Mission
The ECU Libraries serve as the heart of East Carolina University's research efforts and are at the forefront of providing innovative, efficient, user-centered services and resources for the ECU community and Eastern North Carolina.

University Commitment 1: Maximize Student Success

University Action 1.2: “We will be a national leader as a “best value” in undergraduate and graduate education. We will aggressively grow programs that support this goal. We will establish competency-based requirements for all degree programs while reducing the average debt carried by students who graduate within four years. We will be a leader in the assessment of learning outcomes and the use of innovative teaching strategies.”

Unit Objective 1: Deliver course-related library managed learning resources that support student success while reducing students’ expense for course materials.

Metrics:
1. Student savings on course-adopted materials
2. The number of course-adopted materials available to students online via the ECU Libraries and the number of OERs (Open Educational Resources) created
3. The number of courses using library created or managed OERs and usage of OERs

Unit Actions:
1. Identify, acquire and market online access to course-adopted materials through collaboration with ECU faculty, ECU Bookstores and area businesses.
2. Integrate OERs into library instruction and as standalone items to be incorporated in course materials through collaboration with teaching faculty

University Commitment 2: Serve the Public

University Action 2.5: “We will be a portal to serve the lifelong learning needs of North Carolina and our region. We will target professional development, continuing education, and lifelong learning opportunities that support the needs of the region’s people and businesses.”

Unit Objective 2: The ECU Libraries will develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.

Metric:
1. Number of attendees and web views for lectures, activities, community events, exhibits, and programs sponsored by the libraries

Unit Actions:
1. Curate exhibits and host programs and events that stimulate the mind, engage participants, and celebrate diversity and inclusion.
2. Increase the availability and discoverability of unique items from the libraries’ special collections, especially artifacts and materials that reflect the diversity, history, and culture of the university and region.
University Commitment 3: Lead Regional Transformation

University Action 3.3: “We will dramatically expand ECU’s research enterprise.”

Unit Objective 3: We will collaborate with the Division of Research and Graduate Studies and others to develop and provide robust tools to create, discover, share and preserve the University’s research and creative activity.

Metrics:
1. Increase the use of ECU Library-curated tools that identify research funding sources and research partners as well as the number of ECU researchers with enhanced profiles in expertise systems by 5% annually
2. Increase by 5% annually the number of librarian systematic review services produced for faculty and researchers related to research

Unit Actions:
1. Develop and populate tools such as REACH NC profiles, VIVO, and the Vireo ETD Management system, which will capture the university’s research and creative output, identify and demonstrate faculty expertise, and promote collaborations within and external to the university.
2. Offer professional development for ECU librarians to expertly conduct systematic reviews for researchers.