

University of Wisconsin
Eau Claire

McIntyre Library



STRATEGIC PLAN



2024-2029

VALUES



The connection
of people to
ideas

An informed and ethical citizenry

Inclusive and
equitable
access

Innovation
and creative
thinking

Maximizing
collaboration

Excellent and welcoming service
for all

STRATEGIC DIRECTIONS

1 *Build on the library's identity as a hub for open discussion, the sharing of ideas, innovation, fun, and community.*

Challenge students to examine the ways in which they are information consumers and creators.

2

3 *Cultivate library spaces as essential destinations where all are welcome.*

Employ sustainable and enterprising practices, recognizing that critical resources — including staff, time, budget, space, and collections — are limited.

4

STRATEGIC ACTIONS

Build on the library's identity as a hub for open discussion, the sharing of ideas, innovation, fun, and community.

Explore and establish co-curricular collaborations and partnerships to increase student impact

Explore and establish collaborations that grow our digital humanities presence

Update the communications plan to better define and integrate our identity

Develop library-branded programming that brings people in conversation with each other

Protect intellectual freedom and encourage a diversity of ideas through programming and collections



Challenge students to examine the ways in which they are information consumers and creators.

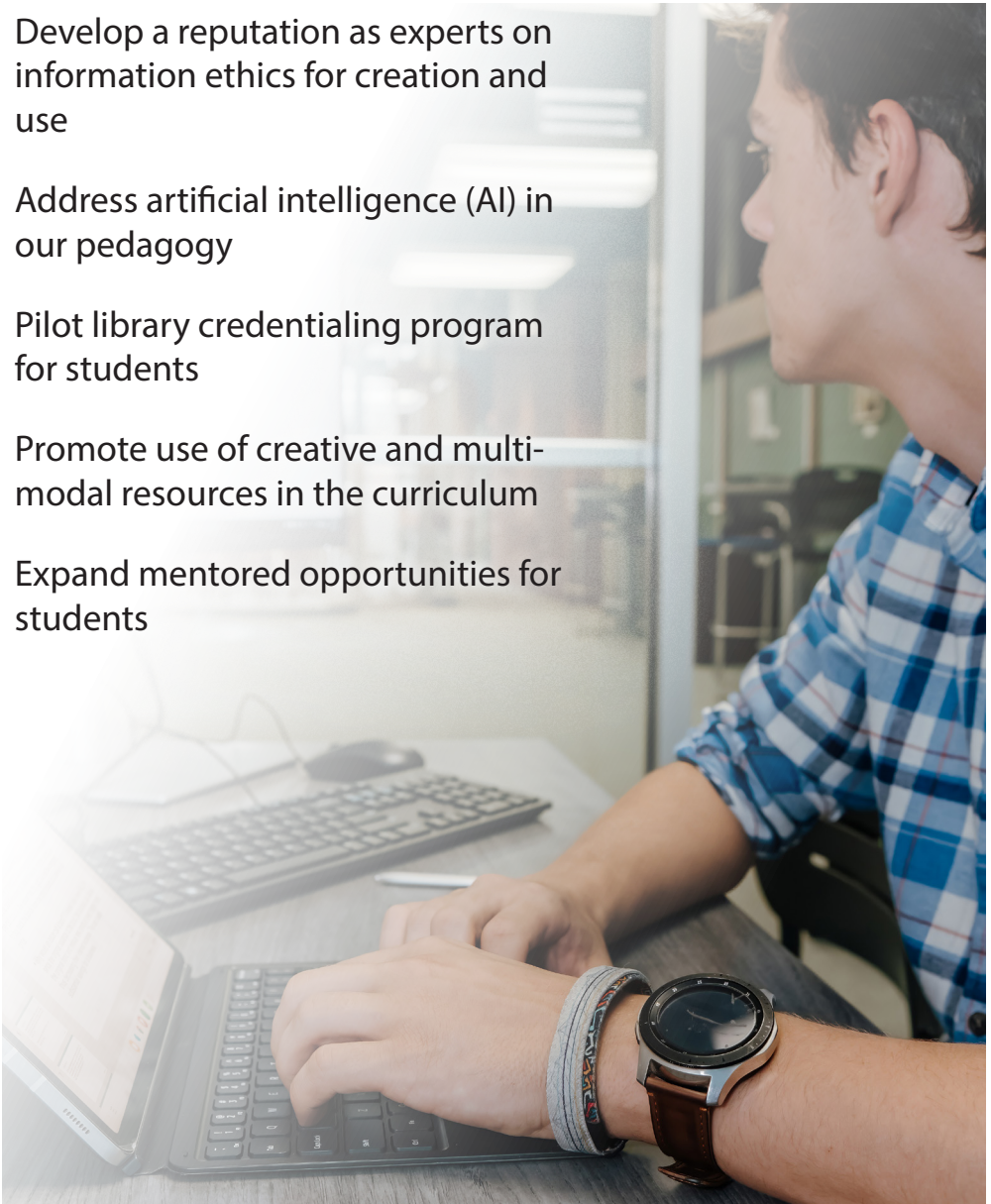
Develop a reputation as experts on information ethics for creation and use

Address artificial intelligence (AI) in our pedagogy

Pilot library credentialing program for students

Promote use of creative and multi-modal resources in the curriculum

Expand mentored opportunities for students



***Cultivate library spaces as essential destinations
where all are welcome.***



Collaborate with facilities in campus master planning for the library

Advocate for institutional support to fund and maintain library spaces

Refresh and modernize existing spaces such as the library main desk, staff areas, and the breezeway

Create distinct spaces that serve a range of students' needs and preferences

Plan and implement expansion of creative spaces

Enhance wayfinding and accessibility throughout the building

Investigate and embrace strategies to display, store and curate university art collection

Employ sustainable and enterprising practices, recognizing that critical resources — including staff, time, budget, space, and collections—are limited.

Encourage professional development and cross-training that embraces the skillset and interests of employees

Identify and pursue opportunities to improve work life balance for employees

Pursue alternative funding sources including revenue generating opportunities and grant funding

Analyze processes, products, and workflows for the opportunity to increase efficiencies and cost savings

Grow MVP program

Provide leadership for campus affordable educational resources initiatives

Prioritize curation and discoverability of collections

Investigate digitization as a service

Model and promote sustainable practices for students and campus colleagues

Identify opportunities for increased collaboration between McIntyre and Barron County campus library

PERFORMANCE INDICATORS

Strategic Direction: Build on the library's identity as a hub for open discussion, the sharing of ideas, innovation, fun, and community.

Strategic Action	Performance indicator
Explore and establish co-curricular collaborations and partnerships to increase student impact.	<ul style="list-style-type: none"> • Identify and document collaborations
Explore and establish collaborations that grow our digital humanities presence	<ul style="list-style-type: none"> • Document collaborations
Update the communications plan to better define and integrate our identity	<ul style="list-style-type: none"> • Update communication plan • Implement elements of the updated communication plan
Develop library-branded programming that brings people in conversation with each other	<ul style="list-style-type: none"> • Document number of events, attendance rates, partnerships and collaborations, variety of discussion topics held in library • Gather feedback from participants regarding impact or relevance of programming
Protect intellectual freedom and encourage a diversity of ideas through programming and collections	<ul style="list-style-type: none"> • Document efforts in furtherance of this action • Track attendance at programs and dissemination of materials

Strategic Direction: Challenge students to examine the ways in which they are information consumers and creators

Strategic Action	Performance indicator
Develop a reputation as experts on information ethics for creation and use	<ul style="list-style-type: none"> • Integrate information ethics topics into instruction, guides, and/or learning objects • Keep track of creation and dissemination of guides, handouts, online learning objects, and instruction focusing on information ethics • Faculty/staff engage in professional development on information ethics
Address artificial intelligence (AI) in our pedagogy	<ul style="list-style-type: none"> • Research, discuss, and learn about AI as a component of library instruction • Identify and track the number of instruction sessions that include AI-incorporated literacy components
Pilot library credentialing program for students	<ul style="list-style-type: none"> • Research and/or implement library credentialing program • Track numbers of students who seek credentials after program begins, report regularly
Promote use of creative and multi-modal resources in the curriculum	<ul style="list-style-type: none"> • Continue or develop new courses/assignments using makerspace or digital studio • Track acquisition and use of literary resources related to applied learning
Expand mentored opportunities for students	<ul style="list-style-type: none"> • Apply for and document Summer Research Experiences for Undergraduates (SREUs) • Develop and pilot library faculty/staff mentor program for student employees • Mentor service learning/community engagement projects

Strategic Direction: Cultivate library spaces as essential destinations where all are welcome.

Strategic Action	Performance indicator
Collaborate with facilities in campus master planning for the library	<ul style="list-style-type: none"> • Participate in planning discussions • Verify inclusion of library in planning documents
Advocate for institutional support to fund and maintain library spaces	<ul style="list-style-type: none"> • Track efforts and changes through budget/ financial reporting and from different funding streams
Refresh and modernize existing spaces, such as the main desk, staff areas, and the breezeway	<ul style="list-style-type: none"> • Collect baseline usage of breezeway and compare to post-modernization figures • Seek input on reasons/ideas to modernize areas from staff
Create distinct spaces that serve a range of students' needs and preferences	<ul style="list-style-type: none"> • Collect survey data from students on space needs • Plan or implement changes based on feedback
Plan and implement expansion of creative spaces	<ul style="list-style-type: none"> • Progress in expansion of makerspace and digital studio • Continue long term planning for creative spaces
Enhance wayfinding and accessibility throughout the building	<ul style="list-style-type: none"> • Create a wayfinding task force to conduct needs assessment and research best practices • Update wayfinding indicators in building • Ensure accessibility is considered and acted upon in any change of furniture and space • Continue to update accessibility webpage
Investigate and embrace strategies to display, store, and curate university art collection	<ul style="list-style-type: none"> • Document display, storage, and curation of collection

Strategic Direction: Employ sustainable and enterprising practices, recognizing that critical resources — including staff, time, budget, space, and collections — are limited.

Strategic Action	Performance indicator
Encourage professional development and cross-training that embraces the skillsets and interests of employees	<ul style="list-style-type: none"> • Document employee participation in professional development and cross-training • Gauge staff satisfaction with professional development or cross-training opportunities • Pilot a summer “cross-training” day
Identify and pursue opportunities to improve employee work-life balance	<ul style="list-style-type: none"> • Survey staff for opportunities we could implement • Implement identified strategies
Pursue alternative funding sources including revenue-generating opportunities and grants	<ul style="list-style-type: none"> • Create revenue-generating workshops utilizing makerspace or digital studio services • Increase grant or donor funding
Analyze processes, products, and workflows for the opportunity to increase efficiencies and cost savings	<ul style="list-style-type: none"> • Assess any staffing vacancies and modify them to meet current and future needs • Examine processes and workflows; implement efficiencies • Document cost savings resulting from analysis and resulting changes
Grow MVP program	<ul style="list-style-type: none"> • Measure change in the number of donors and funds raised • Increase grant or donor funding
Provide leadership for campus affordable educational resources initiatives	<ul style="list-style-type: none"> • Track professional development, awareness, and adoption of AER initiatives across campus
Prioritize curation and discovery of collections	<ul style="list-style-type: none"> • Track changes in usage of existing materials
Investigate digitization as a service	<ul style="list-style-type: none"> • If feasible, implement
Model and promote sustainable practices for students and campus colleagues	<ul style="list-style-type: none"> • Participate in Earth Day activities • Develop “Repair Cafe” event • Expand and promote “library of things” to encourage sharing
Identify opportunities for more collaboration between McIntyre and the UWEC-BC library	<ul style="list-style-type: none"> • Document areas of collaboration

University of Wisconsin Eau Claire

McIntyre Library

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