

A&M
COMMERCE

VELMA K. WATERS LIBRARY STRATEGIC PLAN 2020-2023



OUR VISION

Connecting researchers to resources and providing a foundation for lifelong learning.

OUR MISSION

The library provides an inclusive and collaborative environment for research, learning, and innovation.

OUR VALUES

EXCELLENCE

We provide exemplary services, collections, and resources to facilitate learning, scholarship, research, and discovery.

INCLUSION

We foster an inclusive environment where all are respected and we provide equitable access to diverse users.

INQUIRY


We embrace intellectual curiosity that inspires creativity, learning, innovation, and collaboration.

EMPOWERMENT

We provide an organizational culture that actively supports staff development and empowers library personnel at all levels to lead.

ADAPTABILITY

We are responsive to the changing needs of our users and we engage in assessment activities to improve operations.





GOALS

STUDENT PREPAREDNESS

- 1.1 **DEVELOP** a pedagogical information literacy curriculum for academic research and critical thinking competency skills for student success and retention.
- 1.2 **SUPPORT** diverse student populations through outreach and engagement efforts.
- 1.3 **COLLABORATE** with internal and external partners to provide instructional support via the learning management system.
- 1.4 **DEVELOP** a plan to expose students to emerging technologies and learning spaces that foster innovation, creativity, inspiration, and academic excellence.

ELEVATE RESEARCH

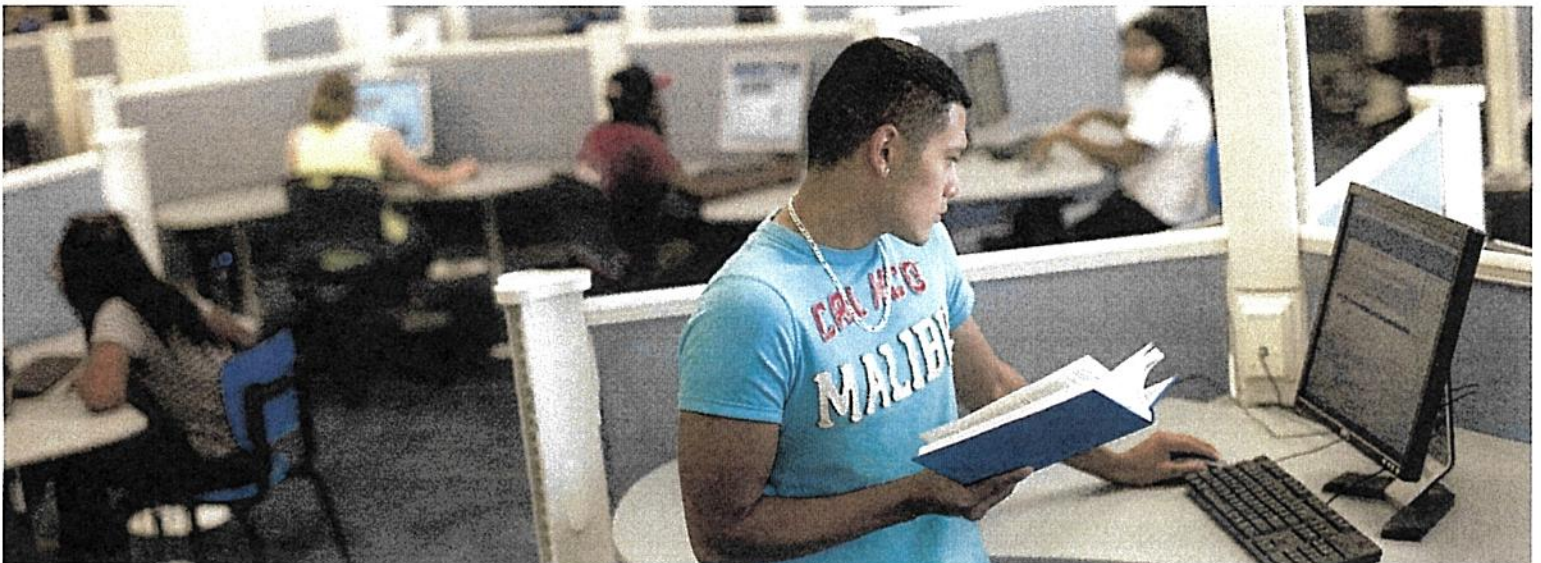
- 2.1 **CAPTURE**, preserve, and increase prominence of the intellectual output of A&M-Commerce researchers through the enhanced development and promotion of an institutional repository.
- 2.2 **BUILD** research collections and services suitable for an emerging research university, to meet or exceed peer and aspirational institutions.
- 2.3 **EXPAND** research services in support of areas of growing demand.

CREATE AN INCLUSIVE COMMUNITY

- 3.1 **CREATE**, preserve, and increase access to culturally relevant information resources to elevate historically underrepresented voices.
- 3.2 **IMPROVE** access for diverse user communities to the library's facilities and online resources.
- 3.3 **ESTABLISH** a diversity residency program for new librarians to recruit individuals from historically underrepresented communities.

ALIGN OUR INITIATIVES

- 4.1 **ESTABLISH** a relationship with the ALA-accredited Master of Library and Information Science programs in North Texas to create a referral program for internship and practicum opportunities for future librarians.
- 4.2 **DEVELOP** programming to engage the community, promote A&M-Commerce scholarship and research, and highlight the role of the library.

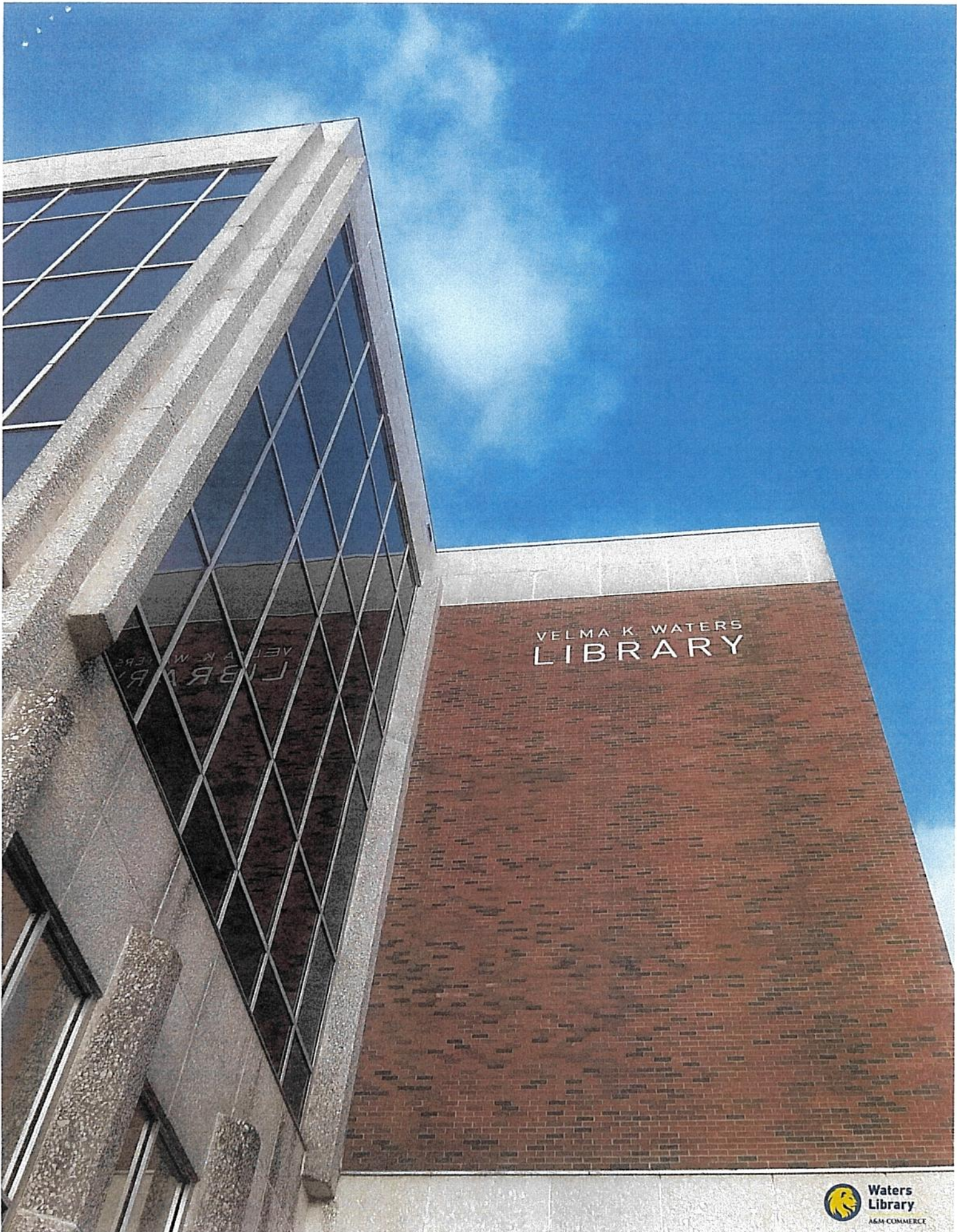




TRANSFORM OUR OPERATIONS

- 5.1 PURSUE** diversified external sources of funding to support strategic initiatives, collections, and core operations.
- 5.2 INVEST** in developing, recruiting, and retaining staff to provide new skills in support of changing university needs.
- 5.3 BUILD** and sustain a library assessment initiative focused on user-centered needs to inform decisions on collections, services, and operations.
- 5.4 CREATE** an integrated marketing strategy for a consistent visual identity and message across multiple communication platforms to foster user engagement.
- 5.5 LEAD** efforts to improve the student learning experience by increasing access to high-impact textbooks and facilitating the use of affordable online teaching materials.





VELMA K WATERS
LIBRARY