OTTERBEIN UNIVERSITY
COURTRIGHT MEMORIAL LIBRARY
STRATEGIC PLAN
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STRATEGIC PLAN:

STRATEGIC INITIATIVES
Goals
The “what’s,” the broad primary outcomes we would like to see.
Strategies
The “how’s,” the smart approaches to reach our goals.
Tactics
The “ways,” the actions or tools we will use to achieve the goal through the strategy.
GOALS FOR OTTERBEIN LIBRARY

1. Foster relationships within our Community.
2. Equip the Otterbein Community to seek out the cycle of knowledge (curiosity, exploration, discovery, creation, dissemination and preservation).
3. Cultivate the best environment for our students, staff and faculty.
Goal 1
Foster relationships within our Community.
GOAL 1, STRATEGY 1: Deepen and broaden internal relationships.
GOAL 1, STRATEGY 2: Form, grow and sustain external partnerships.
GOAL 1, STRATEGY 3: Offer professional development, training and education opportunities.
GOAL 1, STRATEGY 4: Position the library and its staff as experts.
GOAL 1, STRATEGY 5: Celebrate and promote university publications.
Goal 2
Equip the Otterbein Community to seek out the cycle of knowledge (curiosity, exploration, discovery, creation, dissemination and preservation).
GOAL 2, STRATEGY 1: Elevate the University Archives to the highest standard.
GOAL 2, STRATEGY 2: Promote and augment the Digital Commons as a university-wide service.
GOAL 2, STRATEGY 3: Provide access to the highest-quality resources.
GOAL 2, STRATEGY 4: Implement the guidelines for information literacy set by professional national and international organizations, such as the American Library Association, Association of College and Research Libraries and the International Federation of Libraries and Associations.
Goal 3
Cultivate the best environment for our faculty, staff and students.
GOAL 3, STRATEGY 1: Recognize and understand each users’ needs.
GOAL 3, STRATEGY 2: Create an inclusive atmosphere and support diverse users’ well-being through resources and interactions.
GOAL 3, STRATEGY 3: Update the library’s space to be more conducive to how students, faculty and staff work.
GOAL 3, STRATEGY 4: Analyze the library’s organizational structure, budget management, assessment and processes to ensure success.