

# Our vision for the future

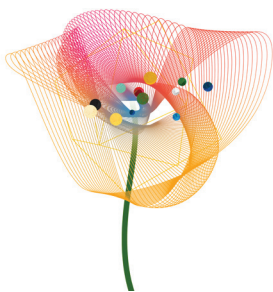
## MISSION

**We help current and future users find, evaluate, use and create knowledge to better the world.**

## VISION

**The University Library will be a leader and partner in creating and implementing ideas and services that advance research, teaching and learning.**

## STRATEGIC DIRECTIONS



### Improve how scholars access resources

*We will strategically curate, collect, share, preserve and digitize scholarly content, and develop user-centered tools that connect people with resources at any time and from anywhere.*

#### Strategies

- Optimize the usability and impact of scholarly resources through effective and collaborative curation, acquisition, licensing, preservation, discovery and accessibility.
- Create and preserve digital collections that expand use of our historic and current materials through widespread digitization and new access services.
- Equip scholars with robust, user-centered services and tools to successfully navigate the complex information landscape.
- Develop long-term solutions that address Berkeley's space and preservation needs and challenges.



### Help develop emerging areas of scholarship

*We will support new research lifecycles, champion new forms of scholarship and transform the practice of scholarly communication at UC Berkeley.*

#### Strategies

- Create and support a robust menu of services for emerging areas of research, such as data science, digital humanities and digital scholarship.
- Design, adapt and maintain a range of physical spaces to support students, including those engaged in collaborative and connected learning.
- Empower all students to develop the information fluency, digital literacy and research skills to succeed in their academic work and to enable lifelong learning.
- Champion and transform the practices of scholarly communication to increase access, reduce cost and improve dissemination of Berkeley scholarship.

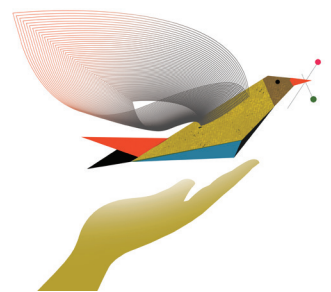


### Grow as an adaptive learning organization

*We will build and sustain a culture that enables a skilled and engaged workforce to thrive in an ever-changing environment, with an increased emphasis on assessment, efficiency and continuous improvement.*

#### Strategies

- Prepare, support, train, retain and recruit an engaged and diverse workforce, whose priorities and opportunities align with the Library's strategic directions.
- Enable the success of the Library by building a strong organizational culture based on agility, collaboration, innovation, prioritization, communication and efficiency.
- Build and sustain a library-wide program of assessment, focusing on user-centered needs to inform decisions on collections, services and operations.



### Tell our story to build community and cultivate relationships

*We will develop communications and outreach globally to improve our service delivery, strengthen our contributions to the university's mission and attract financial support to tackle our priorities.*

#### Strategies

- Communicate with the campus community and the public at large to showcase the Library's value and accomplishments.
- Better serve the public as an academic and cultural heritage institution by providing the community with a rich array of opportunities for learning, research and enrichment.
- Pursue diversified external sources of funding to support strategic initiatives, collections and core operations.