# Academic Library Services Alignment Plan

**Mission Priority 1:** **Student Success - We offer transformative experiences for all students during their time at ECU and beyond.**

<u>**Select a University Mission Priority Objective:**</u> **M1.1: Strengthen graduation and retention strategies to advance opportunity for all.**

**Unit Strategies:**

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| 1. Academic Library Services will strengthen graduation and retention strategies to advance opportunity for all by providing instructors with resources to encourage and support their creation or adoption of free and low-cost textbooks and related materials for course use to reduce costs and increase accessibility for students. |
| 2. Academic Library Services will strengthen graduation and retention strategies that contribute to a healthy student success ecosystem by providing excellent resources and services to students, measuring our success by student survey results. |

**Unit Metrics and Targets**:

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
|---|---|---|---|
| 1. Textbook equity | Potential student savings on course-adopted materials; documentation of types of resources provided | $586,112 potential student savings; 374 course-adopted materials provided; 6 alternative textbook award recipients; 203 streaming films; # meetings/sessions for instructors and resources provided to them is not available | $600,000 in potential student savings (dependent on the pool of unlimited-access online textbooks available for library purchase); ongoing publicity and assistance to instructors regarding identification and adoption of free and low-cost course materials |
| 2. Resource/service provision | Graduating Senior Survey satisfaction ratings and Graduate Student Exit Survey quality of support ratings | GSS satisfaction levels ranged from 4.1 to 4.4; GSES quality of support ranking of 4.3 – the highest of 14 areas surveyed. | Upper 25% of GSS satisfaction ratings and GSES quality of support ratings |

<u>**Select a University Mission Priority Objective:**</u> **M1.3: Align university programs to meet the demands of a dynamic, innovative economy and an evolving workforce.**

**Unit Strategies:**

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| 1. Academic Library Services will align university programs to meet the demands of a dynamic, innovative economy and an evolving workforce by positioning the library as a key source for student education and experimentation with generative artificial intelligence to help prepare them for careers that incorporate its use. This may include workshops, modelling, hands-on experience, online learning modules, resource guides, and support for instructors. |

2. Academic Library Services will align university programs to meet the demands of a dynamic, innovative economy and an evolving workforce by helping self-help and work-study students in ALS consciously assess how their ALS jobs can help them prepare for their future careers and how they can document these professional skills and competencies on their resumes.

**Unit Metrics and Targets**:

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
|---|---|---|---|
| 1.Generative artificial intelligence | Number of workshops, resource guides, etc.; number of collaborators | 0 | Complete Ithaka S+R generative AI research project at ECU in FY2025; document number of activities and collaborators annually with an increase each year; by 2028, compile a report that shows integration of GAI into library's student educational activities |
| 2.Student employment | Student survey results showing skill and competency levels at beginning and end of ALS employment; qualitative feedback from ALS employees who regularly work with the students. | N/A | 80% of student employees show an increase in skill and competency levels at the end of their ALS employment |

**Mission Priority 2:** **Public Service - We focus our efforts with the community in mind and to achieve goals that enable us to be more engaged citizens.**

**Select a University Mission Priority Objective:** M2.1: Increase public engagement with and access to educational and cultural offerings.

**Unit Strategies:**

1. Academic Library Services will increase public engagement with and access to educational and cultural offerings by developing and promoting diverse educational and cultural programming that is accessible to the community.

2. Academic Library Services will increase public engagement with and access to educational and cultural offerings by increasing the size of ALS Digital Collections through the addition of the Daily Reflector, Minority Voice and other publications that reflect ECU and regional communities.

3. Academic Library Services will increase public engagement with and access to educational and cultural offerings by increasing the use of ALS Digital Collections through improved access, usability features, and awareness.

**Unit Metrics and Targets**:

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
|---|---|---|---|
| 1. Community programming | Number offered; number of participants; qualitative feedback | 93 programs offered; 4,205 participants; positive qualitative feedback | 100 programs; 6,000 participants; summary of feedback and activities |
| 2. Increase Digital Collections size | Mounting of Minority Voice complete by 2023; Daily Reflector complete by 2025; Expressions and other publications by 2026 | 62,045 items | 109,245 items |
| 3. Increase Digital Collections Use | Usability studies conducted by 2024; changes implemented by 2025; marketing on a continuous basis | 209,975 views | 3% annual increase in views. |

## Mission Priority 3: Regional Transformation - We evaluate our success by the development of our region, informed by local and global perspectives.

<u>**Select a University Mission Priority Objective:**</u> M3.3: Advance regional economic prosperity and sustainability.

**Unit Strategies:**

1. Through leadership and investments in open and sustainable scholarship, Academic Library Services will provide opportunities for ECU researchers to make the output of their scholarship publicly available and thereby contribute to the knowledge base required for regional economic prosperity and sustainability.

**Unit Metrics and Targets**:

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
|---|---|---|---|
| 1.Knowledge Base Expansion | Use of Institutional Repository; documentation of sustainable scholarship activities and investments | IR: 192,793 unique page views; 55 open access articles supported by ALS library publisher agreements; 16 additional OA articles supported by ALS's Open Access Fund. | Increase IR page views 2% per year; increase total number of open access articles to more than 100 per year |

**Vision Priority 1:** **Social and Economic Mobility – We will be an engine of access and advancement for all learners through innovative teaching, research, and creative activities.**

**Select a University Vision Priority Objective:** V1.2: Bolster online course and program offerings.
 **Unit Strategies:** Insert or delete rows as needed.

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| 1. Academic Library Services will bolster online courses and program offerings by providing electronic resources that support students in online courses. |
| 2. Academic Library Services will bolster online courses and program offerings by providing online assistance to students and instructors via Canvas modules, online tutorials, videos, research guides, consultations, and other services. |
| 3. Academic Library Services will bolster online courses and program offerings by supporting Project Kitty Hawk. |

 **Unit Metrics and Targets**: Insert or delete rows as needed.

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
|---|---|---|---|
| 1. Electronic resources | Open Athens report showing electronic resource use by student populations; Total Digital/Electronic Circulation or Usage as reported to ACRL/ASERL | Open Athens report not available; 810,585 total digital/electronic circulation or usage | Open Athens report is assessed and used in collections and outreach activities; 900,000 total digital/electronic circulation or usage |
| 2. Online assistance | # of Canvas modules; research guide usage; # of consultations conducted for students in online courses | # of Canvas modules and videos not available; 698,054 uses of research guides; # consultations for students in online courses not available but 150 total consultations (as defined for ASERL/ACRL statistics) provided | 60 Canvas modules, online tutorials and videos; 800,000 uses of research guides; 200 consultations |
| 3. Project Kitty Hawk | Document ALS participation in ECU planning meetings and actions taken to support Project Kitty Hawk | N/A | Report compiled and distributed |

**Vision Priority 2:** **Workforce Success – We cultivate a culture of care, belonging and opportunity for our faculty, staff and learners and all stakeholders.**

**Select a University Vision Priority Objective:** V2.3: Prepare university employees with the knowledge and competencies required for successful career journeys.
 **Unit Strategies:** Insert or delete rows as needed.

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| 1. Academic Library Services will prepare its employees with the knowledge and competencies required for successful career journeys through meaningful evaluations, goal setting, and creation of work plans that include a development element and through training and professional development within the unit, ECU (e.g., OFE sessions, HR workshops, Cornerstone, and LinkedIn Learning), and external opportunities (e.g., webinars, conferences, workshops). |

| 2. Academic Library Services will prepare its employees with the knowledge and competencies required for successful career journeys by providing a robust mentoring program. |
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**Unit Metrics and Targets**: Insert or delete rows as needed.

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
|---|---|---|---|
| 1.Knowledge & competencies | Documentation of activities in employees' annual reports and department reports; documentation of opportunities offered by the ALS; amount of unit funds spent on professional development | $42,000 | 90% employee participation; annual documentation in ALS reports; $45,000 in unit funds spent on professional development annually |
| 2. Mentoring | Number of mentors and mentees; qualitative assessment from program participants | 8 mentor/mentee pairs for a total of 16 individuals; positive qualitative assessment from participants; outreach conducted to encourage participation | # of employees who have participated in the mentoring program; assessment documentation |

**Vision Priority 3:     Rural Health and Well-Being – We will improve health access, sustainability and outcomes for rural communities.**

<u>**Select a University Vision Priority Objective:**</u>

**Unit Strategies:** Insert or delete rows as needed.

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**Unit Metrics and Targets**: Insert or delete rows as needed.

| Strategy # | Metric | 2022-23 Baseline (if available) | Target by 2028 |
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