

Wright State University Libraries Strategic Plan

GOAL 1

ENHANCE OUR DISTINCTIVE LEARNING EXPERIENCE TO RECRUIT AND RETAIN A DIVERSITY OF STUDENTS FROM THE REGION AND BEYOND.

Objective A: Expand marketing and recruitment efforts in the region and beyond, including out of state.			
<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Expand FOL programs to the public to market WSUL	Increase in community members attendance at WSUL events	Start 2003	Univ. Libraries Admin
Offer some library programs to local schools through the use of webcasts or teleconferencing (consider issuing free library cards and opening free community borrower accounts for local high school students/teachers)	Number of classes and students reached	Start 2004	Univ. Libraries Admin
Create a user-friendly dynamic University Libraries website complete with lively library tours and invite prospective students to view it.	Positive responses in surveys	2003	Univ. Libraries Admin
Objective B: Diversify and enrich curriculum and make it more accessible, responsive, and flexible.			
<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Increase electronic delivery of ILL requests to our patrons	Improve patron satisfaction through ease of use	Start 2003	Univ. Libraries Admin
Develop video and audio streaming for remote access	Increase in the number of uses for these formats	2003 audio 2005 video	Univ. Libraries Admin
Work with targeted faculty to develop innovative assignments that involve learning technology skills in STAC, eg. electronic theses, multimedia presentations and projects, web pages	Increased use of STAC	Start 2003	Univ. Libraries Admin
Coordinate Reference and course reserves with CTL to promote the use of online course packs	Increased use of E-Res	Start 2003	Univ. Libraries Admin
Offer more library services at the actual point of need (i.e. dorms, faculty offices)	Increased demand for services	Start 2004	Univ. Libraries Admin
Objective C: Recruit and retain a nationally/regionally recognized diverse, student-centered faculty and staff.			
<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Help colleges recruit faculty by providing information re: library resources (OhioLINK) and services eg. digital and paper formats, CDs, personal tours	Favorable response from colleges	Start 2003	Univ. Libraries Admin
Implement professional development program for libraries staff	Increase opportunities for staff development	2003	Univ. Libraries Admin

Objective D: Enhance the academic success of students by creating a student-centered environment, improving upon current facilities, programs, co-curricular activities and technology.

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Make the libraries more inviting and comfortable by enhancing creature comforts, eg. more comfortable furniture, better HVAC, popular reading collection	Increased gate count	Start 2003	Univ. Libraries Admin

GOAL 2

EXPAND OUR PARTNERSHIPS THROUGH EXTERNAL FUNDING AND COLLABORATIVE SCHOLARSHIP BOTH REGIONALLY AND GLOBALLY

Objective A: Enhance and expand facilities and infrastructure for research, scholarship and learning through increased extramural and intramural support.

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Expand and strengthen OhioLINK by increasing membership	Stronger fiscal support for libraries in Ohio	Start 2003	Univ. Libraries Admin
Encourage alumni support of University Libraries by offering remote access to selected databases and other online resources as feasible	Increased fundraising	Start 2003	Univ. Libraries Admin
Increase successful grant submissions	Increase in grant funding	Start 2003	Univ. Libraries Admin

Objective B: Grow collaborative scholarship and centers of excellence.

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Develop cooperative collecting agreements with OhioLINK partners	Increased access to materials without spending more money	Start 2004	Univ. Libraries Admin
Through library advancement, build endowments to enrich collection areas for centers of excellence	Increase old and new endowments	Start 2003	Univ. Libraries Admin

Objective C: Increase investment in human capital responsible for collaborative scholarship and extramural support through appropriate incentives, recruitment, retention and professional development.

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
-----------------	------------------------	------------------	-----------------

GOAL 3**EXTEND OUR ENGAGEMENT WITH GOVERNMENT, BUSINESS AND NON-PROFITS TO FOCUS ON EMERGING AREAS OF NEED.****Objective A: Increase the opportunities for community engagement within the curriculum.**

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Sponsor community programs that highlight WSU faculty research and scholarly achievement	Increased community support and cooperation	Start 2003	Univ. Libraries Admin
Establish a dialogue with local schools about library skills and student transition to college	Increase in programs with local schools	Start 2005	Univ. Libraries Admin
Invite community experts to offer programs on areas of expertise. Help students interact with community leaders and others.	Increased community support and cooperation	Start 2004	Univ. Libraries Admin

Objective B: Encourage and support increased participation of faculty, staff and students in community service and leadership.

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Expand outreach efforts to targeted external groups (e.g. entrepreneurs, inventors, aviation enthusiasts, public and school librarians, etc.) by sharing expertise	Increased programs	Start 2003	Univ. Libraries Admin

Objective C: Enhance the quantity and quality of dialogue with our various communities (e.g., multi-disciplinary forums, think tanks, symposia, etc.).

<i>Strategy</i>	<i>Outcome Measure</i>	<i>Timeframe</i>	<i>Champion</i>
Encourage individual contact and provide services as appropriate to our legislators and their staff; sponsor special programs and events	Increased contact; higher visibility	Start 2003	Univ. Libraries Admin