

Maureen and Mike

Mansfield Library

UNIVERSITY OF MONTANA

Mission

The Mansfield Library, the premier research library in Montana, facilitates the intellectual and creative pursuits of all members of the University of Montana community and supports their information, education and cultural development as global citizens.

Vision

As the heart of the university's intellectual pursuits, the library will be a leader in services, instruction, collections and programming; a place where lives are enriched and transformed; and a catalyst for the creation of knowledge.

Values

The Mansfield Library embraces *UM 2020* values -- Leadership, Engagement, Diversity, and Sustainability. In addition to the university values, Mansfield Library also values:

Innovation - We will provide continuous improvement by committing to learning, experimentation and change, by encouraging risk-taking and creativity, and by providing the resources to be innovative.

Service - We will provide high quality service to students, faculty, staff, and the community by being responsive to their needs and by building our ability and assets to meet them.

Stewardship - We will preserve knowledge and protect the unique and rare cultural heritage contained in our collections by ensuring long-term access to them, and we will manage our resources responsibly.

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Building the Future



University of Montana Mansfield Library Strategic Plan 2014 - 2017

Goal 1 - Promote Collaboration

In support of UM 2020 Strategic Issues 1, 2, 3

- Strategy 1:** Strengthen and build relationships with campus groups
- Strategy 2:** Increase collaboration/coordination with other campus IT
- Strategy 3:** Create a Montana Academic Library Consortium/Alliance
- Strategy 4:** Explore opportunities to strengthen and develop new relationships with K-12 schools in Montana
- Strategy 5:** Strengthen and build relationships with libraries and cultural heritage institutions regionally, nationally and internationally

Goal 2 - Tell the Library's Story

In support of UM 2020 Strategic Issues 1, 2, 3, 4

- Strategy 1:** Develop and implement an ongoing marketing plan
- Strategy 2:** Enhance Web presence
- Strategy 3:** Expand outreach, programming and exhibits
- Strategy 4:** Develop an advocacy plan

Goal 3 - Enable Knowledge Creation

In support of UM 2020 Strategic Issues 2, 3, 4

- Strategy 1:** Expand digital curation activities and strategies
- Strategy 2:** Expand resources for and connections with e-learning and e-research
- Strategy 3:** Strengthen and grow information literacy initiatives and practices

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Goal 3 - cont.

- Strategy 4:** Innovate reference and user services
- Strategy 5:** Enhance discovery, use and preservation of unique, rare and hidden materials
- Strategy 6:** Develop and enhance collections which document the region, its people and its environment

Goal 4 - Develop Deliberate Physical and Virtual Places

In support of UM 2020 Strategic Issues 1, 4

- Strategy 1:** Create a dynamic online learning environment
- Strategy 2:** Solidify a library presence for Missoula College and Bitterroot College campuses
- Strategy 3:** Create an environment in Mansfield Library that is beautiful, inviting and comfortable
- Strategy 4:** Integrate the Learning Commons

Goal 5 - Build Organizational Capabilities

In support of UM 2020 Strategic Issues 1, 4, 5

- Strategy 1:** Improve the organizational structure
- Strategy 2:** Grow new knowledge and skill sets
- Strategy 3:** Create a user-centered culture
- Strategy 4:** Establish predictable funding for the library in accordance with University standards or practices