

Earl Gregg Swem Library Strategic Plan 2017-2020

Goal 1: Invest in current staff and evolve existing positions to address challenges

Academic libraries are hiring professionals with experience in emerging 21st century skills. The American Library Association reports that more than half of all advertised library positions in recent years have been newly created or redefined roles.

Action steps: We continue to expand expertise in technology, scholarly communications issues and data management. We now have a fully staffed digital services team, whose focus is to improve user access to digital materials and to digitize and make accessible our unique materials online. This year we expect to see a large number of retirements. We are excited for the opportunity to recalibrate our organization to meet the intense demand for support for instruction, research, digital scholarship, and new services across campus.

Goal 2: Advance teaching, learning and research through library services

An increasing number of academic libraries are supporting a more integrated approach to information literacy education. Librarians are broadening their role in the co-design of curriculum and expanding their instruction to support new digital literacy requirements.

Action steps: In the past three years, library research instruction has increased 72%, nearly doubling the number of students previously reached. Additionally, the number of students meeting individually with librarians has increased 147% since 2013, illustrating the much needed and sought after support provided by our expert librarians. Our newly renovated Reeder Media Center plays a critical role in the new curriculum. We project the demand for digital services to double over the next five years.

Goal 3: Provide exceptional collections to support evolving curriculum and program needs and improve access to collections

Libraries have identified a need to provide access to a broad range of research materials and to digitize unique and one-of-a-kind materials to contribute to global scholarship. Due to the rise in digital collections and the ever-evolving technology platforms that support them, libraries are adopting a new user-experience focus, ensuring databases and websites are easier to navigate, and research content is more discoverable than ever.

Action steps: Providing research resources requested by our users is crucial. In fact, more than 30% of our annual budget is allotted to collections, with 82% going toward e-content. Improving access to our collections continues to be a priority. In 2015 we implemented a new integrated library system, which has vastly improved how our materials are browsed, searched and discovered. This year we completed a project to digitize all W&M theses and dissertations from 1920 to 2015, and will be placing these materials in our institutional repository, making nearly a century of W&M student scholarship readily available online.

Goal 4: Expand library reach through alumni and community engagement

Academic libraries nationwide have recognized that public engagement and outreach efforts extend and enrich the research environment.

Action steps: To date, we have raised \$16.64 million for the libraries as part of the university's *For the Bold* campaign, reaching 66% of our \$25 million campaign goal. Critical to this effort has been increasing communications and engagement with alumni and library donors. In the year ahead, we plan to strengthen our volunteer program to provide alumni and community members with opportunities to contribute to the libraries through meaningful work, while advancing the libraries' priorities.

Goal 5: Create safe, beautiful, learning-centered spaces

At a time when discovery can happen anywhere, students are relying on libraries to provide a place to be productive. A number of libraries are expanding to make room for active learning classrooms, media production studios and other areas conducive to hands-on work.

Action steps: The number of visits to Swem Library has more than doubled over the past decade; in 2016 our users visited Swem nearly one million times. The Reeder Media Center has provided a space where creative, multi-media work can flourish. We continue to seek funding for the ground floor renovation project, which will replace underutilized staff areas with spaces dedicated to student learning and experimental teaching.