



## **Laupus Library 2017-2022 Strategic Plan**

**Unit Mission:** Laupus Library provides leadership in access to information essential to quality health care delivery, education, and research at East Carolina University and across eastern North Carolina. We serve the Brody School of Medicine, the College of Nursing, the College of Allied Health Sciences, and the School of Dental Medicine at ECU. We also deliver library and information services to Vidant Health hospitals and other health care providers across the region.

### **Commitment 1: Maximize Student Success**

**University Goal 1.2:** We will improve retention and graduation rates. We will retain and graduate students at a rate that is consistently higher than our peer-average to achieve a five-year graduation rate that exceeds 67 percent.

**Unit Objective 1:** Provide library resources and services students need to maximize their academic success.

**Metrics:**

1. Needs assessment and satisfaction surveys of students

**University Goal 1.3:** We will be a national leader as a “best value” in undergraduate and graduate education while minimizing student debt and cultivating an institutional culture of timely graduation.

**Unit Objective 2:** Lead textbook/educational resources affordability initiatives that support student success while reducing students’ expense for course materials.

**Metrics:**

1. Potential student savings on course-adopted materials
2. The number of courses/sections that benefit from library affordability initiatives
3. The number of course-adopted materials available to students online via the ECU Libraries as part of library affordability initiatives

## **Commitment 2: Serve the Public**

**University Goal 2.5:** We will be a portal for professional development, continuing education, and lifelong learning opportunities that support the needs of our region's people and businesses.

**Unit Objective 3:** The ECU Libraries will develop and promote diverse cultural experiences, resources, and programming for lifelong learners in the university community and in the region.

### **Metrics:**

1. Number of attendees and web views for lectures, activities, community events, exhibits, and programs sponsored by the libraries or co-sponsored by the libraries with internal and external partners.
2. Number of views of Laupus items.

## **Commitment 3: Lead Regional Transformation**

**University Goal 3.1:** We will grow ECU into the third-largest research institution in the UNC system by investing in our people, tools, and facilities.

**Unit Objective 4:** We will provide collections, tools, training, and programming that enable users to create, discover, collaborate internally and externally, share, and preserve the University's research and creative activity.

### **Metrics:**

1. Number of librarian systematic review services produced for faculty and researchers related to research; number of training sessions and programs
2. Consultations provided by Professional Writing Consultant and Statistician
3. Number of sponsored awards applied for in support of community outreach and engagement efforts

## **Commitment 4: Our Responsibilities**

**University Goal 4.2:** We will launch the largest, university-wide comprehensive campaign in our history.

**Unit Objective 5:** Joyner Library will raise \$5 million in outright gifts and \$3 million in planned gifts by the end of the campaign in 2022. Laupus Library will raise \$500,000 in outright gifts and \$500,000 in planned gifts by the end of the campaign in 2022.

**Metric:**

1. Fundraising totals (by Joyner Library and Laupus Library)
2. Total funding from sponsored awards