University Vision

In the spirit of innovation Bowling Green State University (BGSU) will be a national model for a premier learning community that develops, transforms, and impacts individuals and communities by shaping their futures through learning, discovery, and collaboration. BGSU will meet the educational, economic, and social challenges of our region, the State of Ohio, the nation and the world.

Mission

Bowling Green State University (BGSU) provides educational experiences inside and outside of the classroom that enhance the lives of all of our students, other stakeholders, and the many publics we serve. BGSU students are prepared for lifelong career growth, lives of engaged citizenship and leadership in a global society. Within our learning communities we build a welcoming, safe and diverse environment where creative ideas and entrepreneurial achievements can benefit others throughout our region, the State of Ohio, the nation and the world.

University Libraries Vision

Vision Statement: Preserve the Past, Honor the Present, Envision the Future

Vision: The University Libraries aspires to become the heart of learning in the BGSU community, by creating a lively gathering-place for teachers and learners, and cultivating a well-chosen collection of resources to inspire them.

University Libraries Mission

The University Libraries supports the Bowling Green State University mission by:

- advancing scholarship, critical thinking, and creativity for a diverse community of users;
- building, organizing and maintaining focused collections for academic, creative and research interests; and
- teaching users to identify, locate, assess, and effectively use a full range of information resources.
University Libraries Strategic Alignment to BGSU Goals – [Limit: one to three Pages]

**BGSU Goal 1** - Engage undergraduate students in a unique BG learning experience that fosters engaged citizenship, global leadership and career preparedness which will lead to life-long success. **[Achieved through leveraging BGSU’s tradition of high impact UG educational practices]**

- Evaluate recently redesigned librarian liaison teams and make adjustments to model in order to ensure excellent service and support for undergraduate students and faculty.
- Engage undergraduate program faculty and students in the various University Libraries and Learning Commons initiatives available to them. (e.g. scholarly publishing initiatives, textbook affordability program, digital humanities projects, etc.)
- Embed University Libraries and Learning Commons resources, services and collections in undergraduate courses, programs and online learning environments.
- Solicit feedback from undergraduate students and faculty and analyze data about their use and satisfaction with resources, services and collections.
- Identify curricular connections and provide access to relevant collections that support the undergraduate curriculum and provide point-of-need instruction to students on how to use primary and secondary resources in their research activities.
- Provide training, support and resources to populations in evolving programs such as College Credit Plus and e-Campus.
- Assess Library Instruction Program learning outcomes and form a curriculum review committee to assess semester-long undergraduate courses with a LIB prefix.
- Refine collection development policies to support the undergraduate teaching, learning and research mission of BGSU.

**BGSU Goal 2** – Link graduate programs strategically to scholarships and research pursuits – (Strategically align, support and develop graduate programs, scholarship and research pursuits).

- Engage graduate program faculty and students in the various University Libraries and Learning Commons initiatives available to them. (e.g. scholarly publishing initiatives, OhioLINK ETD workflows, digital humanities projects, etc.)
- Embed University Libraries and Learning Commons resources, services and collections in graduate courses, programs and online learning environments.
- Solicit feedback from graduate students and faculty about their satisfaction with resources, services and collections.
- Identify curricular connections and provide access to relevant collections that support the graduate curriculum and provide point-of-need instruction to students on how to use primary and secondary resources in their research activities.
- Refine collection development policies to support the graduate teaching, learning and research mission of BGSU.
BGSU Goal 3 - Expand academic, research, and public service partnerships with regional communities, the State of Ohio, and other universities; and with national and global private, nonprofit, and governmental entities. **[Achieved through demonstrating BGSU’s relevance to our region]**

- Explore options for showcasing University Libraries collections to global audiences through intentional outreach, exhibits and vendor partnerships.
- Promote the uniqueness of University Libraries collections through new initiatives designed to engage scholars directly with resources. (e.g. fellowship programs, visiting scholars, internship and volunteer opportunities.)
- Intentionally explore and pursue grant funding opportunities to promote and support resources, services and collections.
- Collaborate with libraries, universities, archives and others at the regional, local, state and national level to promote collections, resources and services, to provide access and discoverability of collections and to participate in consortial sharing activities.
- Represent BGSU’s research interests in OhioLINK and other consortial (such as IUC) activities through participation and leadership in state committees.

BGSU Goal 4 - Advance global engagement through learning, discovery and service.

- Provide online scholarly publishing tools to enhance BGSU’s global reputation and to support faculty research/scholarship activities.
- Continue to host recognized speakers as part of the “**Ordinary People: Extraordinary Stories**” lecture to challenge BGSU students, faculty and regional community members to reflect on their perspectives and life opportunities.
- Conduct website usability testing and analyze online traffic patterns to maximize the user experience and ensure discoverability of resources, services and collections.

BGSU Goal 5 - Build a campus and community that fosters, celebrates, and appreciates diversity and inclusion.

- Develop and implement the University Libraries-wide diversity plan.
- Collaborate with others to plan, promote and attend curricular and co-curricular diversity and inclusion events. (e.g. PACODI, NIOT, NCBI; special exhibits, etc.).

BGSU Goal 6 - Enhance the well-being and quality of life of BGSU students, faculty, staff, alumni and friends.

- Invest in professional development opportunities to maintain expertise, develop new skills, and foster innovation in order to meet strategic initiatives.
- Work with employees to plan activities and strategies to enhance feelings of well-being, community and positive morale.
- Plan, offer and participate in internal and external initiatives that promote resources, services and collections.
Partner with internal and external stakeholders to promote the Jerome Library as a destination place for academic support, teaching, learning and research. (e.g. SOS events, creating collaborative study spaces, 24/5 collaboration with USG, etc.)

BGSU Goal 7 - Develop a physical, organizational and financial infrastructure that ensures the short- and long-term success of the BG experience and enhances the development of the BG family. [Continuously considering ways in which we can achieve operational excellence]

- Involve departments and units in visioning activities designed to update the UL vision, mission, core values and strategic initiatives.
- Collaborate with the University Advancement office to plan and implement campaign strategies, to align donor activities to the UL Case Statement, and to plan the 50th Anniversary celebration of the Jerome Library facility.
- Collaborate with the Provost’s Office and Capital Planning to plan for renovations to the Jerome Library to enhance opportunities for teaching, learning and research at BGSU.
- Strategically develop a five-year plan for the space utilization of the Wm. T. Jerome Library facility.
- Upgrade and modernize the Jerome Library for compliance and accessibility.
- Explore public service strategies and models to reduce duplication of services and improve efficiencies.
- Advocate for sufficient staffing levels to assure success of teaching, learning and research activities at BGSU now and into the future.
- Invest in technology tools and expertise to support contemporary forms of scholarly publishing and other library initiatives. (e.g. maintaining a LITS unit within UL, digitization efforts, ScholarWorks, etc.)
- Work with the new Director of the Firelands Library to explore and develop collaborative activities to enhance efficiencies.
### University Libraries High Level SWOT Analysis

**Strengths**
- Staff who are deeply concerned about responding to patron needs and work creatively and collaboratively to do so.
- Staff who possess a wide range of skill sets to provide excellent service and resources.
- Wide range of primary and secondary resources: special collections, circulating collection, online resources, OhioLINK, digital collections.
- Wide range of services offered in UL: tutoring for classes, information research & technology projects; teaching information literacy; technology support and equipment for loan; group study rooms to reserve; a wide range of individual study spaces to choose from; entertainment and events (art exhibits, open mic night, etc.).

**Opportunities**
- Leveraging course reserves to help students keep textbook costs down.
- Collaboration with program faculty to continue to connect collections and services with the classroom curriculum (with emphasis on digital humanities).
- Digitization/publishing.
- Potential to embed library resources, services and instruction into revised programs such as BGP and new programs such as e-Campus and College Credit Plus.
- Identify additional facility/space improvements to meet user needs.
- Outreach to faculty in particular!

**Aspirations**
- To be the first resource patrons go to for and successfully find information.
- To inspire patrons with our unique content.
- To grow our relationships with faculty, students and community.
- To preserve library and university cultural heritage content.
- To collaborate with faculty and students to curate online digital collections.
- To explore and make available new cutting edge technologies for our patrons.
- To be the place patrons come to for collaboration, studying and inspiration.

**Results**
- Analysis of trends with gate counts, use counts, desk statistics.
- Data from patrons when we are not able to help them.
- Do the students who use our resources get better grades?
- Is there a higher retention rate for the students who use us versus those who do not?
- Direct feedback from patrons (students and faculty in particular).
- Pursue grant funding more aggressively and support those who are successful by providing relief from duties.

Source: [http://www.soar-strategy.com/] - SOAR: Building Strengths-Based Strategy by Jacqueline M. Stavros & Gina Hinrichs