

# 2024 – 2026

## Interim Strategic Plan

---

Sarah Steele | [steeles@campbell.edu](mailto:steeles@campbell.edu)  
Dean of the Library  
Campbell University | Wiggins Memorial Library

**Slides & Resources:**  
[tinyurl.com/WMLplan2024](https://tinyurl.com/WMLplan2024)

# Themes

*The Library's Interim Strategic Plan, effective 2024-2026, structures library goals around four themes:*

- 1) Institutional Priorities
  - a) CU Hallmarks
  - b) Belonging
  - c) Relationship Rich Education
- 2) Trends in Librarianship

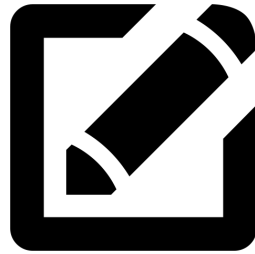
# 1.

## Institutional Priorities



## HALLMARKS of the Undergraduate Experience

- Character
- Initiative
- Calling



- **Actionable Recommendations:**
  - 1)** November TRC Workshop (planned),
  - 2)** WML Academic Symposium (planned),
  - 3)** Hold vocational conversations with students & student workers,
  - 4)** ePortfolio reflection support,
  - 5)** Support faculty with resources and readings

“

*In unity we achieve greatness.*



# Belonging



- **Actionable Recommendations:**
  - 1) Belonging essay contest (Archives),
  - 2) Student worker/GA relationship building,
  - 3) Co-hosting library events with student organizations,
  - 4) Belonging-themed whiteboard questions,
  - 5) Student worker LFSB Museum support,
  - 6) Multilingual welcome sign,
  - 7) Finals “Relaxation Station,”
  - 8) Archive current CU student memorabilia

# Relationship Rich Education



- **Actionable Recommendations:**
  - 1) General friendliness to our patrons,
  - 2) Support faculty efforts,
  - 3) Try having SaLT (Students as Learners and Teachers) ambassador/student worker special project in ENGL 100s for spring,
  - 4) Engage (be “present”) with students throughout campus,
  - 5) Capitalize on student workers and SGA Academics Committee for focus grouping

# 2.

## TRENDS IN LIBRARIANSHIP

*Goal: Maintain a  
visionary perspective  
of librarianship.*







# Trends in Librarianship

- **Actionable Recommendations:**
  - 1) SUSHI data analysis/use for e-resource decision making
  - 2) Professional development (internal/for faculty) for Artificial Intelligence- possible LibGuide
  - 3) Use archives and repository for teaching (more Professional Development/incentives)

“

*Artificial intelligence is a **tool**, not a  
threat.*

- Rodney Brooks



## Additional Priorities

### *Additional library priorities include:*

- 1) LibQual-related plans for modification
- 2) Annual Goals

# 1.

## LIBQUAL RESPONSE

*Goal: Using patron  
feedback for gradual  
improvement*

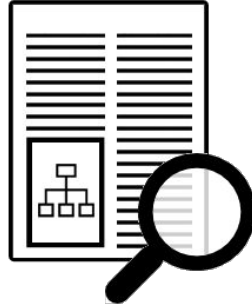


# LibQual: Library as Place



- **Actionable Recommendations:**
  - 1)** New white boards (done), **2)** 2nd floor silent study glass wall (Friends), **3)** 2nd floor paper cutter (done), **4)** 2nd floor clock, **5)** Grease door hinges/soft close hinges (Facilities request), **6)** Focus group to better understand chair preferences & 2nd floor noises

# LibQual: Information Control



- **Actionable Recommendations:**
  - 1) Proxy access  
FAQ/troubleshooting tips
  - 2) Usability studies with students (Library webpage/Get from Campbell link/proxy login page)

# LibQual: Affect of Service



- **Actionable Recommendations:**
  - 1) Provide printing support for students,
  - 2) Identify subject librarians more easily,
  - 3) Graduate Student focus groups,
  - 4) New employee flyer for staff (use template from faculty resources sheet),
  - 5) Request new employee listings monthly and share welcome folders

# LibQual: Health Sciences



- **Actionable Recommendations:**
  - 1)** Librarian office improvements re: noise (blinds installed, no panels yet), **2)** Consider basic space additions but not full redesign in budget context (whiteboards, possible flexible furniture options that are already around, conduct focus group), **3)** Website redesign is in progress



# LibQual: Prison Education Program



- **Actionable Recommendations:**
  - 1) Create a series of resources for helping students adjust to academic research and writing.
  - 2) Create potential rotating workshops to continuously offer on-site support once a semester for both campuses.
  - 3) Implement Virtual Reference Room at both campuses.

# 2.

## ANNUAL GOALS

*Goal: Strive to meet  
annual goals set for AY  
2024-25*



# Annual Goals

## Educational Role

- 1) Begin a cyclical pattern of authentic assessment (ACRL Framework)
- 2) Offer pre-scheduled consultations in the new Book a Librarian Room

## Collections

- 1) Extend archival instructional offerings in the Archival Reading Room
- 2) Study inventory reports to identify lost or missing books
- 3) Apply a collection review plan that better suits related shifting goals

## External Relations

- 1) Create a formal Library Marketing Plan

## Discovery

- 1) Develop a website for the CUPhotonegatives Archive featuring curated sets of images and visualizations
- 2) Install a new digital collection repository platform

## Institutional Effectiveness

- 1) Implement the Interim Strategic Plan

“

*Achieving a goal is nothing. The  
getting there is everything.*

- Jules Michelet

# Campbell Libraries

We strive to make  
kindness our primary  
language.



# Thank you very much for your time

If you have any questions about this document  
please don't hesitate to contact us at:

- [library.campbell.edu](http://library.campbell.edu)
- [steeles@campbell.edu](mailto:steeles@campbell.edu)



# Credits

*Special thanks to all the people who made and released these awesome resources for free.*

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)
- Learn more about slidedocs at [duarte.com/slidedocs](https://duarte.com/slidedocs)