
APPENDIX 3.3

Revised Strategic Planning Web Page Outline

REVISED STRATEGIC PLANNING WEB PAGE OUTLINE

[Western Libraries Strategic Plan <linked to plan text>](#) was completed during the spring of 2009. The plan was the result of several months of work by the Strategic Planning Committee and others throughout the libraries who worked with the guidance of Dr. Brian Burton of the university's College of Business and Economics. During the May and early June of 2009 the libraries sought input from the campus community using the campus online forum —Viking Village. Implementation of the plan began during the summer of 2009. During the Libraries annual staff development day the library staff voted on which strategic plan related initiatives were most important for the coming year. A regularly updated progress report is linked below.

[Summer 2010 Strategic Planning Update <linked to update page>](#)

Western Washington University Libraries' Mission

Western Libraries connects: people to place, people to people, people to learning.

- Place: both the physical and virtual presence of our library. We encourage learning, collaboration, and community through our environment.
- People: the Western Community and everyone we serve.
- Learning: the promotion of critical thinking, and information literacy. The library provides access to the information and resources necessary to the learning process.

Values

- We reach for excellence in performance and relationships. We strive for integrity, trust, and respect for each other and those we serve.
- We embrace the challenges of the evolving landscape as opportunities for the future, and we honor the traditional roles of academic libraries.
- We protect intellectual freedom and provide non-judgmental service.
- We promote diversity and provide equal and open access.
- We are integral to the teaching and learning process.
- We respond to the needs of our users.

Strategic Themes

- Develop the Library's physical and virtual presence. Inviting and welcoming physical space; findability (layout)
- Develop the Library's physical and virtual presence. Inviting and welcoming virtual space; findability (web)
- Improve organizational environment/effectiveness and outreach. Organizational development
- Improve organizational environment/effectiveness and outreach. Outreach/marketing
- Maximize support for teaching, learning, and research. Instruction
- Maximize support for teaching, learning, and research. Collections
- Maximize support for teaching, learning, and research. Digitization