Academic Library Services 2017-2022 Strategic Plan

Unit Mission: Academic Library Services 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.

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. Satisfaction surveys of students
2. Number of UNIV 4990 practicum students mentored by librarians

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

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: Develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.

Metrics:
1. Number of web views for digital/online activities, community events, exhibits, and programs sponsored by the libraries or co-sponsored by the libraries with internal and external partners
2. Number of social media engagements

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: 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. Global audience for ECU research as measured by use of the institutional repository and digital collections

Commitment 4: Our Responsibilities

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

Unit Objective 5: Academic Library Services will raise $5 million in outright gifts and $3 million in planned gifts by the end of the campaign in 2022.

Metric:
1. Fundraising totals by Academic Library Services.