Strategic Direction 1: **Reimagine the library as a learning and discovery center connecting students, faculty and community in exchange of ideas**

1. **Increase engagement with campus community to facilitate learning and discovery**
   a. Evaluate effectiveness of existing outreach efforts (liaisons team, outreach program, others) and make recommendations
   b. Develop targeted outreach marketing plan to engage user populations (undergraduates, graduates, faculty, staff, visitors)

2. **Seek opportunities to improve the user experience with our services and spaces**
   a. Evaluate the current user experience and establish best practices for improved user experience
   b. Develop sustainable processes for user input on spaces, programming, access and discovery
   c. Formulate assessment plan, processes and procedures

3. **Increase programming that inspires engagement with collections and services and supports research and curriculum**
   a. Establish measure of engagement for use in programming
   b. Integrate selected exhibits with undergraduate course instruction

4. **Improve discoverability of services and resources in physical and online environments**
   a. Schedule timeline for migration to CMS and updating webpages (LTS)
   b. Integrate technology in physical spaces to connect users with library resources and services
   c. Assess current discovery interfaces with the ultimate goal of improving discovery services through user-centered design

5. **Communicate the image of the library as facilitating learning and discovery, anytime and anywhere**
   a. Develop consistent talking points

6. **Redesign University Libraries to facilitate role as a center for learning and discovery**
   a. Assemble a team to plan for reconfiguring TCL as center for learning and discovery
   b. Plan for renovation of South Caroliniana Library

7. **Increase collaboration with departments co-located in library space to meet mutual needs in support of learning and discovery**
   a. Improve coordination of reference service and training
   b. Integrate services with partner organizations within Thomas Cooper Library
8. Increase the library’s participation in and support of scholarly communications across campus
   a. Formalize University Libraries’ role in addressing scholarly communications issues for the campus community

Strategic Direction 2: Develop collections strategies that emphasize access at the point of need; collections that enhance research and teaching; and access through partnerships

1. Explore current and potential demand driven acquisition (DDA) models
   a. Expand and enhance options for DDA purchase
   b. Collect and analyze usage statistics on DDA purchases

2. Integrate and promote Open Access and other readily available research materials
   a. Explore and develop best local practices regarding the addition of Open Access materials to our collections and institutional repository

3. Evaluate the use of library collections and their impact on research and teaching
   a. Collect statistics and study evidence of use of materials
   b. Evaluate how the reserves project contributes to the affordability and accessibility of course materials for our students
   c. Study ILL borrowing statistics to assess strengths and weaknesses of the collection
   d. Maintain and assess records of undergraduate and graduate student exposure to special collection materials

4. Seek opportunities to work with new or existing partners (PASCAL, ASERL, others) to access, share, store and preserve digital and print materials
   a. Explore shared print repository as expansion of annex
   b. Expand participation in Scholar Trust, ASERL’s shared journal retention program and ASERL Collaborative Federal Depository Program
   c. Prioritize partnerships that facilitate access to resources as opposed to ownership

Strategic Direction 3: Make our unique collections accessible to scholars and discoverable by students through exhibitions and digital activities

1. Assess user demand for special collections
   a. Collect data and examine user interactions with special collections

2. Establish best practices for digital exhibits
   a. Assess current digital exhibit platform
   b. Establish a set of standard procedures for developing and implementing digital exhibits
   c. Increase coordination and interdepartmental collaboration among special collections units on digital and physical exhibits
3. **Enhance and expand descriptions of materials**
   a. Establish and populate finding aids database to facilitate efficient and intelligent online searching across special collections
   b. Complete retrospective conversion of Caroliniana Library collection

4. **Plan and budget for preservation and storage of digital and audiovisual materials**
   a. Library Technology Services will take leading role in developing technology plan for meeting digital storage and preservation needs
   b. Departments will work on migrating/digitizing, describing, and making available resources

5. **Investigate and pursue grant funding opportunities to support making unique collections discoverable**
   a. Develop strategies to coordinate grant application process across University Libraries
   b. Pursue funding in other areas

6. **Outline and adopt a unified, library-wide approach to processing born-digital materials**
   a. Create a working group to develop best practices for born-digital assets

**Strategic Direction 4: Engage with campus community to integrate information literacy skills across the curriculum and the academy**

1. **Establish a process for oversight and coordination of instruction initiatives across University Libraries**
   a. Charge instruction team, to include wide representation from University Libraries, to coordinate instruction program, including planning and promotion of instruction services, gathering statistics, and determining evaluation methods

2. **Better meet the need for information literacy instruction across campus**
   a. Establish partnerships both within and beyond University Libraries to expand opportunities for delivery of information literacy instruction
   b. Improve/maintain support for LIBR101
   c. Re-evaluate and update existing information literacy instruction to focus on the new ACRL Framework for Information Literacy for Higher Education and lifelong-learning competencies

3. **Evaluate and employ appropriate technology to maximize the impact and effectiveness of information literacy services for a variety of audiences**
   a. Develop online learning objects and assess their use
   b. Develop and evaluate LibGuides and other existing online help vehicles on their effectiveness toward specific information needs of particular areas of study/departments