

**SWEM LIBRARY  
STRATEGIC INITIATIVES 2005-2007**

**GOAL 1**

**SWEM LIBRARY WILL BE A CENTER FOR RESEARCH AND LEARNING:**

**Develop state-of-the-art media center**

- Pursue co-funding graduate Media Center interns with School of Education. **April 2005**
- Request Media Center staffing lines for professional director of media center and classified media technician. **April 2005**
- Develop and implement plan to move Charles Center film studies operations and services to the Media Center **By July 1, 2005**
- Secure funding and install appropriate equipment to open first phase of Media Center by Fall 2005 **Summer 2005**
- Hire Media Center staff **August 2005**
- Working with faculty in Modern Languages and with colleagues in IT, determine needed Media Center support for foreign language teaching **Fall 2005**
- Investigate and implement booking software to control access to equipment and media rooms **Fall 2005**
- Develop budget plan for maintaining, replacing and upgrading equipment on a regular basis **Fall 2005**

**Provide leadership in creating a campus digital center and repository**

- Identify and work with faculty on pilot projects **Spring 2005**
- Work with staff and faculty to identify priorities of Special Collections materials to be digitized **Summer 2005**
- Seek grant support to digitize and make Special Collections materials more widely accessible **Summer 2005**
- Determine necessary staffing and equipment needs to support a digital center and to make digital resources easily accessible **Fall 2005**
- Working with appropriate campus faculty and administrators, establish process and initiate program to make available in digital format: dissertations, master's thesis, honors papers **FY2006**
- Assemble, preserve, and make accessible the digital intellectual property of William and Mary faculty and students by creating an institution repository **FY2006**

### **Initiate active collaborative partnerships within the College and externally**

- Explore feasibility and desirability of offering electronic access to collections for alumni and donors **Fall 2005**
- Enhance integration of library resources into curricular tools such as Blackboard **FY2006**
- Seek additional consortial opportunities to improve pricing models and to introduce new or shared services **FY2006**
- Encourage joint faculty/library collaborations in the classroom, in creating programs or exhibits, in establishing internships, or in identifying funding or grant opportunities **FY2006**

### **Ensure sufficient and stable funding sources**

- Create a financial advisory committee for budget planning **April 2005**
- Conduct staff training in the budget process **Spring 2005**
- Identify funding sources to meet library needs **FY2006**

## **GOAL 2**

### **SWEM LIBRARY WILL FACILITATE, PROVIDE, AND PRESERVE ACCESS TO RESOURCES AND SERVICES:**

#### **Evaluate ability of collections to support research and teaching needs of W&M**

- Appoint Collections Advisory Committee **Spring 2005**
- Identify and evaluate electronic collection assessment tools **Summer 2005**
- Seek library representation on committees that approve new courses and programs **Fall 2005**
- Identify private funding sources to meet collection needs **FY 2006**

#### **Provide coherent organized access to the library's print, media, and digital materials.**

- Expand search capabilities and usability of the online catalog **Summer 2005**
- Improve website by incorporating new technologies, such as content management systems, to ensure frequent and easy updating of web pages **Summer 2005**
- Develop joint goals in working with IT to further integrate delivery of technologies to the campus community **Fall 2005**
- Improve ease of user access to electronic journals **Spring 2006**

### **Promote Swem's resources and services to its primary customers/patrons**

- Create marketing team **Spring 2005**
- Study customer segments in terms of their needs and how they may respond to different initiatives **Fall 2005**
- Engage students to help develop target initiatives **Fall 2005**

### **Expand Swem Library's Interlibrary Loan/Document Delivery Service**

- Provide Document Delivery to patrons studying abroad **Fall 2005**
- Assess demand and develop budget, staffing and equipment plan for the delivery of Swem resources to academic offices on campus **FY 2006**
- Investigate cost to provide document on demand 24/7 **FY2006**
- Explore feasibility of combining Interlibrary Loan Services with other William & Mary Libraries **FY 2006**

## **GOAL 3**

### **SWEM LIBRARY WILL PROVIDE AN IDEAL ENVIRONMENT FOR STAFF AND PATRONS**

#### **Develop plans for security and to maintain an attractive, comfortable, accessible facility**

- Complete installation of security and access system **Spring 2005**
- Investigate and develop strategies for improving housekeeping support, including coverage for nights and weekends **Spring 2005**
- Expand the safety awareness program for patrons, staff and students **Summer 2005**
- Fully implement a disaster preparedness program **Summer 2005**
- Develop program to ensure an ADA friendly environment **Fall 2005**
- Plan for and install a public address system **Fall 2005**
- Develop a plan, schedule, and budget for building maintenance and for replacement of furniture, equipment, and carpeting **Fall 2005**

#### **Create an organization to meet the current and changing needs of the College and Library**

- Explore expansion of library hours as requested by students **Summer 2005**
- Evaluate library structure and internal and external communication **Fall 2005**
- Investigate feasibility of staff positions as identified in the Strategic Initiatives **Fall 2005**
- Request budget for new positions **March 2006**
- Evaluate and recommend changes for branch libraries or their services **Spring 2006**

## **GOAL 4**

### **CREATE AN ASSESSMENT PROGRAM TO MEASURE PROGRESS AND INCORPORATE RESULTS INTO ORGANIZATIONAL PLAN**

- Create an assessment team to review continuous improvement of the library and its services **April 2005**
- Produce an annual assessment report for internal and external distribution **Fall 2005**

**4.27.05**