



Goal 1 - Make the user experience central to the design and delivery of all services

- Develop, communicate, and implement a standard of quality customer service and inclusiveness across all library locations.
- Enhance service delivery by learning how various user groups experience and use the Schurz Library and WERC, both physically and virtually.
- Identify ways to create modern and inviting library spaces that meet user needs and support student success.



Goal 2 - Support the full lifecycle of research and scholarly exchange

- Maximize the impact and dissemination of faculty and student scholarship and creative works.
- Design and promote customized services and resources for graduate and professional students.
- Showcase the value of research consultations to faculty and students.
- Articulate a plan for a research data services program.



Goal 3 - Build discoverable and quality collections that advance the academic mission

- Cultivate the libraries' collections to reflect teaching, learning and strategic priorities on campus.
- Design and implement a collection assessment plan that informs decision-making, budgeting, and planning.
- Strengthen users' ability to find "hidden" collections through description, digitization, discovery and outreach.
- Begin preserving and archiving campus born-digital content.



Goal 4 - Enrich the learning environment

- Strengthen partnerships with teaching faculty to incorporate library materials, embed subject librarians, and utilize open educational resources into the curriculum.
- Implement plans to integrate information literacy into newly revised general education program.
- Increase the visibility and use of the Wiekamp Educational Resource Commons by the academic and local education communities.



Goal 5 – Expand organizational effectiveness and capacity

- Seek additional funding through multiple avenues.
- Create a flexible and forward looking work environment that embraces information sharing, continuous learning and experimentation, evidenced-based practice, and collaboration.
- Improve staff performance in handling emergencies and security issues.