

# STRATEGIC PLAN

2003-05



research

learning

progress



**LIBRARIES**

UNIVERSITY OF WISCONSIN-MADISON

## Vision

The University of Wisconsin–Madison Libraries will provide exemplary information services specifically designed to fulfill the needs of a great public university.

## Mission

The UW–Madison Libraries support the teaching, research, and outreach missions of the university by providing access to and delivery of information. To that end the libraries acquire, organize, make accessible, and preserve sources of knowledge in all formats. They also provide instruction on how to find and evaluate knowledge resources. The libraries provide safe, respectful environments for collaborative and individual study and learning.



# Strategic Goals

## Strategy 1: Promote Research

**The libraries develop, organize, and maintain collections that will support and enhance the university curriculum and provide access to information worldwide.**

### OBJECTIVE 1

Simplify and streamline Web-based access to collections and services.

### OBJECTIVE 2

Expand delivery services to the university research community.

### OBJECTIVE 3

Collaborate with the Wisconsin Historical Society to maintain quality research collections in American history and related disciplines.

### OBJECTIVE 4

Establish partnerships for the expansion of online information repositories that support university research activities.

### OBJECTIVE 5

Evaluate library resources to minimize duplication and concurrently maintain the scope and coverage of research collections.

### OBJECTIVE 6

Plan and implement cost-effective storage systems to maintain, preserve, and provide timely access to research collections.

### OBJECTIVE 7

Investigate and encourage alternatives to commercial venues for scholarly communications.

# Strategic Goals

## Strategy 2: Advance Learning

**The libraries will act as partners in the teaching and learning missions of the university as they seek to prepare students for their professions, for citizenship, and for a lifetime of continual learning.**

### OBJECTIVE 1

Contribute to the quality of instruction by making it easier for students to find, evaluate, and use learning resources.

### OBJECTIVE 2

Work with faculty and instructional staff to increase the integration of library services with university courses.

### OBJECTIVE 3

Extend the ease of using library resources and create one-stop shopping for research and resource needs.

### OBJECTIVE 4

Consolidate service points to improve library services to students and faculty while controlling library operating costs.

### OBJECTIVE 5

Assess service quality to students, faculty and visitors through focus groups, usability studies, and other assessment tools.

### OBJECTIVE 6

Enhance library environments that promote collaborative study and self-directed learning.

### OBJECTIVE 7

Fully implement library resource sharing across the UW System to improve access to all UW library collections for faculty and students.

## Strategy 3: Accelerate Internationalization

**The libraries will maintain research-quality collections of international scope and provide access to global information resources through cooperation with other research universities and libraries.**

**Support for international studies programs will continue to be a strength and priority of the university library system.**

### OBJECTIVE 1

Provide library outreach services to interdisciplinary programs that study and conduct research on international development.

### OBJECTIVE 2

Cooperate with other university research libraries in the delivery of services and resources to international studies programs.

### OBJECTIVE 3

Develop digital collections in the areas of international studies.

# Strategic Goals

## Strategy 4: Amplify the Wisconsin Idea

**The UW-Madison Libraries will provide enhanced public access to scientific, cultural, educational, and historical resources that promote community welfare and economic development. The libraries will continue to collaborate with public schools and libraries, industries, and local governments to disseminate knowledge in the public interest.**

### OBJECTIVE 1

Expand resource sharing and cooperative collection development to provide increased public access.

### OBJECTIVE 2

Promote public awareness of the free resources in the UW Digital Collections.

### OBJECTIVE 3

Develop the UW K-12 Portal in cooperation with UW Extension and other UW libraries.

### OBJECTIVE 4

Continue outreach programs in cooperation with the Wisconsin Alumni Association, the UW Foundation, the Wisconsin Academy, and the Chancellor's Office.

## Strategy 5: Nurture Human Resources

The libraries strive to lead by example in offering a welcoming and respectful environment for members of the university community, visitors, and citizens. The libraries are strongly committed to promoting diversity through collaboration with other university departments, affirmative recruitment, instructional programs, and staff development opportunities.

### OBJECTIVE 1

Cooperate with CIC and ARL libraries to maintain quality staff development programs during a time of diminished support.

### OBJECTIVE 2

Increase staff diversity through specialized recruitment and hiring efforts.

### OBJECTIVE 3

Continue participation in campus programs and events that support diversity and equity.



THE UNIVERSITY  
*of*  
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