



STRATEGY 2019-2022

SMART (Specific, Measurable, Attainable, Realistic/Relevant and Time Bound) **goals**

Collections

- Develop specialties in each library and reduce duplication.
- Revise collection development policy.

Outreach

- Define, develop and implement a simple marketing plan to guide outreach efforts.
- Draw on the marketing plan to guide social media messaging and cultivation of target audiences (e. g., Katz School faculty).

Instruction & Public Service

- Based on the existing curriculum map, develop a curriculum of library skills with benchmarks. Pilot with SSSB, Psychology, and Jewish Studies.
- Launch and assess a required first-year orientation (boot camp) with one cohort.

Facilities

Create and implement by December 2019 a survey to capture the perspectives of 25% of (undergraduate) students to identify their priorities for facilities, equipment, and spaces.

Cross-functions

- Improve communication between the libraries and other campus agencies.
- In partnership with the Center for Innovative Teaching and Learning, launch a textbook alternative or OER project on the Wilf and Beren Campuses.