



RODLIBRARY

University of Northern Iowa

Strategic Plan 2015-18

Mission

Rod Library empowers and inspires our community to discover, imagine, create, and innovate.

Vision

Rod Library aspires to be the best comprehensive university library in the country.

Values

Student Success--the preparation of students to achieve their goals through access to resources, services, technology, and spaces;

Intellectual Freedom--"the right to seek, receive, hold, and disseminate information from all points of view without restriction" (ALA);

Information Literacy--the ability to find, evaluate, and use information;

Flexibility--the drive to adapt and innovate to meet the ever-changing needs of our community;

Diversity--the inclusive, rich, and varied environment that provides opportunities to learn, understand, and grow;

Collaboration--the free exchange of ideas between individuals and groups.

Goal 1. Provide excellent user experience through exceptional services, the right resources, intuitive design, and the development of physical and virtual spaces for patrons and staff.

G1. Objective 1. Provide high-quality services and assistance.

G1. O1. Strategy 1. Improve service for external and internal constituents.

G1. O1. S2. Create a streamlined service model.

G1. O1. S3. Take measurable steps toward increasing staff accountability for being able to create, work, and serve in a diverse workplace environment.

G1. O1. S4. Collaborate in order to offer new services to patrons.

G1. O2. Provide access to appropriate information, resources, and new methods of sharing knowledge.

G1. O2. S1. Educate the community about the Open Access movement.

G1. O2. S2. Promote and encourage scholarly communication in all its forms.

G1. O2. S3. Develop collections and offer access to technology which support study, research, and programming for diverse populations throughout the university and community.

G1. O2. S4. Explore initiatives relating to data and the digital humanities.

G1. O3. Provide flexible spaces that are easy to use and navigate.

G1. O3. S1. Clarify wayfinding.

G1. O3. S2. Provide varied study and work spaces that meet the diverse needs of our patrons.

G1. O3. S3. Update facilities to provide a welcoming, accessible, safe, and inspiring environment for all members of the community.

G1. O4. Provide comprehensible and user-friendly technology.

G1. O4. S1. Update technology, software, and systems to improve efficiency and function for patrons and staff.

G1. O4. S2. Strive for device neutrality in our local and licensed web spaces.

G1. O4. S3. Balance competing demands of website users and stakeholders.

G1. O4. S4. Develop a website that projects Rod Library's voice.

G1. O4. S5. Identify and implement best practices thoughtfully.

Goal 2. Invest in initiatives and resources to spark student success.

G2. Objective 1. Promote discovery and diversity. Stimulate imagination.

G2. O1. Strategy 1. Reorganize staff and functions to better meet the learning needs of students.

G2. O1. S2. Identify partnerships and opportunities to collaborate.

G2. O1. S3. Develop and preserve digital collections.

G2. O1. S4. Promote the exchange of ideas, coordinate learning support, and provide a venue for cultural activities.

G2. O1. S5. Provide needed academic resources on a timely basis.

G2. O2. Provide services, resources, and spaces that promote and enable creativity and innovation.

G2. O2. S1. Provide ample opportunities for students to create content.

G2. O2. S2. Provide equipment and services needed to bring student ideas to life.

G2. O2. S3. Offer an array of exhibits, performances, and programs.

G2. O2. S4. Emphasize unique collections.

G2. O3. Promote learning and mastery through instruction and provision of other services and resources.

G2. O3. S1. Provide information literacy instruction that positions students for success.

G2. O3. S2. Encourage and facilitate maximum utilization of library resources and services in the physical and digital classroom.

G2. O3. S3. Continue to redefine reference services.

Goal 3. Advocate for Rod Library including resources, services, and spaces that promote intellectual growth and discovery.

G3. Objective 1. Enhance the Library's public relations.

G3. O1. Strategy 1. Sell the Library in expected and unexpected ways.

G3. O1. S2. Continue to build Rod Library's brand.

G3. O1. S3. Actively listen and respond to the needs of our community.

G3. O2. Continue and expand outreach efforts.

G3. O2. S1. Attract new and underserved populations to the Library.

G3. O2. S2. Strengthen ties between the Library and other units on campus.

G3. O3. Engage in concerted fundraising efforts.

G3. O3. S1. Secure needed funds to properly serve the community's need for Library resources, services, spaces, and technology.

G3. O3. S2. Explore new fundraising strategies and sources.

G3. O3. S3. Actively seek and grow relationships with known and potential donors.

Goal 4. Become a learning organization

G4. Objective 1. Develop a supportive learning environment.

G4. O1. Strategy 1. Engage in frequent and varied communication.

G4. O1. S2. Encourage participation in events, classes, conferences, tutorials, and webinars.

G4. O1. S3. Promote a healthy work-life balance.

G4. O2. Implement concrete learning processes and practices.

G4. O2. S1. Schedule time for learning, sharing, reading, and thinking.

G4. O2. S2. Keep up with trends in academic libraries through systematic learning.

G4. O2. S3. Collaborate between Library departments and units in order to be more efficient and consistent.

G4. O2. S4. Train all staff to ensure success.

G4. O3. Reinforce learning through leadership, respect, tolerance, open discussion, and holistic thinking.

G4. O3. S1. Utilize the diversity of ideas, skills, and experiences of ourselves and others.

G4. O3. S2. Engage in open and respectful dialog.

G4. O3. S3. Challenge preconceived ideas.

G4. O3. S4. Take chances. Learn from failures.

G4. O3. S5. Foster a culture of trust.