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MISSION & *STRATEGIC* DIRECTIONS



Keith & Shirley Campbell Library
Glassboro, NJ



Cooper Medical School of Rowan University (CMSRU) Library
Camden, NJ



Veterinary Library at Shreiber School of Veterinary Medicine
Mullica Hill, NJ



Hope Brings Strength Health Sciences Library at Rowan-Virtua SOM
Stratford, NJ

A Message from the Associate Provost



Associate Provost, Robert Hilliker, reads to visiting Little Owls in Campbell Library's Family Study Space.

As Rowan University enters its second century of existence, we're opening a new chapter here at Rowan University Libraries (RUL): hiring new staff, offering new services, building new libraries, renovating existing ones, and acquiring new collections to meet the ever-evolving needs of our burgeoning Rowan community.

Since I became the Associate Provost in 2020, we've reorganized our leadership team and coordinated our services to better meet the high expectations of our patrons across Rowan's campuses in Glassboro, Camden, Stratford, Sewell, and now the West Campus, home to the Shreiber School of Veterinary Medicine and our newest library, which will open in Fall 2025!

Even as we grow and adapt our services and facilities to thrive in a changing world, we maintain our core library values: providing equitable access to high-quality information resources, supporting our users in making good use of those resources, and promoting and preserving the world-class research conducted right here at Rowan University.

Explore your campus library online or in-person, and find what you need!

Robert Hilliker • Associate Provost • Rowan University Libraries

MISSION

A leader in access, service, & user experience, Rowan University Libraries anticipates and fulfills the curricular, research, and clinical information needs of our community.



STRATEGIC DIRECTIONS

Know Our Why

Force Multiplier



Less; Better

Tell Our Stories

Know Our Why...

so that we focus on work that serves our core mission and vision.



Less; Better...

since focusing on core priorities over “nice to haves” will give us time and space to serve our “why.”



*Inspired by David Lankes: davidlankes.org/less-better/

Force Multiplier...

because everything we do should increase the impact of Rowan University as a whole.



Tell Our Stories...

so that everyone in our community knows how they benefit from the work that we do.



STRATEGIC GOALS



Foster a culture of self-reflection, experimentation, and growth that puts students at the center of our practice.

This goal is strongly connected with the thematic lens of "Know our why"—it is a call for us to reassess our current practices and try out new things in pursuit of better supporting our core patron cohort: our students. It also fits well with the "Force multiplier" lens, since bringing innovative approaches to our work with and for students will benefit from collaboration with other departments at Rowan and other partners in the community, such as our county colleges and high schools.

Realistically prioritize and align allocation of resources with our mission and vision.

This goal links most closely with the "Less; better" lens, reminding us that in order to experiment, we need to hit pause on other priorities—or even stop them completely. Given finite resources—time, money, people—we need to pick and choose where we are going to engage, using the "Know our why" lens as a way to filter out the less impactful and mission-oriented projects and tasks.

Identify and articulate unmet patron needs in light of practical realities across RUL with a focus on resolving inequities and promoting increased impact, and advocate for the resources to meet those needs.

This goal is the most aspirational—but it will also require us to get really down to earth to assess where we need to improve to address inequities, and what kind of resources we need to do so. As we know, we can't just demand more money and staff, we have to be specific about our needs—and the impact that filling those needs will have for our community and our patrons. To put it another way, in order to “tell our stories” we need to be clear-eyed about who our audience is and what stories we need them to hear in order to understand how our libraries operate as a “force multiplier” in every area from undergraduate education, to funded research, to patient care, to the overall well-being of our community.