The TWU Libraries has always provided accessible, relevant information services and resources to the students and faculty of the University. This commitment to quality, user-centered service, dedication to lifelong learning, respect for collaboration and individuality, and a sense of the Library as place firmly places the TWU Libraries at the center of intellectual life on campus.

In response to ongoing technological, political, economic and social changes, both internal and external, the TWU Libraries sought to envision the next steps in pursuit of continuing excellence in service and support to the TWU community. The TWU Libraries Combined Strategic Plan is the result of a robust strategic planning process. An underlying assumption for this process was ‘extensive stakeholder participation and feedback.’ The strategic planning process began by inviting participation from Library stakeholders that yielded important conversations, identified major issues, and culminated in a series of comprehensive strategic direction initiatives. We are appreciative of input from students, staff, and faculty.

This planning process actively considered the state of the Libraries, TWU, academic libraries, and higher education—as well as possible futures for these institutions. The TWU Libraries Combined Strategic Plan will serve as a guide to help the TWU Libraries thrive for years to come.

The goals for the process were to be inclusive, data-driven, and thorough. There were numerous steps in this strategic planning process:

- Environmental scanning
- Stakeholder Analysis
- Stakeholder Surveys (Library Staff, TWU Faculty, other TWU stakeholders)
- Strengths, weaknesses, opportunities, and challenges analysis
- Review and revision - Library core values
- Review and revision - Library mission statement
- Develop a vision statement for a future where everyone is a library user
- Strategic initiative, action item, performance indicator development
- Miscellaneous other steps such as analyzing campus Libraries survey (LibQUAL) results and meetings with Library staff
To strengthen a TWU education by connecting our community to information and library services that advance scholarly inquiry and academic success.

OUR VISION

The TWU Libraries spark scholarly inquiry, fuel intellectual discovery, and ignite our community’s future. TWU Libraries are central to campus learning—everyone is a library user. The Libraries offer the academic community expansive access to exceptional scholarly resources. These resources include an outstanding collection of valuable TWU intellectual assets and special collections.

Active and ongoing collaboration with the academic community enables the Libraries to proactively meet changing faculty, student, staff, and researcher needs. Faculty recognize the importance of library workers and incorporate the Libraries into the student learning experience. Students recognize the Libraries’ contribution to their academic success.

Innovative library services add value to the entire academic landscape. In the evolving digital era, informed, caring and tech-savvy library workers are recognized leaders. They are virtually and physically helping faculty, students, and staff achieve their goals—where and when they need support. The Libraries encourage success and inspire a sense of purpose, belonging, connectedness, and comfort.

OUR VALUES

EDUCATION AND LEARNING
− Foster intellectual freedom, curiosity, and lifelong learning.

EXEMPLARY SERVICE
− Delight library users with a noticeably high level of service.

EXCELLENCE, PROFESSIONALISM, AND INTEGRITY
− Manifest these values via honesty, respect, and responsiveness in all interactions.

COLLEGIALITY
− Communicate and actively seek partnerships to add and sustain value within the Library as well as the greater TWU community.
We will substantially contribute to academic excellence and student success through engagement and collaboration.

Action Items

1. Collaborate with the University initiative to support student success by providing improved spaces within the Libraries that foster learning, reflection, study, and student engagement.
2. Expand and strengthen our teaching role and educational impact by partnering with faculty and staff to advance and support students in their identification and effective use of information.

We will rethink and redesign the Libraries virtual presence in order to enhance usability and anticipate evolving patron needs and expectations.

Action Items

1. Enhance the user website experience and access to online information.
2. Develop a repository to preserve the historical record and retain TWU scholarship thereby enabling access by a broader community.
3. Attain national recognition as the premier virtual destination for Women’s History.
We will demonstrate relevance and evidence of data driven continuous improvement through ongoing staff development and a culture of assessment.

Action Items

1. Staff will become the primary navigators of their continuing career development.
2. Evaluate library organizational alignment and respond to meet evolving university and user needs.
3. Library data will be accessible as a strategic tool to promote and support management decisions as well as provide evidence of continuous improvement.
4. Develop a library technology plan that addresses the most appropriate tools for student and library staff success.
5. Enhance opportunities to further staff communication, collaboration and understanding.

We will engage with our community through communication strategies that make the TWU Libraries’ resources and services more visible, more used, and better attuned to University needs.

Action Items

1. Conduct a market analysis of like institutions to assess what they offer their communities.
2. Develop a cohesive identity for the TWU Libraries and all its supporting units and services and work with the TWU Marketing Department to realize the identity.
3. Develop and execute a comprehensive marketing plan addressing social media, e-marketing, branding, advertising, public relations, outreach, event planning, print communications, and constituency development integrating all three campus libraries.