UNIVERSITY GOAL 1: Establish UMass Amherst as a destination of choice where academically accomplished, socially responsible seekers of a world-class education succeed in a research-rich, inclusive learning community.

A. Emphasize student-centered research and flexible learning in physical and digital spaces in order to position students for success in the global community.

   a. Promote and recognize student scholarship through library exhibits, awards, and programming.
   b. Include competencies for engaging with data and data visualization, systematic reviews, evaluation of information and misinformation, and generative artificial intelligence tools, open scholarship and scholarly publishing into curriculum-integrated instruction support for information and digital literacy.
   c. Expand use of digital media technologies such as AR/VR and 3D printing to provide experiential learning opportunities to the campus and community.
   d. Upgrade instructional (e.g., Calipari room, Room 1620) and study space (e.g., SEL 3rd floor, etc.) to accommodate flexible learning.
   e. Review and update the Libraries' web site and instructional tools and content to enhance discoverability, information flow, and improve end-user experience.

B. Advance social justice and social change, reduce inequalities, and contribute to quality education through collections, services, and programming.

   a. Increase visibility of and access to collections in the Robert S. Cox Special Collections and University Archives Research Center.
   b. Develop collections by, for, and about underrepresented communities, such as the W. E. B. Du Bois papers, and ensure their availability and accessibility to the broadest possible audience through innovative learning tools, visual displays, videos, events, workshops, and curriculum development.
   c. Develop a plan to increase access and affordability of curriculum materials through the adoption, creation, curation, and dissemination of open educational resources (OER) and increased support and education surrounding interlibrary loan, online reserves, and other low or no-cost content delivery.
   d. Expand curriculum-integrated instruction of social justice related collections in areas including Native American and Indigenous Studies and other disciplines.

C. Enhance discoverability and ease of access to information.

   a. Democratize access to distinctive collections through digitization, data repositories, exhibits, public events, and cross-institutional collaboration.
   b. Create an outreach plan and assess usage of the new institutional repository (e.g., ScholarWorks), with a focus on increasing deposits of alternative forms of scholarly communication, including data, 3D models, audio-visual materials, etc.
   c. Increase library publishing awareness, creation, use, and dissemination of locally published and hosted content.

UNIVERSITY GOAL 2: Establish UMass Amherst as a partner of choice in advancing and applying knowledge and innovation to the betterment of society.

A. Advance the research enterprise by situating the Libraries as a cornerstone of the campus-wide data, information, and scholarly communication ecosystems.

    a. Develop and assess programming and resources in support of the campus and global community in areas including scholarship, open education and open scholarship, data and data visualization, geospatial information systems and mapping, intellectual property, and systematic reviews.

    b. Develop instructional tools and content to meet new funder mandates and help researchers to make decisions about where to publish and/or share their research.

    c. Explore options for updating the 2016 Campus Open Access Policy and increasing use of it through outreach.

    d. Conduct an environmental scan to scaffold a support plan for ORCID, DOI, Research Organization Registry, and other standard unique identifiers.

    e. Collaborate with the Office of Information Technology and the Office of Research and Engagement to identify campus data infrastructure needs, including but not limited to, acquiring/licensing data sets, storage of data, use of ORCID and other persistent identifiers, creation of a data catalog, and creation of a single website to help connect people with data storage and service options available on campus.

B. Engage with campus and international partners to advance teaching, learning, scholarship, and research.

    a. Build, plan, and promote research and data expertise to fully partner with faculty by providing expertise in the areas of bibliometrics, data visualization, data management plans, systematic review, text and data mining, and GIS.

    b. Partner with Schools and Colleges to enhance Equity Action Plans through selection of open educational resources, use of course reserves, integration of JEDI collections, and provision of open educational content and library publishing.

    c. Build and strengthen global partnerships with Hokkaido University and other international partners to build capacity around skills and expertise in areas including research, data, and archives.

    d. Develop an inclusive communications plan for highlighting Libraries' expertise, services, programming, resources, and people by partnering with campus units.

UNIVERSITY GOAL 3: Establish UMass Amherst as a community of choice for students, staff, and faculty that exemplifies the power of diverse perspectives and mutual respect.

A. Promote and support a diverse, inclusive, and equitable library organization.

a. Establish a Justice, Equity, Diversity, and Inclusion (JEDI) Task Force to help analyze systems, procedures, and programming needs of the Libraries.
b. Examine policies and procedures using a JEDI lens and develop a holistic approach to staff engagement to improve a sense of inclusion and belonging.
c. Establish a speaker series to include voices from authors, artists, and scholars on topics related to advancing JEDI, data and research ethics, health and well-being, and belonging.
d. Develop a master plan for space in the Du Bois and Science & Engineering Libraries.
e. Conduct feasibility studies for inclusion of Native American & Indigenous and Latinx Community Spaces.
f. Establish the Du Bois Center and the Robert S. Cox Special Collections and University Archives Research Center as spaces where Black students, those from marginalized groups, and those engaged in social justice activism can feel welcomed, supported, and their participation encouraged.
g. Enhance co-created student spaces and events to promote good health, well-being, connection, and belonging in support of the Okanagan Charter.

B. Support initiatives that advance diversity, inclusion, and freedom of expression across the campus and global community.

a. Develop a plan for using library spaces to showcase library collections and art installations in support of diversity, equity and inclusion.
b. Develop and promote a sustainable metadata review plan for updating and repairing outdated, marginalizing, or harmful name and subject authorities that are used to describe content in the library catalog and discovery interfaces.
c. Serve as a hub for civil discourse by partnering with campus and community members on programming, events, and opportunities to engage our collections in speaker engagements on campus.
d. Showcase physical lending collections a) by authors (or featuring individuals) from marginalized communities, b) in languages other than English, c) in different formats (e.g., graphic novels).
e. Seek partnerships with traditionally marginalized communities to represent their own stories in the historical record.