Strategic Plan for Kimbel Library: 2017-2022

Strategy 1: Service Excellence. Foster academic excellence in students and faculty through barrier free access to services and collections that enhance and support scholarly/creative endeavors, effective teaching, and expanded learning opportunities.

CCU: Goal 1.1; Goal 1.4, Goal 2.1, Goal 4.1

Goal 1.1: Provide a library services platform that meets patron needs.

Objective 1.1.1 Replace current integrated library system with next-gen library services platform. 2020

Objective 1.1.2 Provide a Discovery system that meets the needs of CCU users through feedback from users and application of product enhancements. 2020

Objective 1.1.3 Audit and clean up existing data to optimize functionality and ease transition to new library services platform. 2019

Goal 1.2. Contribute to student success in research by providing responsive, student-centered and sustainable services.

Objective 1.2.1 Improve research appointment program to meet changing student needs. 2022

Objective 1.2.2 Evaluate the reference model in response to changing student needs. 2022

Objective 1.2.3 Expand the information literacy program to anticipate growth and change. 2022

Objective 1.2.4 Develop information literacy credit course offerings which are responsive to curricular and student needs. 2022

Objective 1.2.5 Evaluate and update policies and procedures for patron centered lending. 2022

Goal 1.3. Develop a process of evaluating current trends and innovations for local application.

Objective 1.3.1 Develop a comprehensive comparison to peers and aspirants, utilizing ACRL standards for facilities and services, to inform development of future services. 2018

Objective 1.3.2 Maximize web access to library resources and services while optimizing user experience and conforming to CCU standards. 2018

Objective 1.3.3 Develop a library wide technology plan that embraces existing and emerging technologies which enhance access to resources and services to students, faculty, and staff. 2018

Goal 1.4: Contribute to student success by providing a responsive, focused, and relevant collection of materials and resources in support of undergraduate and graduate research.

Objective 1.4.1 Create a sustainable and appropriately funded collection management strategy for print and electronic materials and resources. 2022
Objective 1.4.2 Increase utility of the physical collection resulting in better organization and access for patrons. 2022

Objective 1.4.3 Develop a comprehensive plan for digital preservation of unique library, university, and community materials in cooperation with Horry County Archives Center. 2022

Objective 1.4.4 Develop strategies for increasing faculty input and librarian involvement in collection decisions. 2020

Strategy 2: Space Excellence. Optimize existing library space to promote an educational environment for students and faculty, while providing library employee workspaces to meet the demands of a 21st century library and its patrons.

CCU: Strategy 1, Strategy 2, Strategy 3

Goal 2.1: Create workspaces which are accessible and inclusive to all library patrons.

Objective 2.1.1 Explore possibilities for fully utilizing and expanding physical library space to support campus population and academic program growth. 2022

Objective 2.1.2. Redesign available library space to create barrier free individual study, collaborative spaces, and common areas to meet the anticipated needs of 12,500 undergraduate and graduate students. 2022

Objective 2.1.3. Create a plan and obtain funding to update furnishings and technologies on a regular replacement cycle to accommodate the needs and work habits of 12,500 undergraduate and graduate students. 2020

Goal 2.2: Create workspaces which contribute to optimal performance of library employees.

Objective 2.2.1. Design employee spaces to provide optimal office and work space for both privacy and collaboration for all employees in support of the library’s mission. 2019

Objective 2.2.2 Obtain funding to implement employee work space redesign. 2020

Strategy 3: Employee Excellence. Foster a community of engaged and qualified staff and faculty by providing them with resources, opportunities for professional development, recognition of their contributions and successes, and personal enrichment.

CCU: Goal 1.3; Goal 2.2, Goal 2.3, Goal 3.1, Goal 3.2, Goal 3.3, Goal 3.4, Goal 3.5

Goal 3.1: Library staffing to maintain appropriate ratio to meet the current and anticipated service needs of 12,500 undergraduate students, graduate students, faculty and staff.

Objective 3.1.1. Develop a comprehensive comparison to peers and aspirants, utilizing ACRL standards for facilities and services, to develop a model of employee needs, based on current and anticipated growth of Coastal Carolina University. 2018
Objective 3.1.2 Address staffing inadequacies identified by the study. 2021

Objective 3.1.3 Monitor and update workflow efficiencies, work load expectations, position descriptions, and departmental structures to ensure best practices. 2021

Goal 3.2. Improve communication within the library and across library departments to increase efficiency, awareness, and knowledge.

Objective 3.2.1 Survey employees to measure satisfaction with communication practices and collect suggestions for improving communication from all employees. 2018

Objective 3.2.2 Develop and maintain a library employee handbook(s) including policies and procedures. 2021

Objective 3.2.3 Implement Office 365 collaborative document storage in order to ensure access to and knowledge of existing procedures and working documents. 2019-20.

Objective 3.2.4. Develop procedures for use of library spaces and improve coordination, scheduling, communication, and calendaring about use of all library spaces to both library and external groups. 2018

Objective 3.2.5 Create a better method of internal communication for reporting and following up on maintenance issues that involves all employees. 2018

Goal 3.3: Develop engaged student assistants who acquire knowledge, learn and apply skills, and act as responsible and productive citizens.

Objective 3.3.1 Improve retention rates of student assistants through a combination of innovative mentoring, workforce skill development, student achievement recognition, leadership opportunities, and competitive on-campus wages. 2019

Objective 3.3.2 Respond to new campus initiatives on student assistant learning outcomes. 2019

Goal 3.4: Advance a process to define professional development within Kimbel Library and create appropriate training and support for all staff and faculty to meet these outcomes.

Objective: 3.4.1. Create appropriate training and support that contributes to professional development enhancement of all employees. 2022

Objective 3.4.2 Facilitate attendance at university, local, regional, and national workshops, conferences, and professional development opportunities that support employee performance. 2022

Objective 3.4.3 Advance a library wide strategy for scholarship and research support for library faculty. 2019

Goal 3.5 Effectively communicate the goals, successes, and contributions of Kimbel Library employees and services.
Objective 3.5.1 Develop a library marketing plan that increases efficiencies and works with the Office of Marketing Services to promote library services and collections through events, displays, social media, and brochures. 2018

Objective 3.5.2 Promote library services through participation in non-library events on-campus that communicate resources and service of the library. 2022

Objective 3.5.3 Revise the process of developing and reporting on Kimbel Library achievements through the annual report, strategic planning, and assessment. 2018

**Strategy 4: Outreach Excellence. Foster strategic partnerships which enhance services and collections.**

CCU: Goal 1.1, Goal 1.2

**Goal 4.1:** Develop strategic partnerships with K-12, public, and academic libraries in the Coastal Carolina University area and statewide that increases Kimbel Library outreach and awareness of the Coastal Carolina University brand.

Objective 4.1.1 Define scope, purpose, and benefits of current and prospective partnerships and identify coordinators of these activities. 2020

Objective 4.1.2. Actively participate in the PASCAL statewide shared governance model through service on appropriate statewide committees. 2020

**Goal 4.2:** Develop strategic partnerships within Coastal Carolina University.

Objective 4.2.1 Define purpose and scope of liaison program and establish coordination of liaison activities. 2019

Objective 4.2.2: Redefine role and relationship of KL to University archive projects and Horry County Archives Center. 2019-20.

3/20/17