Tactical Plan 2014-2017

1. Design and implement services and programs that support teaching and learning.

   a. Dialog with students and faculty to anticipate, understand, and meet their information needs.
   b. Serve as a campus hub, connecting faculty and students to resources.
   c. Explore new service models and their implications on staffing, training and placement of services.
   d. Foster an inclusive environment in the Library.
   e. Provide access to the information, tools, and expertise for hands-on student exploration, experimentation, and production.
   Continue the development of the Information Literacy Program.

2. Teach literacies in a variety of forms and formats.

   a. Participate in the revision of the American college and Research Libraries Standards for Information Literacy and modify the Information Literacy Program to reflect these changes.
   b. Define the role and staffing model for embedded librarianship
   c. Develop point -of -need tutorials
   d. Integrate Academic Integrity into all library instruction.

3. Integrate the Library into the University experience from student recruitment to retention and alumni affiliation.

   a. Collaborate with the Admissions Department to showcase the Library for the recruitment and retention of new and transfer students.
   b. Collaborate with the Summer Orientation Staff to refine library orientation for incoming students.
   c. Target Library services and programs for incoming students through collaboration with programs such as the First Year Experience.
   d. Collaborate with the Development Office to target opportunities for alumni to support enhancements to the Library facilities, programs and resources.
   e. Provide programs through the Schemel Forum and Friends of the Weinberg Memorial Library that expand the cultural life of the community.
   f. Pursue opportunities for collaboration and partnerships with other departments and divisions on campus.

     g. Educate all library users about the importance of sustainability and lead by example through cultivating an environment of sustainable practices within the Library.

4. Communicate the value of Library services, resources, and personnel to the University community through marketing, advocacy, and community engagement

     a. Publicize library faculty and staff expertise.
     b. Forge a consistent and recognizable brand for all Library digital and physical initiatives.
     c. Feature Special Collection and University Archives materials in visual exhibits that integrate historical information and current contexts.
     d. Market information resources and services to end-users through social media, emerging technologies, catalog and web page enhancements.
     e. Support the Friends of the Weinberg Memorial Library fundraising for Library programs and initiatives.

5. Develop new strategies for the Reilly Learning Commons collaborative learning spaces, characterized by flexibility, adaptability, and skilled staffing.

     a. Gather feedback from students and faculty to determine how well the Library space meets their learning needs.
     b. Evaluate strategies, techniques and trends of peer libraries for innovative use of physical spaces.
     c. Remodel the Reilly learning Commons to establish collaborative spaces.
     d. Establish practice space where students are able to digitally record and share presentations and projects.
     e. In partnership with Information Resources, provide robust wired and wireless network access.
     f. Provide leadership in innovation, collaboration and interdisciplinary scholarship by providing access to specialized software (e.g. graphics and media editing, visualization tools, etc.) and high-end hardware.
     g. Integrate CTLE student support services into the Reilly Learning Commons.

6. Create an assessment and continuous improvement plan that incorporates all aspects of the Library services and programs

    a. Identify metrics to understand and respond to users' needs and expectations
    b. Administer a standardized assessment tool to generate user feedback to increase the Library's understanding of users' expectations, satisfaction/dissatisfaction with the facility, staff and collections.
    c. Analyze the types and frequency of Reference desk transactions to document students' interaction with faculty and resources
    d. Assess the content, cost and use of electronic databases/resources to provide the best support of subject disciplines.
    e. Investigate technologies that facilitate Library goals, policies and procedures.
    f. Document the Library's contributions to supporting the University's achievement of Middle States standards; identify a librarian to join Middle States Assessment Committee.
    g. Insure that the Library's role is incorporated into the curriculum planning and program review process.
    h. Foster continuous improvement by generating a set of opportunities for priority or fundraising initiatives.

7. Foster an entrepreneurial culture in the Library.

    a. Allow student needs and expectations to drive technology decisions.
    b. Develop research services for faculty including assistance with data curation, data visualization, and geographic information systems (GIS), in addition to current support for citation management and social media.
    c. Experiment with new tools and technology to assess their utility for the campus community.
    d. Empower and encourage all Library faculty and staff to suggest, participate in and provide feedback on new initiatives.
    e. Recruit skilled work Study students to serve as TechCons for peer-to-peer "office hours" and workshops.
    f. Encourage and support opportunities for students to engage in peer-to-peer learning.