

STRATEGIC DIRECTIONS

STRATEGIC PRIORITY	MAJOR GOALS FOR 2011-2015
<p>RESEARCH AND SCHOLARSHIP</p> <p>The Library will play a key role in improving the research productivity and impact of Carleton. Through our efforts, we can increase the visibility of faculty research locally and internationally, and contribute to the research endeavour by advising faculty on appropriate vehicles for publication, intellectual property and open access considerations, grant development, research data management, preservation and distribution.</p>	<p>RESEARCH AND SCHOLARSHIP</p> <ol style="list-style-type: none"> 1. Improve the undergraduate and graduate student research experience 2. Facilitate greater exposure of Carleton research on the Internet 3. Ensure preservation of Carleton's published research output 4. Strengthen research data management at Carleton 5. Build research capacity and success within the Library 6. Acquire research-level collections
<p>LEARNING EXPERIENCE</p> <p>Improving the student experience is a key way the Library contributes to the recruitment and retention of undergraduate and graduate students. Teaching partnerships between Library staff and faculty will integrate critical thinking, information literacy and discipline-based writing into classes, as well as subject and issue-focussed programs, providing students with useful skills for life and contributing to their academic success.</p>	<p>LEARNING EXPERIENCE</p> <ol style="list-style-type: none"> 1. Ensure remote access to services and collections 2. Create better learning spaces for both undergraduate and graduate students 3. Increase self-service across the Library 4. Support critical enquiry initiatives on campus 5. Introduce services for aboriginal and international students 6. Expand information literacy instruction for all students
<p>ACCESSING INFORMATION</p> <p>The Library is the primary source of information to support research and teaching on campus. Our goal is to ensure that we make this information as widely accessible as possible, through digitization of content coupled with new discovery tools to make content fully searchable online. We must also recognize that we cannot afford or hold everything and therefore partnerships with other libraries will be key to offering our user community the richest resources to support their learning, teaching and research.</p>	<p>ACCESSING INFORMATION</p> <ol style="list-style-type: none"> 1. Incorporate emerging technologies in the delivery of collections and services 2. Implement search and discovery tools to ensure deep access to our collections 3. Partner with other libraries and consortia to expand collections 4. Develop a strategy for archival collections acquisition 5. Increase digitization of collections 6. Increase community awareness of our collections and services
<p>ORGANIZATIONAL READINESS</p> <p>The Library's own structure must allow us to be proactive and nimble in meeting the needs of our users and to change along with the university community. We want our Library staff to work in an exciting and supportive environment that nurtures and rewards their talents, and encourages innovation and community engagement, while improving our services to meet client needs better.</p>	<p>ORGANIZATIONAL READINESS</p> <ol style="list-style-type: none"> 1. Develop new funding models and expand fundraising efforts 2. Increase leadership and management development and mentoring initiatives 3. Explore new organizational models 4. Increase focus on quality assessment and customer service 5. Focus on understanding and reaching our clients with publicity and marketing 6. Become more actively engaged in curriculum development and more integrated with faculty and students across the campus



MACODRUM LIBRARY STRATEGIC PLAN 2011-2015

Mission

We promote excellence at Carleton University by collecting, preserving and providing access to information resources and delivering services for our teaching, learning, research and administrative communities, wherever they are located.



Carleton | Library
UNIVERSITY

INTRODUCTION



Proposed New Library Façade | Credit: Edward J. Cuhaci and Associates Architects Incorporated and Diamond and Schmitt Architects Incorporated.

After five years at Carleton, I am pleased to present our second strategic plan. Our previous plan saw us through a time of enormous change for the University and the Library. We developed, improved and expanded our services, collections and our built environment. I am very proud of the Library's accomplishments. Now we face an exciting future due to the University's success in obtaining funding for major library renovations and significant special collections, and to the new opportunities for a leading role in scholarly communications at Carleton.

Our clients will require instant access to our collections and services using a wide range of devices and contexts. We will base our services on a robust, standards-based infrastructure which supports interoperability of technologies and simplifies access. The Library will work closely with other technology providers on campus to provide an information technology strategy based on common priorities and standards of service, particularly in the adoption of new technologies.

We are fortunate to have good roadmaps to guide us in shaping our future collections and services – the University's strategic and academic plans and the plans from our partners in the [Ontario Council of University Libraries](#) and the [Canadian Association of Research Libraries](#). Our own roadmap, this plan, will help us improve the impact of Carleton's research endeavours, enrich the student learning experience, widen access to information and develop our own skills and expertise.

Our success in the next five years will depend not only on these plans but on the commitment and expertise of those working in the Library. I am honoured to be part of this team and I look forward to our next five years together.

Margaret Haines, University Librarian
January 2012

The future is not without challenges, mainly due to the economic downturn which will reduce our purchasing power. We can no longer build collections on the central budget alone – new funding sources must be identified, including grants from agencies and governments, bequests and gifts, and revenue generated from services to external clients. Meeting these fiscal challenges will require innovative and entrepreneurial thinking and excellent communication with clients. The Library will proactively seek out partnerships with other University departments and with other libraries to deliver a wide range of resources to our community.

VISION

The Library is an innovator and partner in research, teaching and learning in the University, facilitating discovery and inspiring the creation of knowledge.

The Library engages with all those communities, using state-of-the-art technology to facilitate exploration and discovery, with dedicated Library staff also ensuring that users develop research and inquiry skills necessary for a broad education, continuous learning and life in a knowledge-based global society.

The Library improves the value of the University, welcoming users, learners, teachers and scholars to inspiring spaces and dynamic study and research connections, and creating both a place and a service that alumni and donors are proud to support.

VALUES

- Providing excellent services, spaces and collections to our diverse communities of users
- Preserving and providing access to research and educational information resources
- Supporting intellectual freedom and scholarly communication
- Collaborating with our Library and University communities and partners
- Nurturing an open, inclusive, supportive and safe working environment, with opportunities for leadership and individual growth
- Continuing evaluation and innovation

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