



Atlanta University Center
Robert W. Woodruff Library

AUC Woodruff Library
2015-2020
Strategic Plan

Building a 21st Century Learning Community:
Extending our Impact on Academic Success

Approved by Board of Trustees, April 2015

In Fall Semester 2014, the AUC Robert W. Woodruff Library began the process to frame its strategic priorities for the next five years.

The Board of Trustees (BOT) and Library leadership gathered in March 2015 to participate in a retreat to discuss environmental scan findings and the trends analysis results conducted by the Library's Strategic Planning Steering Committee (SPSC). The BOT identified four priority areas, which were subsequently shared with Library staff during their May 2015 Staff Retreat. All activities from Fall 2014 through May 2015 provided the strategic framework for the Library's Strategic Plan.

Mission

We provide the highest level of information resources and services to member institutions* in support of student and faculty success, and the cultural preservation of the Atlanta University Center.

** Member institutions include: Clark Atlanta University, the Interdenominational Theological Center, Morehouse College, and Spelman College.*

Vision

To reflect the excellence of our member institutions by being the first and best choice for our users in their search for information.

Core Values

- Quality Service for all Customers
- Competence in Services and Staff
- Respect for the Individual
- High Expectations for Performance



Priority Areas, Goals and Strategies

Leadership and Governance

Goal: *Align leadership and governance processes to successfully implement the Library's strategic direction and plan.*

- **Strategy 1:** Enhance the Library's governance framework to support more effective decision-making and communication among and in collaboration with AUC institutions.
- **Strategy 2:** Ensure the appropriate leaders and staff are in place with the requisite skills required to achieve the Library's vision and mission.
- **Strategy 3:** Align employee development, recruitment, and retention efforts to ensure expertise exists in critical academic and technological areas.

Financial Diversification and Stability

Goal: *Increase and diversify funding sources to support organizational sustainability.*

- **Strategy 1:** Increase and diversify funding.
- **Strategy 2:** Align human resources and compensation to ensure stability and efficiency in operations.
- **Strategy 3:** Establish a culture of ambitious revenue seeking behavior throughout the organization.

Technology Capacity

Goal: *Enhance and expand access to a stable and secure technological infrastructure to support innovative teaching, learning, research and records preservation.*

- **Strategy 1:** Enhance the Library's technology infrastructure.
- **Strategy 2:** Facilitate preservation and access to digital content.
- **Strategy 3:** Support innovative teaching, learning and research.

Stakeholder Engagement

Goal: *Tailor marketing, outreach and engagement of AUC stakeholders to increase resources and services usage.*

- **Strategy 1:** Design and implement needs-based, targeted stakeholder engagement and outreach plans.
- **Strategy 2:** Measure and continuously improve engagement and outreach efforts.



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