

**OTTERBEIN
UNIVERSITY
COURTRIGHT
MEMORIAL LIBRARY
STRATEGIC PLAN 2024+**

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](#).

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.

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**

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, discovery, creation, dissemination, and preservation)

GOAL ONE

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

Goal 1, Strategy 1

Identify and support user
needs

Goal 1, Strategy 2

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

Goal 1, Strategy 3

Update and upgrade the library spaces to accommodate our users

Goal 1, Strategy 4

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

Goal 1, Strategy 5

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

GOAL TWO

Foster relationships within our
community

Goal 2, Strategy 1

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

Goal 2, Strategy 2

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

Goal 2, Strategy 3

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

Goal 2, Strategy 4

Develop and deepen personal connections between library staff and community members

GOAL THREE

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

Goal 3, Strategy 1

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

Goal 3, Strategy 2

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

Goal 3, Strategy 3

Amplify the visibility and
prestige of the department
and university

Goal 3, Strategy 4

Showcase library staff
expertise and promote the
value of the library
