relevant groups on campus to enhance our value to the campus community.
- Extend communication on and off campus with other libraries and information agencies.

### **Develop library faculty and staff to be more effective information professionals.**

- Improve and build practices related to inclusivity and cultural awareness.
- Improve internal communication and cross-training, and provide opportunities for team building and growth.
- Provide opportunities for feedback and leadership on teams and committees.

## OBJECTIVES

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### **Extend the Influence**

*Extend knowledge of library programs and services through a comprehensive communication and marketing plan.*

*Enhance the Library's influence through strategic partnerships.*

### **Strategic Growth**

*Develop a comprehensive plan for improvement of all library technological resources.*

*Support Campbell University's academic program expansion and campus growth.*

# Empower Our Users

*User empowerment includes the promotion of research through instruction, support of student achievement, and improvement of student success. This includes engagement opportunities, library instruction, outreach, reference services, and the communication of research and scholarship with students, faculty, and other campus stakeholders.*



## INITIATIVES

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### **Develop engagement opportunities in order to foster student success and create a welcoming library atmosphere.**

- Develop and implement a plan for user feedback.
- Develop a comprehensive Outreach Program for on- and off-campus users.
- Employ user-centered design principles to improve the library experience.

### **Improve library instruction program in order to communicate value to faculty and meet student learning needs.**

- Refine liaison structure to improve communication and develop collaborative opportunities with faculty.
- Develop a repository of basic tutorials for student and faculty use online.
- Strengthen library instruction practices utilizing the Library's Information Fluency Plan.

### **Integrate Research Assistance services to assist students at their points of need.**

- Refine the Research Assistance desk model to best meet student needs.
- Establish reference-related partnerships with departments across campus.
- Bolster the research consultation model.

## OBJECTIVES

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### **Academic Quality**

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### **Student Success**

*Provide library support and resources for students to succeed.*

*Prepare students for the world of work, service, and leadership.*

# Improve Infrastructure

*Wiggins Memorial Library seeks to focus on three areas of infrastructure: collections, technology, and spaces. In reviewing these areas, the Library seeks to improve user experiences; promote student achievement through improved services, collections and spaces; and prepare for future growth.*



## INITIATIVES

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### **Collections**

- Strengthen policies and procedures for collection development, including streamlining policies for acquisitions and deselection.
- Develop and implement a cyclical routine for collection review.
- Create and implement a plan for updating and maintaining the University Archives.

### **Technology**

- Revise and update the library website and online resource access.
- Create a technology plan for library study rooms, labs, and teaching spaces.
- Study accessibility best practices for online resources.
- Study circulating technology and determine future needs for library acquisitions.

### **Physical Spaces**

- Develop and implement a space usage study.
- Ensure that library spaces and services are accessible for all users.
- Create a facility improvement plan including sound, space designations, and library design.
- Develop a plan for shifting collection layout and access to maximize usefulness and efficiency.

## OBJECTIVES

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### **Strategic Growth**

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