

**THE LIBRARY @  
MOHAWK COLLEGE**

**STRATEGIC PLAN**

**2004 – 2007**

# **THE LIBRARY @ MOHAWK STRATEGIC PLAN 2004 – 2007**

## *OUR MISSION*

Connecting you with the right information at the right time.

## *OUR VISION*

### **INNOVATION = INFORMATION DISCOVERY**

- Learning anywhere, anytime: learners can customize the information they need, how they need it, when they need it in a 24/7 environment
- Learning enhancement: the library will leverage relevant and emerging technologies in the creation of evolving service options

### **STUDENTS FIRST = STUDENT SUCCESS**

- Empowering and exciting students about the information discovery process
- Inspiring excellence through library educational programs and outreach services
- Ensuring equitable access to information and collections that support diverse learning styles and College programs

### **EXCEPTIONAL STAFF = FOUNDATION FOR SUCCESS**

- Library staff are influential leaders
- Library staff are enthusiastic and motivated
- Library staff embrace challenges and opportunities for professional and personal growth
- Library staff actively participate in collaborative and cross-functional teams to achieve library's goals

### **LIBRARY @ MOHAWK = INFORMATION DESTINATION**

- Library is an inviting and respectful place; comfortable and flexible for work and study
- Library is a learning hub and meeting place for students
- Library staff are the visible and dynamic link to information discovery

## *OUR SHARED VALUES*

Our values guide our behaviors and decisions, culminating in a culture focused on students, staff and community. The Library @ Mohawk will:

- Foster academic excellence, innovation and reasoned risk-taking;
- Embrace diversity;
- Be accountable in everything we do;
- Act with integrity and promote respect for all;
- Ensure the most effective use of available resources;
- Ensure intellectual freedom and the privacy of our users; and,
- Work collaboratively

At Mohawk, RESPECT denotes responsibility, excellence, service, people, equity, commitment and transparency.

## *6 COLLEGE CORNERSTONES FOR ACHIEVING OUR MISSION*

- 1 The College of Choice – The Champion of Students
- 2 Academic Excellence and Innovation
- 3 The Employer of Choice – Exceptional Professional Staff
- 4 Economic Growth and Prosperity
- 5 Campus Renewal and Expansion
- 6 Quality Frameworks

**The Library @ Mohawk**  
**STRATEGIC PLAN 2004-2007**

Cornerstone 1 <b>The College of Choice – The Champion of Students</b>
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At the Library @ Mohawk:

1.1 “Students First” is the foundation of our customer service philosophy:

- Develop relevant, up-to-date, organized and accessible physical and virtual resource collections that reflect and support current and new programs within the college curriculum to enable a wide variety of learning styles and preferences
- Develop a Marketing Plan for library resources and services
- Assess user needs and develop a plan to address those needs
- Assess and improve the effectiveness of library services
- Design a comprehensive, targeted Information Discovery Program to excite students about the information discovery process
- Ensure equitable access to resources for all user groups
- Work towards cross-college collaborations for information sharing and service facilitation

Cornerstone 2  
**Academic Excellence and Innovation**

The Library @ Mohawk will:

2.1 Bring the Library to the user, extend services beyond the Library's walls, ensure the library is ubiquitous, by creating a range of innovative service options emphasizing user choice:

- Develop The BRAIN as Mohawk College's Virtual Library
- Brand with The BRAIN where possible
- Grow Virtual Reference towards 24/7 service
- Develop On-line Help and Current Awareness services
- Leverage relevant new technologies
- Position the Library as an active partner with MoCoMotion, the college portal - customize the flow of information to users, bundle products and services, add value to information resources, reach out directly to the college community
- Investigate more "access over ownership" options for library collections
- Implement a Reference by Appointment service
- Incorporate information management skills into the curriculum

2.2 Renew and redefine the physical library to support student learning and excite students about the information discovery process:

- Provide proactive reference at the point of need
- Implement user friendly policies
- Develop awareness of the Library as a centre for technology – where hardware, software, vetted information and professional expertise are free and easily accessible
- Redefine the role of information services to encompass the concept of information navigator/information intermediary
- Develop programs and events for library awareness, emphasize the social and cultural as well as informational roles of the library
- Create group and collaborative study spaces within each library in recognition of changing teaching methodology
- Create options for study spaces – quiet, group, private rooms, etc.
- Become the "hub" of the college, create a synergy of place and purpose, recognize the role of the Library as a central gathering place for students to study and to engage in writing and learning
- Create and maintain an integrated learning services environment by partnering and collaborating; offer students a more coherent and integrated approach to academic support services

### 2.3 Provide leadership in the college and in the library profession:

- Be involved, proactive and responsive within the rapidly changing information and knowledge economy
- Serve as a change agent in the development, use and assessment of new learning environments, tools, strategies and curricular and pedagogical approaches to enhance the quality of learning at Mohawk College
- Create formal collaborations amongst those responsible for pedagogy, technology and information resources to move the college ahead
- Become a model and voice for student centered services

Cornerstone 3

***The Employer of Choice – Exceptional Professional Staff***

The Library @ Mohawk will:

3.1 Develop library staff for the changing workplace:

- Recognize and manage change in a positive way
- Improve communications
- Introduce teamwork as a way of doing business by working together cooperatively, by valuing diversity, and by acknowledging each other with trust and respect
- Develop an orientation process for all new staff
- Implement a simple, objective and respectful system for individual staff performance review linked to career paths, core competencies, individual and team goals, and continuous improvement by both employees and managers
- Implement a focused Training Plan
- Commit to safe and effective work spaces
- Use technology for maximum advantage
- Adopt the fun FISH! Philosophy of customer service – “Play, Make Their Day, Be There, and Choose Your Attitude”

Cornerstone 4

***Economic Growth and Prosperity***

The Library @ Mohawk has no initiatives towards this college cornerstone at this time.

Cornerstone 5  
***Campus Renewal and Expansion***

The Library @ Mohawk will:

5.1 Create exciting, welcoming and efficient physical libraries:

- Create state of the art facilities
- Create efficient, adaptable layouts and designs
- Provide comfortable, ergonomic furniture
- Update a wired classroom @ Fennell, 2<sup>nd</sup> floor
- Accommodate group and collaborative study spaces and quiet study spaces within the library
- Integrate learning services at all campuses
- Plan for adequate space for projected enrolments based on academic library standards

Cornerstone 6  
***Quality Frameworks***

The Library @ Mohawk will:

6.1 Adopt an organizational model to move the library forward:

- Develop a team based organizational model to improve communications, accountability, and adaptability of the Library to realize our strategic goals
- Embrace and fully implement the concept of “One Library” across campuses
- Close the gap on the 2000-2004 Strategic Directions
- Move to function rather than location based responsibilities
- Develop service standards for each campus library
- Commit to the strategic planning process

6.2 Commit to a culture of continuous improvement

6.3 Expand and develop collaborative partnerships and key strategic alliances:

- Inside the college
- With other libraries
- With vendors
- In the community

And

- Develop and implement means to monitor the effectiveness of core partnerships
- Partner within the college to address increasing ESL needs