



UNC
GREENSBORO
University Libraries

STRATEGIC PLAN

2026–2028

The UNCG Strategic Plan, *Forward Together*, was released in early 2025. It contains three pillars:

1. Ensure success and upward mobility for students from all backgrounds
2. Enhance research excellence and creative activity to support discovery and societal impact
3. Achieve operational excellence and responsible stewardship to support our mission

Guided by this institutional vision, the University Libraries has developed a complementary strategic plan aligned with these priorities. A representative working group, comprised of members from each library department, led the planning process. The group engaged departments through structured brainstorming sessions and feedback forums to ensure broad input and shared ownership of the final plan. This plan is intended to guide the University Libraries' priorities from 2026 until 2028, when the \$98 million Jackson Library renovation is completed. Each of the four goals is tied to one of the University's strategic plan pillars, indicated by number beside each goal.



PROPOSED STRATEGIC PLANNING GOALS

1

Explore opportunities for streamlining, improving, and building services in response to developments across campus. (UNCG Strategic goals 1 and 2)

- a. Increase visibility of the Digital Media Commons (DMC) through the renovation
- b. Investigate opportunities for collaboration with Tannenbaum Center and Student Educator Learning Factory (SELF) Design Studio
- c. Investigate opportunities for collaboration on campus student retention efforts
- d. Explore new ways to support online education
- e. Explore opportunities for supporting public history and community engagement
- f. Support graduate education by building an environment where graduate students completing a library field experience (internship, practicum, independent study, etc.) have opportunities to engage in professional development and learn about the library's overall operations beyond their specific project



2

Strengthen the University Libraries' organizational capacity and ensure continuity of service through intentional staff development, cross-training, and succession planning initiatives. (UNCG Strategic goal 3)

- a. Benchmark cross-training plans in other libraries
- b. Conduct a needs assessment to identify areas of greatest need for cross-departmental training and collaboration
- c. Collaborate with department heads to determine areas of greatest need for cross-training
- d. Develop a plan and guidelines for implementing cross-training in areas of greatest need
- e. Support ongoing staff development with an emphasis on expansion in areas of professional growth and library needs
- f. Advocate for sufficient staffing to support library services and strategic priorities during and after the renovations

3

Strengthen the library's external communications and fundraising efforts by developing clear messaging, building relationships with stakeholders, and increasing donor engagement. (UNCG Strategic goal 3)

- a. Advocate for an administrative assistant position to support full-time library communications and library development officer
- b. Utilize existing staff expertise while incorporating cross-department collaboration
- c. Provide training for all front-line faculty/staff in donor stewardship and storytelling
- d. Host outreach or cultivation events annually aimed at community partners, alumni, or prospective donors
- e. Explore organizational models and community engagement needs to determine if a community-based affinity group would meaningfully advance the Libraries' donor relations, visibility, and fundraising effectiveness
- f. Advocate for a full-time library development officer

4

Foster a unified, collaborative, accessible workplace culture that supports effective communication, shared responsibility, and cross-departmental engagement, ultimately improving service delivery and overall productivity. (UNCG Strategic goal 3)

- a. Utilize a central location, such as SharePoint or the University Libraries Microsoft Team, to share updates of interest to all library staff
- b. Support and collaborate with the University Libraries Staff Association and the Social Committee to enhance staff engagement and community-building
- c. Develop a culture of professional sharing across the University Libraries through organized events (like ULVLC) and informal events (such as departmental open houses)
- d. Encourage department heads to invite the dean to join one of their department meetings each year to support open communication
- e. Incorporate opportunities for feedback and discussion into All Personnel Meetings

