

Old Dominion University Libraries Strategic Plan, 2009-2014

Our mission.

The Library promotes student and faculty success in learning, teaching, and research. We build, manage, and preserve research and information collections; serve the information needs of our community in a welcoming physical and virtual environment; and create and foster collaborative opportunities for research and service.

Our vision.

The Library is the center of the University's intellectual, cultural and social life. We are client centered and future oriented. We are recognized as the premier research library of southeastern Virginia. We provide leadership to the community through knowledge and resources.

Our values.

We affirm our commitment to:

- The transformative nature of teaching and learning
- Excellence in service
- Responsible stewardship
- Ethical practices
- Collaboration, cooperation and teamwork
- Recognition, development and empowerment of staff
- Regard for diversity of people and of ideas
- Change and innovation for the benefit of our community

SWOT Analysis Summary:

Strengths:

1. Internally, customer services, effective service units and programs, and capable, knowledgeable and friendly staff were described as primary library strengths. Other areas of strength are the effective working relationships staff have across campus, excellent in house training programs, and good collections

2. External comments also focused on customer services, specific units such as Interlibrary Loan, reserves, reference and the art library; strong collections coupled with effective means of obtaining documents from other sources; online database collections.

Weaknesses:

1. Internally, the most significant weaknesses were the historically low staffing levels in the library, followed closely by the lack of sufficient security in the building. Other weaknesses included customer service problems in some areas; staff turnover; lagging technological skills; worn facility in need of new furniture, lack of marketing programs, and organizational effectiveness issues including internal communication.

2. External comments targeted the need for more journal subscriptions and facilities problems, including limited service hours, old furniture, lack of group and other space, lobby staircase, and too much student talking.

Opportunities:

1. Internally, opportunities were recognized for more staff training, ongoing and strong staff recognition programs, enhanced and expanded services for faculty, students, and possibly community customers; increased marketing, assessment, university involvement, and improvement of the facility in all aspects (physical, web, social, intellectual).

2. Externally, opportunities were recognized for acquisition of more books and journals; facilities improvement via an addition in the back for study carrels, increased hours, new furniture, more restrooms, more quiet space, more group study space; addition of a multi-media center; more advertising of collections.

Threats:

1. Internally, staff identified the current economy and subsequent budget and funding issues on campus as the primary threat because of further erosion in staffing levels. Current staff morale and effectiveness are increasingly at risk because of increasing workloads and decreasing personnel. Also at risk are continued investment in building research collections as well as funding for the Learning Commons initiative. In addition, staff recognized that internet resources and competing universities pose additional threats to the campus.

2. Externally, economic issues were identified as a significant threat, as were the lack of appreciation by the university administration of a good library, competing universities, internet resources, and misbehavior by the public (non-university community) in the library which creates significant security issues.

University Libraries Strategic Plan, 2009-2014

Strategic Goal 1. The University Libraries will create user-centered physical and online environments that advance successful learning, teaching, and research at Old Dominion University.

Strategic Goal 2. The University Libraries will promote and deliver innovative and responsive services that encourage student and faculty success in learning, teaching and research, and that contribute to the intellectual growth of Old Dominion University.

Strategic Goal 3. The University Libraries will develop and implement collection strategies that most effectively lead to learning, teaching and research success of the Old Dominion University community.

Strategic Goal 4. The University Libraries will create an outstanding organization that fosters visionary leadership, strong internal and external communications, support for staff, efficient operations, and capacity for innovation and creativity.