

## Health Sciences Library Unit Plan 1990 - 1993

### VISION STATEMENT

The Health Sciences Library serves as the primary information resource center for faculty, staff, and students in the University's instructional, research, and patient or client care programs in the health sciences and human services. It also serves as the comprehensive information resource center for health care and human service professionals who practice in northeastern North Carolina. In addition, the Health Sciences Library serves as a secondary resource for non-technical health care information for health care consumers in the local community. The Health Sciences Library emphasizes proactive information provision including the acquisition of current and relevant materials, reference services which recognizes the existence of diverse levels of client expertise and needs, and the implementation of new technologies for accessing and managing information.

During the planning period, the Health Sciences Library will focus on expanding its educational programs and extending the use of electronic and other technologies to deliver information services.

### ELEMENTS OF DISTINCTION

- ◆Reputation as a proactive, client-oriented information agency
- ◆Campus-wide recognition for quiet, comfortable study areas
- ◆Commitment to integrating innovative information technology into its operation
- ◆History of periodic and regular assessment of its operations
- ◆Significant regional information resource for health care and human service clinicians

### PRIORITIES FOR ACTION

#### 1. *Achieve distinction in undergraduate education*

- a. Assume a leadership role in exposing faculty, students, and other health care professionals to new methods of acquiring, creating, and manipulating information
- b. Expand course offerings in computer applications for students, faculty, and staff

#### 2. *Strengthen the commitment to excellence in teaching*

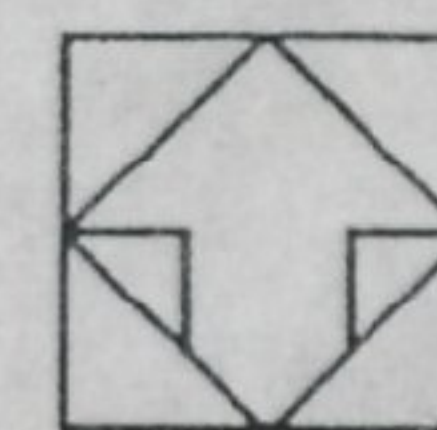
- a. Encourage faculty development of instructional software and other resources to enrich teaching by building a reference collection of videodiscs from which images can be taken for use in instructional programs
- b. Encourage faculty development of instructional software by identifying, evaluating, and selecting authoring software to be used with IBM Infowindow and with the Macintosh
- c. Investigate interactive video and multimedia hardware and software as a mechanism for coordinating education within the division

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

- a. Develop a program aimed at the recruitment, hiring, and development of minorities in the Health Sciences Library

#### 4. *Expand doctoral programs*

- a. Evaluate the library's collection with regard to new doctoral programs to be served by the Health Sciences Library and take appropriate action based on the results of the evaluation



- b. Identify other institutions with collections especially useful for support of new programs, and determine the most effective means of accessing them

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

- a. Establish research interest groups to assist faculty in the identification of research topics and to identify faculty with similar research interests
- b. Expand and publicize existing library services which support research efforts
- c. Determine if there are ways in which access to resources at other institutions may be improved
- d. Develop an online faculty research profile database
- e. Actively seek to establish cooperative, multi-disciplinary research teams, and facilitate their activities

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

Not applicable

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

- a. Identify and promote features of the Health Sciences Library which are particularly attractive to students
- b. Develop materials about the availability, number, and quality of Health Sciences Library's resources to be used in recruitment of students and faculty

**8. *Advance the University effectively to external publics***

- a. Conduct workshops on information technologies for personnel at sites remote from the medical center
- b. Identify, evaluate, and select methods to enhance access to library resources from outlying areas

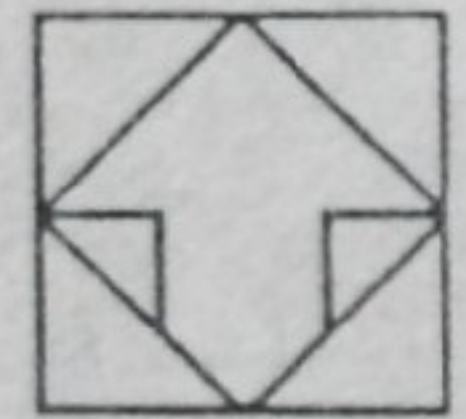
- c. Integrate the activities of the Health Sciences Library's Outreach Services Department with the regional network

**9. *Develop and use expanded information resources***

- a. Explore developments in medical informatics and identify ways the Health Sciences Library can participate in the provision of an integrated approach to both clinical and traditional library databases for clinical personnel
- b. Evaluate the Health Sciences Library's collections particularly in regard to the new initiatives in rural health and health policy and take appropriate action as result of the evaluation
- c. Identify health care topics about which the library should collect patient education materials and evaluate the feasibility and desirability of acquiring such materials
- d. Provide access to all Health Sciences Library services through MEDNET
- e. Upgrade equipment in the Health Sciences Library to take advantage of state-of-the-art technology
- f. Evaluate the online library system to determine the scope of upgrade needed and to establish a timetable for desired changes
- g. Provide courses which will enhance student and faculty skills in accessing, utilizing, and evaluating knowledge resources
- h. Explore new methods for improving basic orientation to general services in the Health Sciences Library and to the online catalog

**10. *Provide effective stewardship of the University***

- a. Assess the changing information environment, and formulate plans which will reflect alternative visions of the future so that the library will be positioned to continue as an asset in the 21st century
- b. Review assessment mechanisms currently in use and revise and enhance as appropriate



**Division of  
Institutional Advancement  
Unit Plan  
1990 - 1993**

**VISION STATEMENT**

The Division of Institutional Advancement supports the mission of East Carolina University by serving the economic and cultural development needs of the region and by fostering long-term advocacy and gift support to bring credit and benefit to the University, satisfaction to alumni and donors, and fulfillment to volunteers and staff. The Division's three primary functions are to 1) communicate effectively the achievements, values, and needs of the University to external publics, 2) build relationships and ownership among alumni, volunteers, and donors that attract private resources to the University, and 3) apply faculty and staff resources to improve the quality of life and the economic vitality of eastern North Carolina.

Over the course of the planning period, the Division of Institutional Advancement will focus on planning, designing, and launching the University's first major campus-wide fund-raising campaign to generate significantly higher levels of private resources to benefit and strengthen the University.

**PRIORITIES FOR ACTION**

***1. Achieve distinction in undergraduate education***

- a. Create greater awareness among alumni and donors concerning the value of an enriched undergraduate experience as a means of attracting private gifts
- b. Establish funds for excellence in a number of divisions and schools that can be targeted to enrich the undergraduate experience

- c. Increase merit scholarships for especially talented and gifted students
- d. Project the institution's distinctive achievements in undergraduate education to alumni and external publics
- e. Provide opportunities for internships for undergraduate students in a variety of professional settings

***2. Strengthen the commitment to excellence in teaching***

- a. Attract funding for new distinguished professorships and lectureships for additional schools and departments
- b. Provide recognition through incentives and awards for demonstrated excellence in teaching
- c. Articulate the University's commitment to distinctive teaching and its importance to the university experience

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

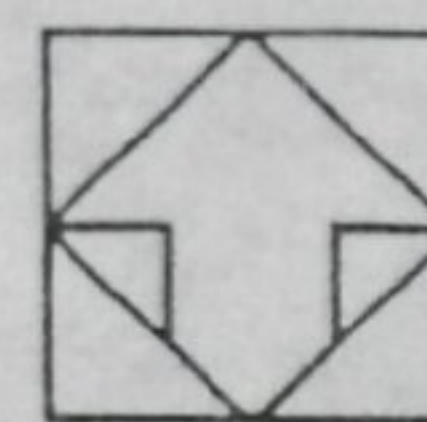
- a. Establish more internships in work environments that facilitate professional interaction and service to diverse publics
- b. Attract gifts to support additional programs that encourage student and faculty participation in culturally enriching experiences, such as foreign travel and exchange programs

***4. Expand doctoral programs***

- a. Underwrite fellowships and research in areas of new doctoral programs
- b. Communicate the importance of new doctoral programs to external publics

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

- a. Establish fellowships, internships and other incentives to faculty and students to produce exceptional scholarly activity
- b. Identify new opportunities for applied research for faculty and students



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

- a. Attract resources for research and direct program support for teacher education and school reform in cooperation with public schools throughout eastern North Carolina
- b. Identify, organize, and provide technical services to public support groups for programs that involve the public schools, community colleges, and the University

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

- a. Establish additional merit-based scholarships and fellowships
- b. Involve alumni and friends as recruiters and advocates in the admissions process
- c. Provide enhanced travel and cultural enrichment opportunities aimed specifically for honors students
- d. Recognize superior performance among current students through greater visibility and incentives

**8. *Advance the University effectively to external publics***

- a. Articulate the University's mission, goals, and achievements more clearly and consistently
- b. Develop a University-wide marketing strategy
- c. Conduct a major fund-raising campaign to heighten visibility and attract new resources
- d. Expand programs to assist small businesses and local governmental units
- e. Build advocacy of alumni, parents, and friends of the institution for University mission, goals, and accomplishments
- f. Seek assistance of alumni in placement of recent graduates

**9. *Develop and use expanded information resources***

- a. Improve the alumni and donor data base to provide greater flexibility and to integrate gift accounting into the system

**10. *Provide effective stewardship of the University***

- a. Seek maximum safe returns through well monitored professional management of investments
- b. Inform donors about the benefits that result from their gifts to the University
- c. Streamline the gift records accounting process
- d. Inform alumni and friends consistently and frequently about the University's progress toward its mission and strategic plan