

**OTTERBEIN  
UNIVERSITY  
COURTRIGHT  
MEMORIAL LIBRARY  
STRATEGIC PLAN 2023+**

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# OTTERBEIN UNIVERSITY

## MISSION & VISION

### **Mission**

Otterbein is an inclusive community dedicated to educating the whole person in the context of humane values. Our mission is to prepare graduates to think deeply and broadly, to engage locally and globally, and to advance their professions and communities. An Otterbein education is distinguished by the intentional blending of the liberal arts and professional studies, combined with a unique approach to integrating direct experience into all learning.

### **Vision**

Otterbein University will be nationally recognized as a model community of educators, leaders, and learners who set the pace for higher education and contribute to the common good.

For more information, visit Otterbein's Mission, Vision & Values webpage.

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# COURTRIGHT MEMORIAL LIBRARY

## MISSION & VISION

### **Mission**

The mission of the Courtright Memorial Library is to champion lifelong learning through access to quality information, diverse resources, engaged collaboration, and a welcoming community.

### **Vision**

The vision of the Courtright Memorial Library is to optimize and elevate the Otterbein community by serving as the intellectual center of campus.

For more information, visit the Courtright Memorial Library's About the Library webpage.

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# STRATEGIC INITIATIVES

## OUR STRATEGIC PLAN CONSISTS OF:

- GOALS (PUBLISHED)
- STRATEGIES (PUBLISHED)
- TACTICS (NOT PUBLISHED)\*

Our Goals scaffold up to the University Priorities

\*Tactics are part of staff member's performance goals each year and are not listed in the Strategic Plan

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# GOALS

The "whats"; the broad,  
primary outcomes we would  
like to see

# STRATEGIES

The "hows"; the smart approaches to reach our goals

# TACTICS

The "ways"; the actions or tools we will use to achieve the goal through strategy

# Goals for the Otterbein's Courtright Memorial Library

1. Cultivate the best environment for our students, staff, and faculty
2. Foster relationships within our Community
3. Equip the Otterbein Community to seek out the Cycle of Knowledge (curiosity, exploration, discover, creation, dissemination, and preservation)



# GOAL ONE

Cultivate the best  
environment for our students,  
staff, and faculty

# Goal 1, Strategy 1

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Identify and support user  
needs

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# Goal 1, Strategy 2

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Foster the wellbeing of our users as individuals and as members of communities

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# Goal 1, Strategy 3

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Update and upgrade the  
library spaces to  
accommodate our users

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# Goal 1, Strategy 4

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Invest in and advance our diversity, equity, inclusion, accessibility, and belonging (DEIAB) commitment

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# Goal 1, Strategy 5

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Focus on user experiences  
and accessibility of our  
digital resources and  
environment

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# GOAL TWO

Foster relationships within  
our community

# Goal 2, Strategy 1

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Encourage a culture of generous thinking - a culture that is supportive and responsive to wellbeing

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# Goal 2, Strategy 2

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Identify and invite new users to the library, both physically and digitally

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# Goal 2, Strategy 3

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Cultivate new relationships with the Community while strengthening, promoting, and celebrating current relationships

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# Goal 2, Strategy 4

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Develop and deepen personal connections between library staff and community members

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# GOAL THREE

Equip the Otterbein Community to seek out the Cycle of Knowledge (curiosity, exploration, discovery, creation, dissemination, and preservation)

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# Goal 3, Strategy 1

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Bring "the Cycle" to life and  
connect to the lives of our  
users

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# Goal 3, Strategy 2

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Maximize the potential of all functional work areas using best practices and standards

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# Goal 3, Strategy 3

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Amplify the visibility and  
prestige of the department  
and university

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# Goal 3, Strategy 4

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Showcase library staff  
expertise and promote the  
value of the library

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