

STRATEGIC PLAN: EXECUTIVE SUMMARY

Timeline

5/2008	COA contracts with NELINET to provide strategic planning services for its library.
12/2008	Library strategic planning retreat with participation from college trustees, the faculty, information services and student life.
1/2009	NELINET provides final report and recommendations to COA including draft strategic plan.
2/2009	COA refines and adopts library strategic plan and begins work on objectives.

SWOT Analysis

Strengths

- The library has a committed staff including a large contingent of work study students.
- The library as a physical space is an inviting community center and gathering place.
- The library is one of COA's main interfaces with the general public.

Opportunities

- Partnerships for resource sharing and digital libraries.
- Emerging technologies.
- Grant funding.
- Abundance of best practices and models.

Weaknesses

- Negative perceptions.
- Lack of information literacy program.
- Need for updated collection development plan.
- Space concerns.

Threats

- Competing information sources.
- Outdated brand that fails to recognize new roles.
- Copyright litigation.

Mission

The library furthers the COA mission by assuming an active role in teaching and learning, providing access to information resources and tools and creating a welcoming, engaging physical and virtual environment that stimulates intellectual curiosity and discourse. The library fulfills its role through active collaboration with the COA Community and external partners and via proactive and innovative services with flexible, individualized attention that prepare students for success with life-long information skills.

Vision

The library fosters self-directed information discovery and scholarship through creative and innovative information resources, services and technologies. The library embodies both the virtual and the physical with a dynamic, information-rich Web presence that provides convenient anytime/anywhere access to library resources that complements its welcoming and engaging physical space. Library staff is in demand for their knowledge and skills to enhance teaching and learning at the college.

Values

- Curiosity, exploration, and self-directed learning and information discovery.
- Flexible service and individual attention.
- Inclusiveness and community collaboration.
- Creativity and innovation.
- Interdisciplinary connectedness.
- Responsibility, respect and stewardship.

Strategic Priorities

Goal 1. Teaching and Learning

The library will make significant, direct contributions to teaching and learning at the college with a comprehensive information literacy program and with spaces where discovery and scholarship thrive.

Objective	Brief Description
1.1. Information Resources Instruction Program	Develop an information literacy program and investigate assessments for information competency.
1.2. Learning Commons	Investigate learning commons concept and make local recommendations.
1.3. Learning Technologies	Integrate library services and resources into learning management system (CAMS).
1.4. Work Study Program	Identify and implement learning goals associated with work study program.
1.5. Copyright Compliance	Provide leadership to establish clear copyright and fair use guidelines and provide education on copyright and fair use to the COA Community.
1.6. Professional Development	Individual library staff will develop ongoing professional development plans with the library director.

Goal 2. Collections and Services

The library will provide access to information resources through thoughtful collection development, information-rich spaces and innovative services.

Objective	Brief Description
2.1. Collection Development Plan	Create collection development plan in collaboration with faculty that fully describes breadth and depth of collections across the disciplines.
2.2. Digitization and Digital Library	Provide leadership to coordinate digitization efforts to reduce redundancies and to ensure continued access to college digital assets.
2.3. Emerging Technologies	Methodically investigate and implement emerging technologies.
2.4. Circulation / Tech Services	Identify and implement cost-effective improvements and efficiencies.
2.5. Other Campus Collections	Improve access to other information resources and collections throughout the college.
2.6. Library Circulation and Security	Investigate library circulation policies, theft deterrents and security systems and make recommendations to the faculty.
2.7. Space Planning	Identify and implement changes to library spaces that will improve service to users, enhance visibility and access to collections and provide effective workspaces for library staff.

Goal 3. Outreach and Partnerships

The library will improve its visibility to the COA Community and build strategic partnerships.

Objective	Brief Description
3.1. Web Presence	Evaluate and improve visibility and utility of library Web presence.
3.2. Funding Priorities	Develop funding priorities and identify partners and grant opportunities.
3.3. Outreach	Ensure that COA Community is aware of library resources and services.
3.4. Partnerships	Identify partners in the local community that will enable the library to expand access to information, improve service to users and advance the mission of the college.