



Atlanta University Center  
Robert W. Woodruff Library

# Library Strategic Plan

July 1, 2025-June 30, 2026



CLARK ATLANTA UNIVERSITY | MOREHOUSE COLLEGE | SPELMAN COLLEGE



## **MISSION**

The Library partners with member academic institutions\* of the AUC, providing information management, instruction and access to a variety of global information resources acquired and organized in support of teaching and learning, scholarship and cultural preservation of the Atlanta University Center.

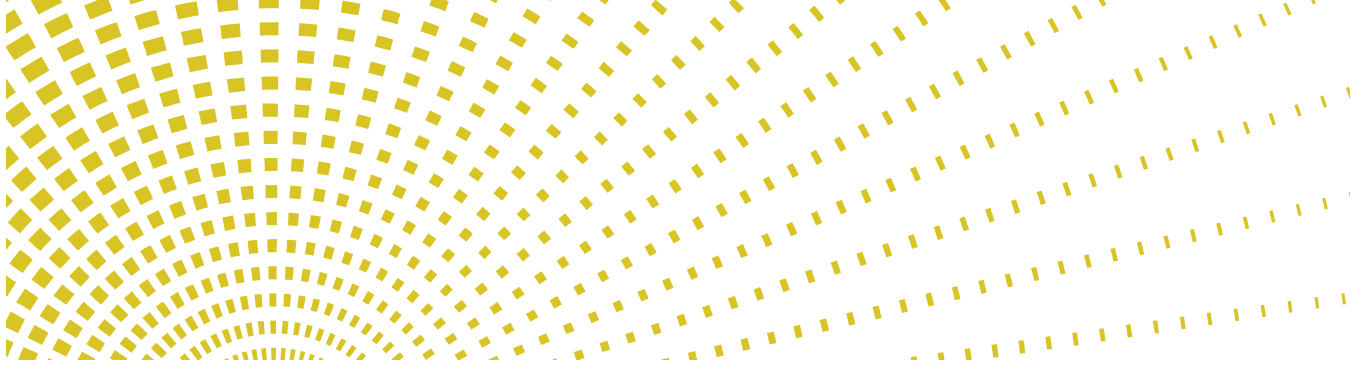
*\*Clark Atlanta University, the Interdenominational Theological Center, Morehouse College, and Spelman College.*

## **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  
*Innovation and Forward Thinking*

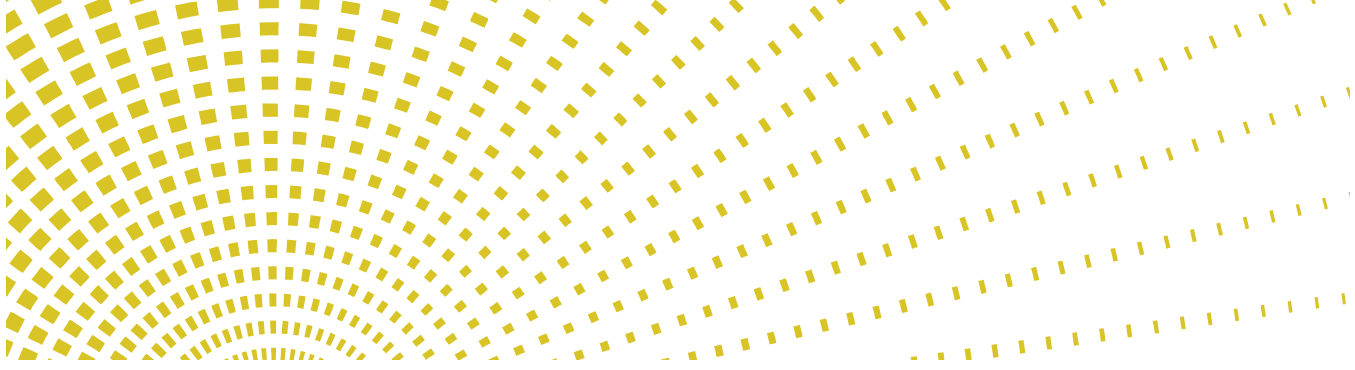


## Strategic Planning Context

In October 2024, the AUC Robert W. Woodruff Library began the process of developing a one-year strategic plan that would not only reassess and build upon key initiatives from the 2020-2024 Library Strategic Plan, but also introduce a fresh organizational framework for the future.

To help guide this effort, a Strategic Planning Steering Committee was formed early in the process, actively engaging in environmental scanning, conducting trend research, analyzing findings and participating in discussions to help define the core initiatives in the new plan. Faculty and students contributed through focus groups, with additional input gathered from one-on-one interviews.

Drawing from the analysis of data and stakeholder feedback, *Customer Service* was incorporated as “priority Area 6” and “Innovation and Forward Thinking” emerged as an additional core value in the new plan. Each priority area was aligned with a singular organizational initiative, ensuring a focused and impactful approach to fostering sustained results.



## PRIORITY AREA 1

### Governance and Organizational Leadership

#### GOAL 1

Strengthen the organizational leadership and governance of the Library to ensure long-term health, growth, and stability of the organization.

#### STRATEGY

Enhance the talent management process to include leadership continuity for key positions while reflecting best practices for staff development, retention, and well-being, supported by a culture that prioritizes holistic growth and engagement.

#### ORGANIZATIONAL INITIATIVE

*Place the right people in the right positions to meet the current and emerging needs of the AUC community by actively recruiting new talent, developing existing staff, and aligning roles with our strategic vision.*

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## PRIORITY AREA 2

### Financial Diversification

#### GOAL 2

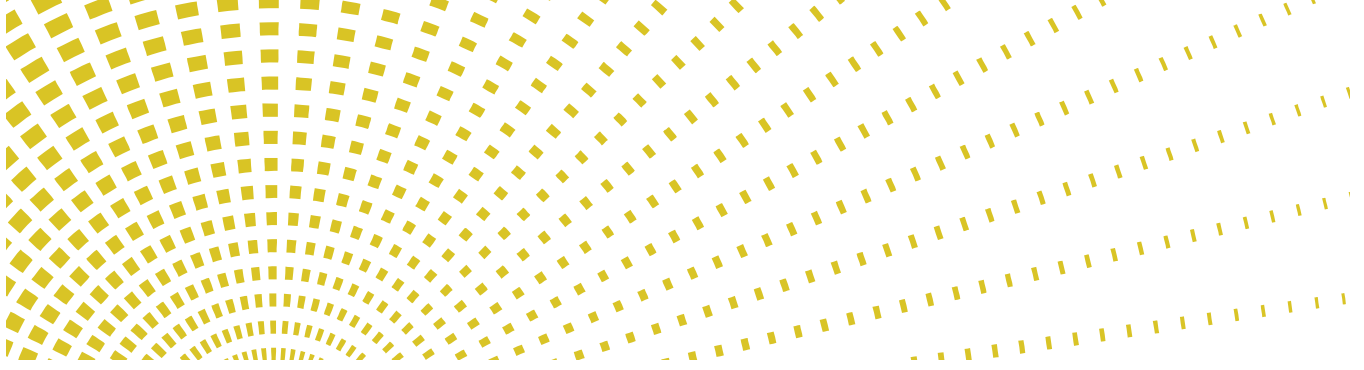
Position the Library for long-term financial stability.

#### STRATEGY

Establish opportunities for funding by Library staff, and member faculties and staff of the AUC.

#### ORGANIZATIONAL INITIATIVE

*Establish a grant development program that engages staff across the organization in program development and long-term sustainability.*



## PRIORITY AREA 3

### Strategic Partnerships

#### GOAL 3

Establish collaborative partnerships between faculty, programs, departments and Library staff that leverage expertise(s) for creation and promotion of innovative scholarly output and learning outcomes.

#### STRATEGY

Partner with member institutions to embed the library experience into student life and expand access to cutting-edge digital and physical resources, services, and spaces tailored to the diverse needs of our user communities.

#### ORGANIZATIONAL INITIATIVE

*Drive innovation and enhance access to Open Educational Resources (OERs) by establishing a department dedicated to engagement within the AUC community.*

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## PRIORITY AREA 4

### Greater Efficiencies

#### GOAL 4

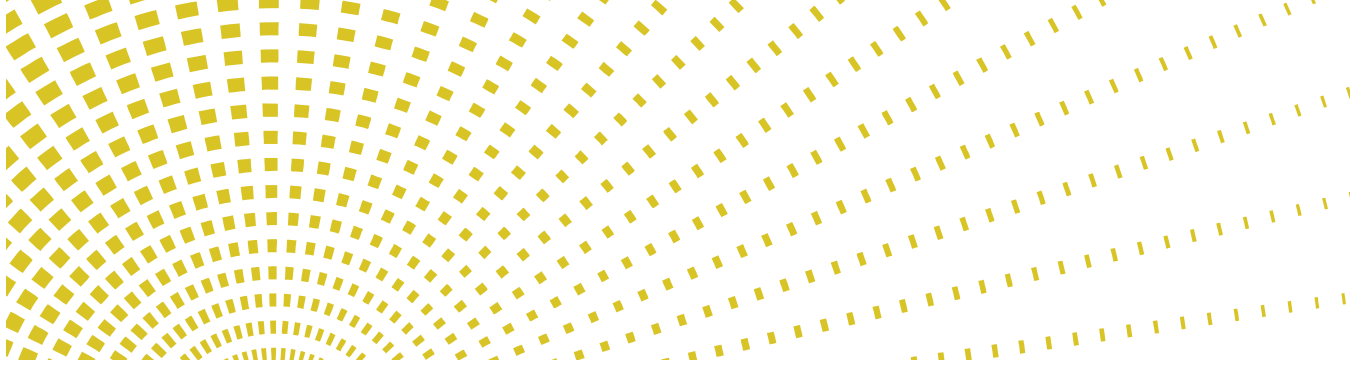
Strengthen the Library's internal structures, processes, and technical infrastructure to succeed in a dynamic higher education environment.

#### STRATEGY

Position the Library as a leader in advancing and adopting Open Access (OA) and Open Educational Resources (OERs) within the AUC.

#### ORGANIZATIONAL INITIATIVE

*Transform library services to meet the evolving landscape of higher education and the AUC community.*



## PRIORITY AREA 5

### Safety & Security

#### GOAL 5

Develop operations and services that recognize and protect the primary assets of people, collections, records, and property.

#### STRATEGY

Strengthen security protocols and resources for the physical and mental safety of the AUC students and faculty in and around the Library.

#### ORGANIZATIONAL INITIATIVE

*Equip library staff, spaces, and collections to effectively anticipate and address community concerns, creating a supportive environment that adapts to the diverse needs of students.*

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## PRIORITY AREA 6

### Customer Service

#### GOAL 6

Enhance library customer service to deliver a cohesive and seamless user experience.

#### STRATEGY

Adopt a user-centered service model that prioritizes the needs, preferences and behaviors of customers at every stage of the service design and delivery process.

#### ORGANIZATIONAL INITIATIVE

*Develop and implement a comprehensive customer service framework to continuously improve and elevate the user experience.*

## Strategic Planning Steering Committee

**Dr. Kimberley Bugg**

*CEO/Library Director*

**Tiffany Atwater Lee**

*Head of Research Services*

*Archives Research Center*

**Terrence J. Martin**

*Assistant Director*

*Research, Learning &*

*Technology Services*

**E. Miller**

*CFO/Assistant Director of*

*Operations*

**Brad Ost**

*Assistant Department Head*

*Research, Learning &*

*Technology Services*

**Theresa T. Scales**

*Controller*

*Finance*

**Dr. Kayla Siddell**

*Associate Director*

**Sara Tanner**

*Director*

*Archives Research Center*

**Monya Tomlinson**

*Reference Librarian*

*Undergraduate Student*

*Success Facilitator*

*Research, Learning &*

*Technology Services*

**Christine Wiseman**

*Assistant Director*

*Digital Services*



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