

Academic Library Services Unit Plan 1990 - 1993

VISION STATEMENT

Academic Library Services, central to East Carolina University, assists in the attainment of the University's general, educational, research, and service missions by providing collections or technology to access information resources elsewhere, by managing institutional records, and by creating promotional media that enrich current and projected programs of the University. The diverse campus and community clientele are aided in their use of information resources, services, and facilities by the Academic Library Services faculty and staff who offer instruction and assistance.

During the planning period, Academic Library Services will focus on the expansion and improvement of its collection and the extended use of electronic and other technologies to deliver library and information services.

ELEMENTS OF DISTINCTION

- ◆ A significant regional resource in music, education, North Caroliniana, Naval and maritime history, law, international communism, and North Carolina and Federal depository documents and maps
- ◆ A manuscripts repository with eminent collections in tobacco history, missionary activity, military history and North Carolinian which serves a national research constituency

PRIORITIES FOR ACTION

1. *Achieve distinction in undergraduate education*

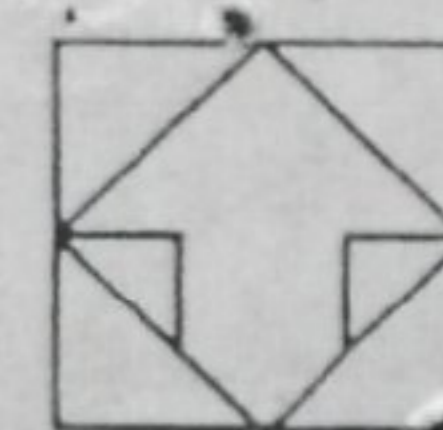
- a. Promote bibliographic instruction programs to encourage faculty and students to use all areas and formats of the collection to strengthen their research base
- b. Develop a more up-to-date collection of print and nonprint resources and equipment
- c. Improve the library environment to be conducive to learning and student development

2. *Strengthen the commitment to excellence in teaching*

- a. Increase, update, and create collection resources, both print and nonprint, and establish a program to orient and apprise teaching faculty of these resources thus enabling faculty to improve teaching effectiveness
- b. Establish procedures for the evaluation of effectiveness of library services and collection resources
- c. Develop model classrooms for the utilization of electronic media and offer computer support to help the University realize its one computer to ten students goal
- d. Strengthen traditional library services
- e. Provide improved access to library services and resources in support of continuing education programs

3. *Develop a university culture based on respect for individual rights and human diversity*

- a. Build strong research collections that reflect the historical perspective, diversity, and achievements of all peoples and cultures, especially those emphasized in the curriculum
- b. Establish a program aimed at the recruitment, hiring, and development of minorities
- c. Work with the Office of Handicapped Student Services to identify innovative approaches for accessing information resources



d. Develop copyright and vandalism education campaigns

4. *Expand doctoral programs*

a. Assess the library's collections in the areas designated for potential doctoral programs and cooperatively work with teaching faculty in those programs to set priorities for acquiring needed resources

b. Provide appropriate space, equipment, and technological support for doctoral students and faculty

c. Identify other collections to supplement local resources for doctoral programs and facilitate access to those collections

5. *Strengthen the commitment to research, scholarship, and creative activity*

a. Review library policies, procedures, and programs to identify mechanisms which will improve support for research, scholarship, and creative activity

b. Strengthen primary source material

c. Develop model scholars' workstations that incorporate the latest in information technologies to support the teaching and research activities of faculty

d. Expand the role of Academic Library Services faculty and staff in teaching, research, creative activity, and grant productivity

6. *Improve teacher education and stimulate improvement in public schooling*

a. Expand collection and technology to support the new EdD program and to keep pace with current trends in teacher education

b. Develop a model preschool-through-grade-twelve teaching resources center as a major regional resource

c. Expand staff development programs for public school teachers and media coordinators throughout the state

7. *Recruit and support academically proficient and talented students*

a. Provide library environment, materials, and services that attract and stimulate students who excel

b. Expand the Media Resource Center's commitment to the production and dissemination of television materials designed to recruit quality students

8. *Advance the University effectively to external publics*

a. Enhance the library's image to University patrons and the region through personal interaction, newsletters, faculty participation in community activities, brochures, exhibits, publications, and news releases

b. Provide improved library services to the region and state through interlibrary loan and coordination of collection development with other libraries in the area

c. Advance public awareness and interest in unique special collections through a continuation and expansion of publicity vehicles including the production of television materials, workshops, and other media

d. Encourage and support an active Friends of the Library organization

e. Evaluate current outreach efforts and consider appropriate modifications

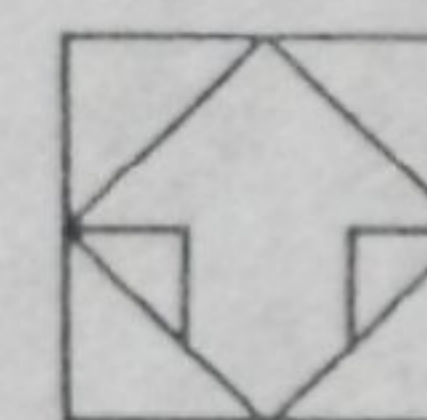
f. Work closely with Institutional Advancement to increase public support for the library

9. *Develop and use expanded information resources*

a. Develop and implement programs that update and expand collections, access, automation, networking, and database development

b. Develop programs to enhance current use of information resources

c. Evaluate online library system to determine scope of upgrade needed and to establish a timetable for desired changes



Strategies for Distinction

d. Complete the building program necessary for the architects to prepare the documents needed to describe the expansion and renovation of Joyner Library

e. Prepare and implement a program to relocate Joyner Library services, collections, and staff during the period of building expansion and renovation

10. Provide effective stewardship of the University

a. Provide additional opportunities for professional development

b. Develop mechanisms to encourage improved communication, team spirit, and more effective group problem-solving

c. Review the organization of the library and design a plan for making appropriate organizational changes

d. Improve use and access to the collection by providing a physical climate which is welcoming, safe, comfortable, aesthetically pleasing, and conducive to learning and working

e. Provide for the preservation of the collection by developing a sound preservation and restoration program and a proper storage environment

f. Refine and extend the records management program to all University units, including the implementation of a campus-wide archival microfilming program

g. Expand the Media Resource Center's cooperation with all units of the University involved in the creation of electronic information

h. Identify ways to cooperate with other campus units to enhance information access

i. Establish a program for the regular periodic assessment of library programs and operations