Library Strategic Plan, 2025-2028

<u>Mission Statement - Draft</u>

The Mary & John Gray Library empowers the university by providing accessible, innovative, and collaborative learning opportunities and resources to advance research, scholarship, and lifelong success.

<u>Vision Statement - Draft</u>

To be a catalyst for discovery, achievement, and excellence at Lamar University and beyond.

<u>Strategic Priority #1: Engage</u>

What Are Our Goals?
1. Enhance marketing and visibility of library
2. Develop collaborative partnerships
3. Enhance information literacy instruction & research support.

How Will We Do It?
- Tell People About Us
    - Create a marketing plan that includes an event calendar and advertising venues.
    - Publish stories (e.g., social & campus media) on library resources and services.
    - Publish annual library impact report.
    - Publish dashboards and/or infographic templates to retrieve and share data.
- Spread the Word on University Archives & Special Collections
    - Report on survey of collections.
    - Publish revised Records Management Policy.
    - Create instructional content related to record management (e.g., videos).
    - Create social media posts to promote University Archives & Special Collections.
- Bolster Our Partnerships
    - Create list of current partnerships and potential new partners.
    - Create a Library Coordination Team from groups sharing the library building.
    - Increase communication with complementary units
- Targeted Event Planning
    - Host more faculty focused workshops.
    - Develop needed assessment.
    - Meet with campus groups to identify gaps and opportunities for collaboration.
- Solidify Instructional Outreach
    - Use existing and new to improve services.
    - Create an annual outreach schedule for academic departments.
    - Create a contact list of online programs and their faculty.
    - Summarize online student and faculty support.
- Define Student Success
    - Look at peers and best practices for assessing student research success.
    - Launch annual faculty surveys on perceived student research skill improvement.
- Support Our Students
    - Enhance library presence in Blackboard.
    - Distribute a virtual faculty toolkit each semester with links.

Strategic Priority #2: Enhance

What Are Our Goals?
1. Enhance internal communication.
2. Benchmark and elevate core library operations.
3. Foster a culture of continuous professional growth.

How Will We Do It?
- Communicate What We Do
    - Make an image that helps indicate how internal units interact and communicate.
    - Ensure job descriptions match actual duties and library needs.
- Keep Everyone In-The-Know
    - Create a centralized repository for all team members to access documents (e.g., policies & procedures, meeting notes).
    - Create a list of all internal policies & procedures.
    - Update/create prioritized policies & procedures we need.
- Know Ourselves
    - Define how we will assess ourselves.
    - Gather data.
    - Ensure all service areas are tracking data appropriately.
- Comparisons
    - Compare ourselves to peer institutions.
    - Launch two areas of improvement based on comparisons.
- Invest in Ourselves
    - Establish professional mentoring program within the library.
    - Give departmental presentations so we all know what each other does.
    - Report all completed professional development opportunities.

<u>Strategic Priority #3: Sustain</u>

What Are Our Goals?
1. Steward library resources efficiently and effectively.
2. Enhance access to library resources via technological innovation.

How Will We Do It?
- Fiscal Planning
  - Publish annual operational needs report.
  - Publish annual historical spending and projected spending.
- Collect Data on Collections
  - Get ready to collect data from tools.
  - Look at what peer institutions are doing.
  - Update collection development policies.
  - Create and revise policies in Special Collections & University Archives.
- Assess Partners & Contracts
  - Create list of current partnerships and contracts.
  - Publish needed information on vendor contracts (e.g., ERM).
  - Recommend ways to increase equity in partnerships.
- Create an Institutional Repository
  - Prepare a budget proposal.
  - Prepare a tentative implementation timeline.
  - Draft needed policies (e.g. usage, submission, and collection policies).
- Move to a new ILS (integrated library system)
  - Prepare a budget proposal, for an ILS.
  - Prepare a tentative implementation timeline.
  - Complete needed training.
- Refresh Our Digital Resources
  - Launch redesigned, updated library website.
  - Update all library database listings on library website.