ECU Library Services – Joyner and Laupus 2017-2022 Strategic Plan

Unit Mission: Joyner Library is the intellectual heart of East Carolina University. We serve ECU’s campus and distance education communities, act as a resource for the people of eastern North Carolina, and support ECU’s contributions to the research community worldwide. We connect people to information and empower their lifelong learning by developing robust collections, superior services, and people-friendly spaces. Laupus Library provides leadership in access to information essential to quality health care delivery, education, and research at East Carolina University and across eastern North Carolina. We serve the Brody School of Medicine, the College of Nursing, the College of Allied Health Sciences, and the School of Dental Medicine at ECU. We also deliver library and information services to Vidant Health hospitals and other health care providers across the region.

Commitment 1: Maximize Student Success

University Goal 1.2: We will improve retention and graduation rates. We will retain and graduate students at a rate that is consistently higher than our peer-average to achieve a five-year graduation rate that exceeds 67 percent.

Unit Objective 1: Provide library resources and services students need to maximize their academic success.

Metrics:
1. Needs assessment and satisfaction surveys of students
2. Documentation of library support of NSSE and Association of American Colleges & Universities high-impact educational practices and engagement indicators.

Actions:
1. Create and administer a biennial needs assessment student survey. Use initial results as a benchmark to assess progress toward achieving objective and use biennial results to help determine action items.
2. Use Graduating Senior Survey results and/or triennial LibQUAL+ Lite results to assess student satisfaction. Compare results longitudinally and, when possible, with results at peer institutions and other UNC institutions.
3. Obtain and use feedback from surveys, student advisory boards, usage statistics, and other sources to improve individual and collaborative learning spaces and library support for collaborative assignments and projects.
4. Promote and expand integrated services that support high-impact educational practices involving undergraduate research, capstone courses and projects, writing-intensive courses, and internships.
5. Regularly contribute to a supportive and inclusive student environment at ECU through staff involvement, exhibits, programs, events, and opportunities for student engagement.
6. Encourage engagement in relevant high-impact educational practices by the ECU Libraries’ student employees as part of their employment and document examples of such engagement. (All actions relate to Priority One - Student Success)

University Goal 1.3: We will be a national leader as a “best value” in undergraduate and graduate education while minimizing student debt and cultivating an institutional culture of timely graduation.

Unit Objective 2: Lead textbook/educational resources affordability initiatives that support student success while reducing students’ expense for course materials.

Metrics:
1. Potential student savings on course-adopted materials
2. The number of courses/sections that benefit from library affordability initiatives
3. The number of course-adopted materials available to students online via the ECU Libraries as part of library affordability initiatives
4. The number and amount of faculty stipends awarded as part of library affordability initiatives

Actions:
1. Identify, acquire and market online access to free, low-cost, and/or library-provided course-adopted materials through collaborations with ECU faculty and the ECU Bookstores. (Priority 1 - Student Success)
2. Share information about affordability initiatives with faculty and provide stipend or other incentive programs encouraging creation, adoption, and/or modification of open and low-cost educational resources. (Priority 1 - Student Success & Priority 2 - Research Productivity and Faculty Scholarship)

Commitment 2: Serve the Public

University Goal 2.5: We will be a portal for professional development, continuing education, and lifelong learning opportunities that support the needs of our region’s people and businesses.

Unit Objective 3: The ECU Libraries will develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.

Metrics:
1. Number of attendees and web views for lectures, activities, community events, exhibits, and programs sponsored by the libraries or co-sponsored by the libraries with internal and external partners such as the Thomas Harriot College of Arts & Sciences, the College of Fine Arts & Communication, the Office of Equity & Diversity, the Friends of the Library, the National Library of Medicine, the Eastern Area Health Education Center, the National
Endowment for the Humanities, the Brody School of Medicine Bioethics Department, and state and local government entities.

2. Number of items made discoverable

**Actions:**

1. Curate exhibits and host programs and events that stimulate the mind, engage participants, and celebrate diversity and inclusion. (Priority 4 - Diversity)
2. Increase the availability and discoverability of items from the libraries’ special collections, especially materials that reflect the diversity, history, and culture of the university and region. (Priority 4 - Diversity)

**Commitment 3: Lead Regional Transformation**

**University Goal 3.1:** We will grow ECU into the third-largest research institution in the UNC system by investing in our people, tools, and facilities.

**Unit Objective 4:** We will provide collections, tools, training, and programming that enable users to create, discover, collaborate internally and externally, share, and preserve the University’s research and creative activity.

**Metrics:**

1. List of major collections that support research and creative activity and, where available, usage data
2. List of tools provided and, where available, usage data and/or number of ECU researchers making use of each tool
3. Number of librarian systematic review services produced for faculty and researchers related to research; number of training sessions and programs
4. Global audience for ECU research as measured by use of the institutional repository and digital collections

**Actions:**

1. Maintain and populate tools such as DMPTool, Open Science Framework, VIVO, the Vireo ETD Management system, RefWorks, and SPIN.
2. Deliver training sessions, programs, and services related to research productivity in collaboration with the Office for Faculty Excellence, the Graduate School, the Division of Research, Economic Development & Entrepreneurship, ITCS, and other partners.
3. Responsibly manage the Virtual Library and the Libraries’ acquisition budgets to support research to the greatest extent possible within existing financial constraints. (All Actions relate to Priority 2 - Research Productivity and Faculty Scholarship)
Commitment 4: Our Responsibilities

**University Goal 4.2:** We will launch the largest, university-wide comprehensive campaign in our history.

**Unit Objective 5:** Joyner Library will raise $5 million in outright gifts and $3 million in planned gifts by the end of the campaign in 2022. Laupus Library will raise $500,000 in outright gifts and $500,000 in planned gifts by the end of the campaign in 2022.

**Metric:**
1. Fundraising totals (by Joyner Library and Laupus Library)

**Action:**
1. Identify, cultivate and steward past, present and future donors.  
   (Priority 5 - Comprehensive Campaign & Fundraising)