
OTTERBEIN UNIVERSITY COURTRIGHT MEMORIAL LIBRARY STRATEGIC PLAN

COURTRIGHT MEMORIAL
LIBRARY
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.



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