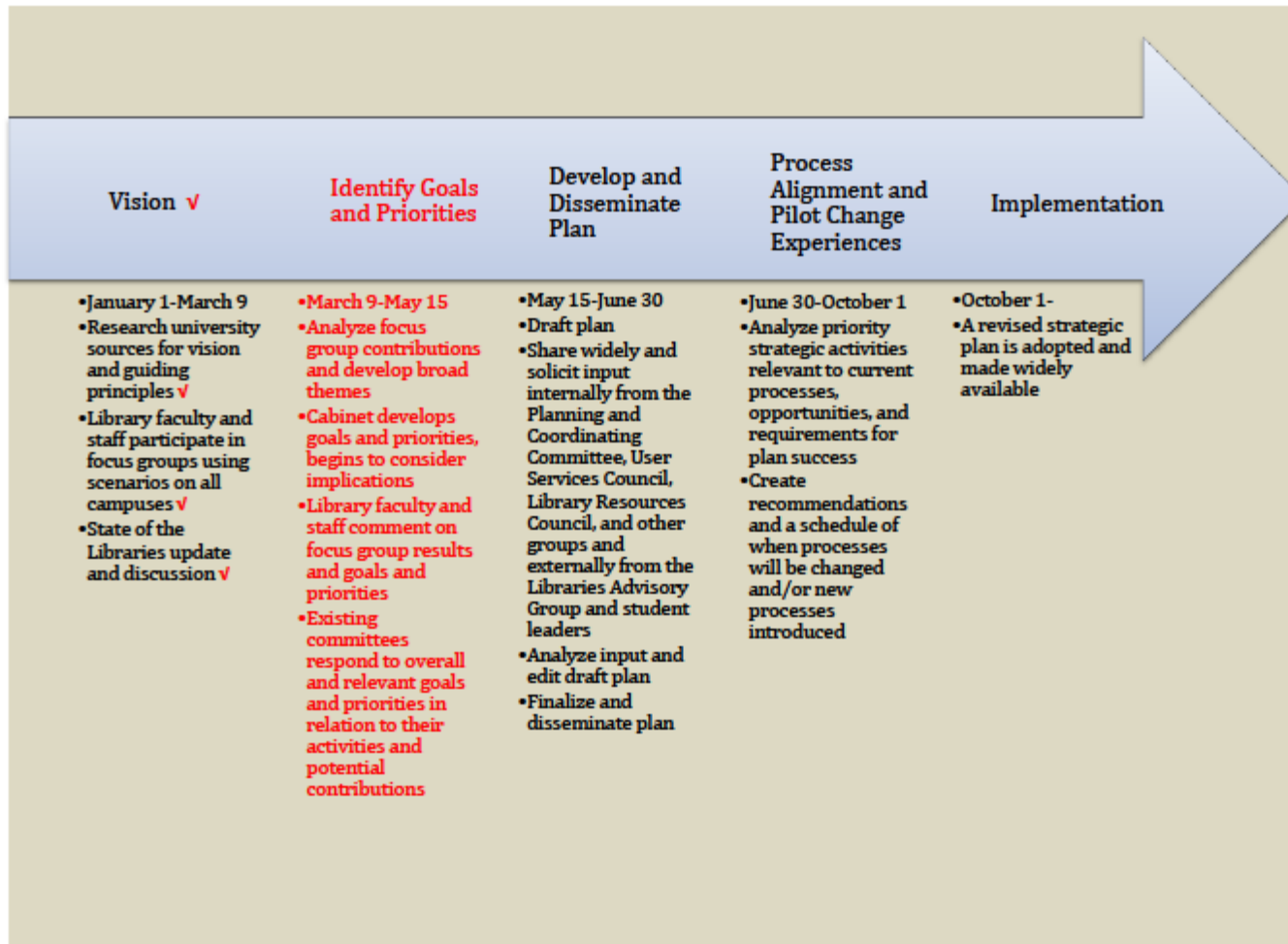


Scenarios for Contemplating the Future



April 2011

STRATEGIC PLANNING PROCESS AND TIMELINE

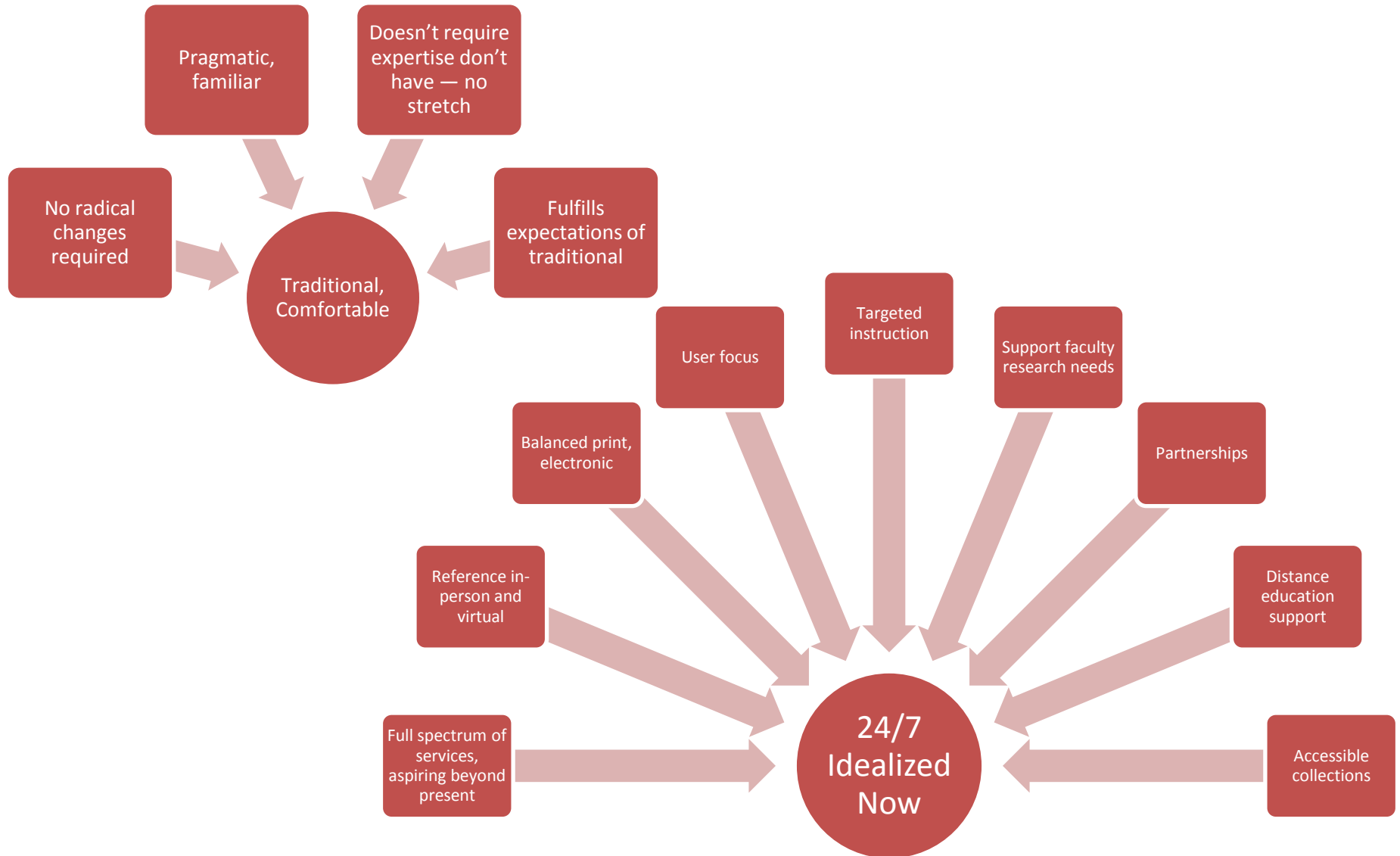


Scenarios for Contemplating the Future

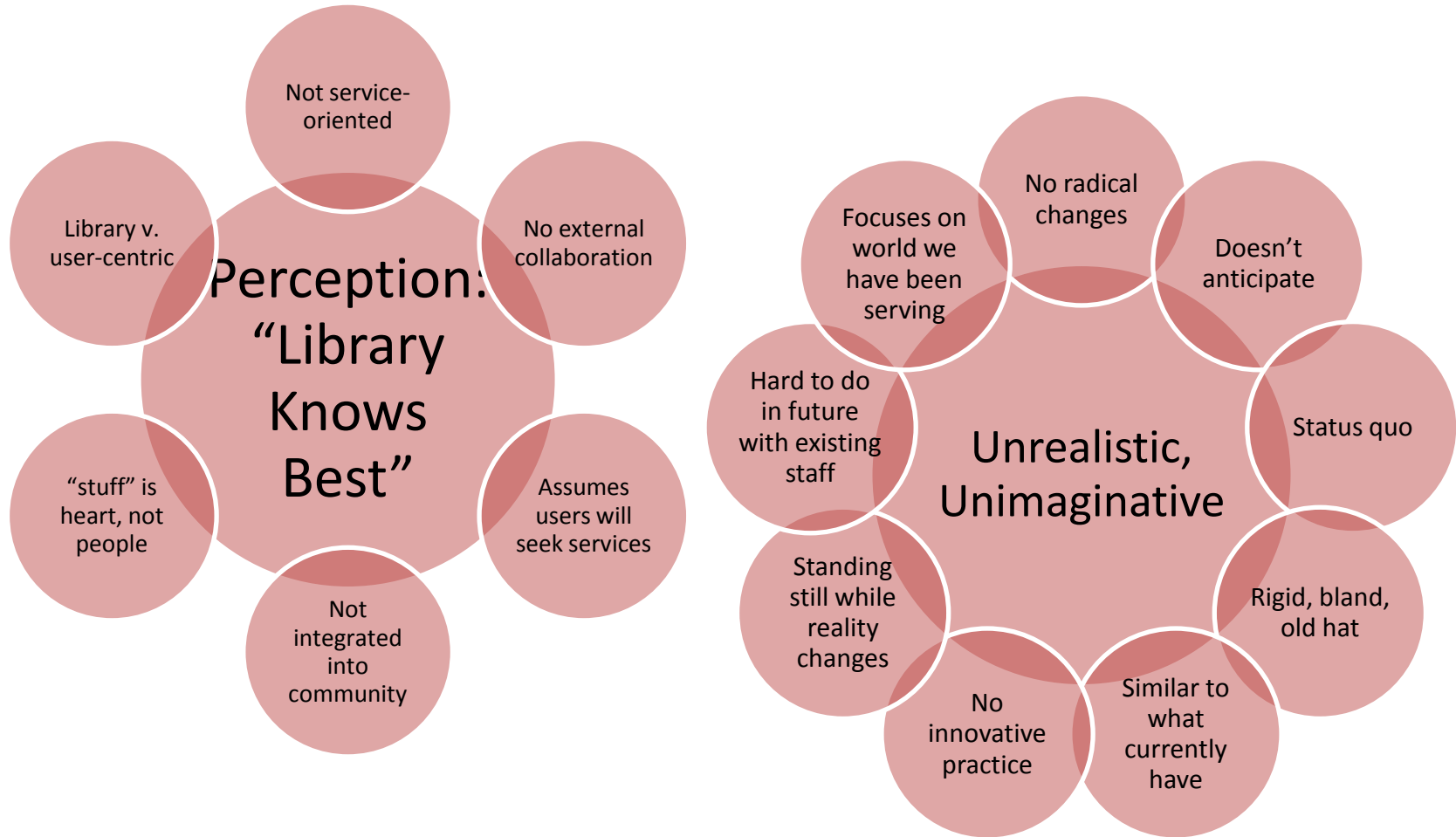
Read the scenario quickly, with a goal of getting a sense of the direction/future described, and answer the following questions:

1. On a scale from 1-10, with 10 being the most attractive, how attractive is this scenario?
2. What factors make this scenario attractive?
3. What factors make this scenario unattractive?
4. Create a title for this scenario that helps convey its promise.

Scenario 1 -- Attractive



Scenario 1 -- Unattractive



Title – Scenario 1

Possibilities

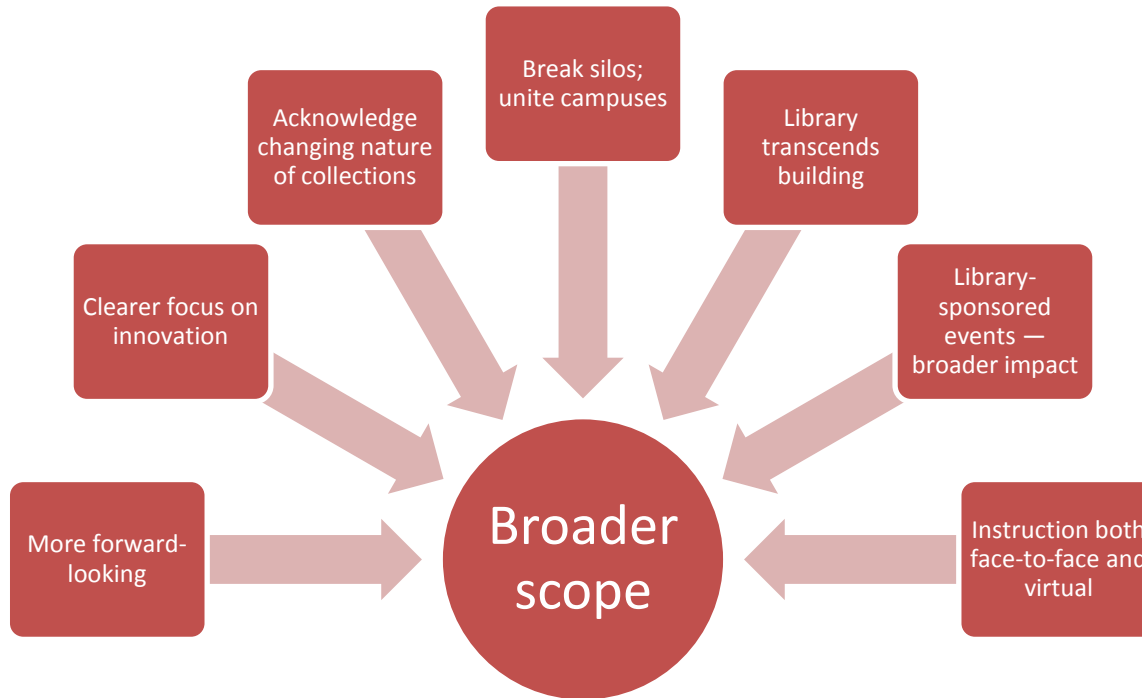
- Work in Progress
- Present is the Future
- Past meets Future
- Library Future in 20th Century
- Growth along Status Quo
- Library of Today, Libraries for Tomorrow
- Library 1.0 Beta
- Hybrid Research Library
- Status Quo ++
- Ever-evolving Library

Title – Scenario 1

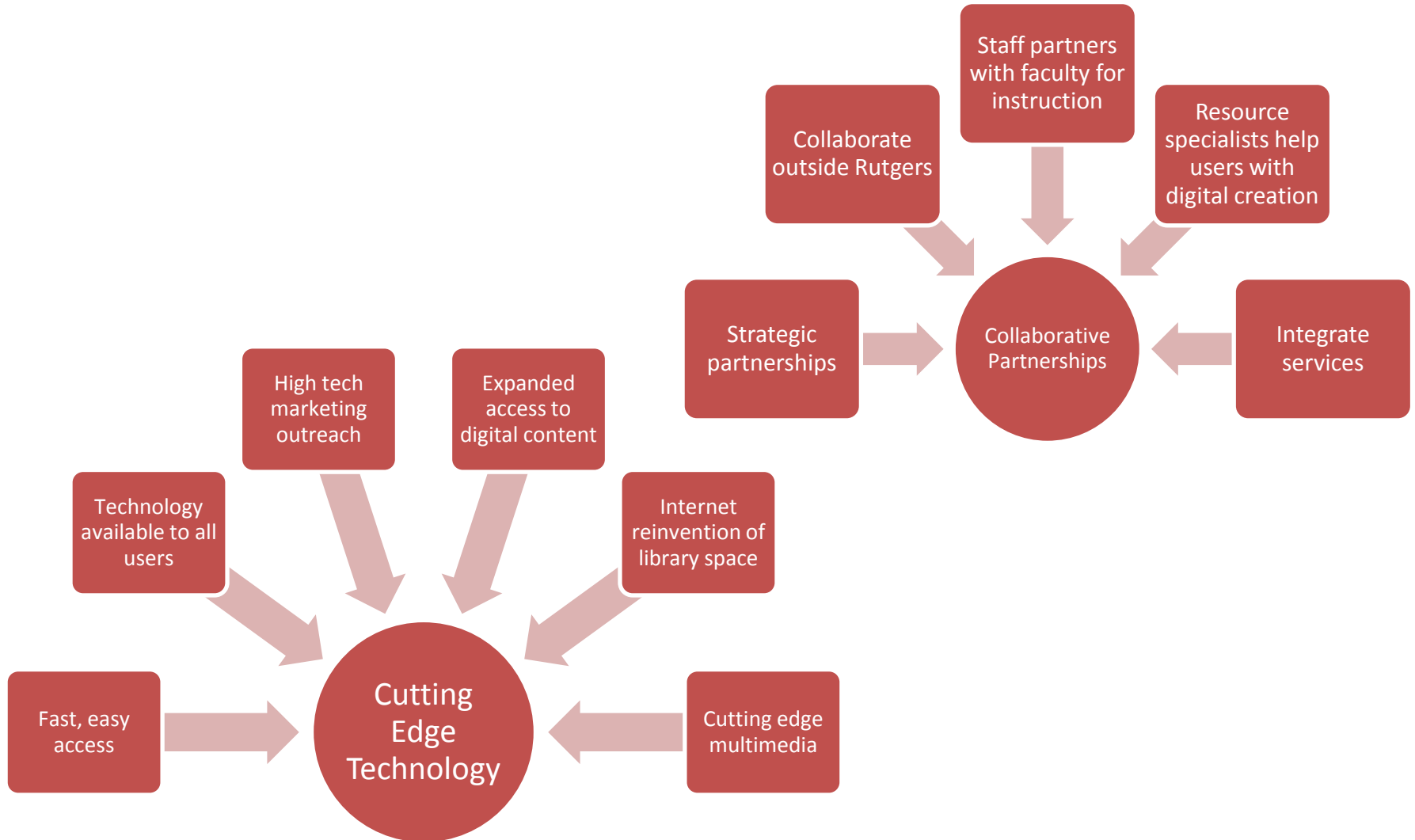
More of Same

- And That was the Beginning
- Through Static Lens
- Looking Backward
- Way We are Today Optimized
- The Way it Is
- Our Vision of Present
- Little Better than Tradition
- Too Good to be True
- New Good Old Days
- Best Pair of Shoes are Old Shoes
- Maintaining Status Quo

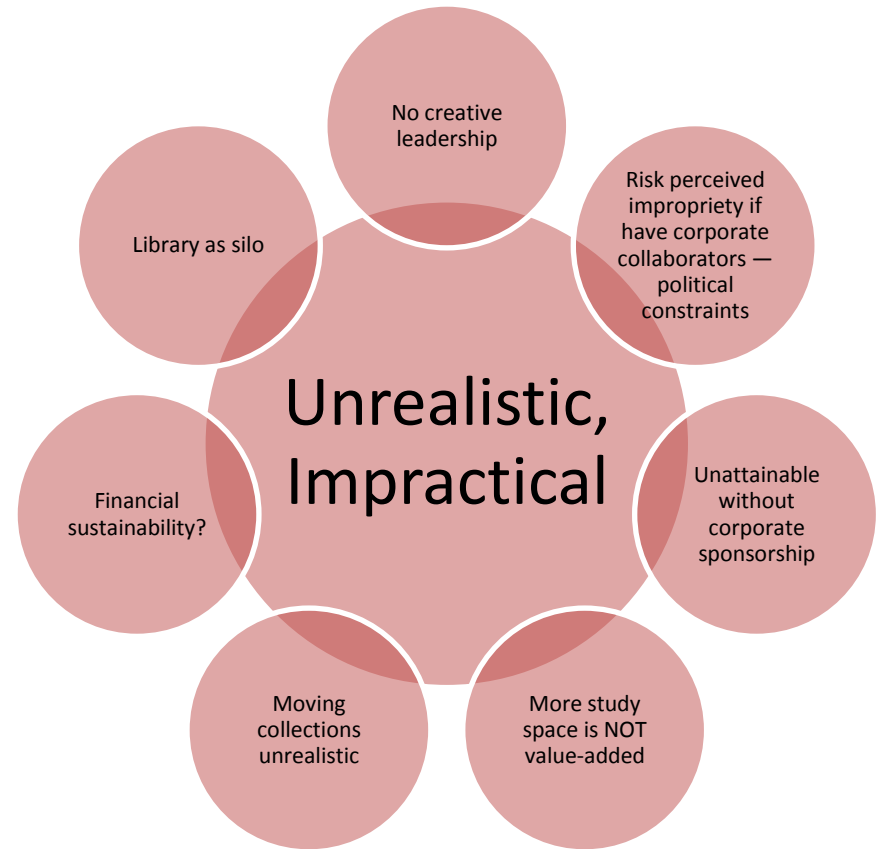
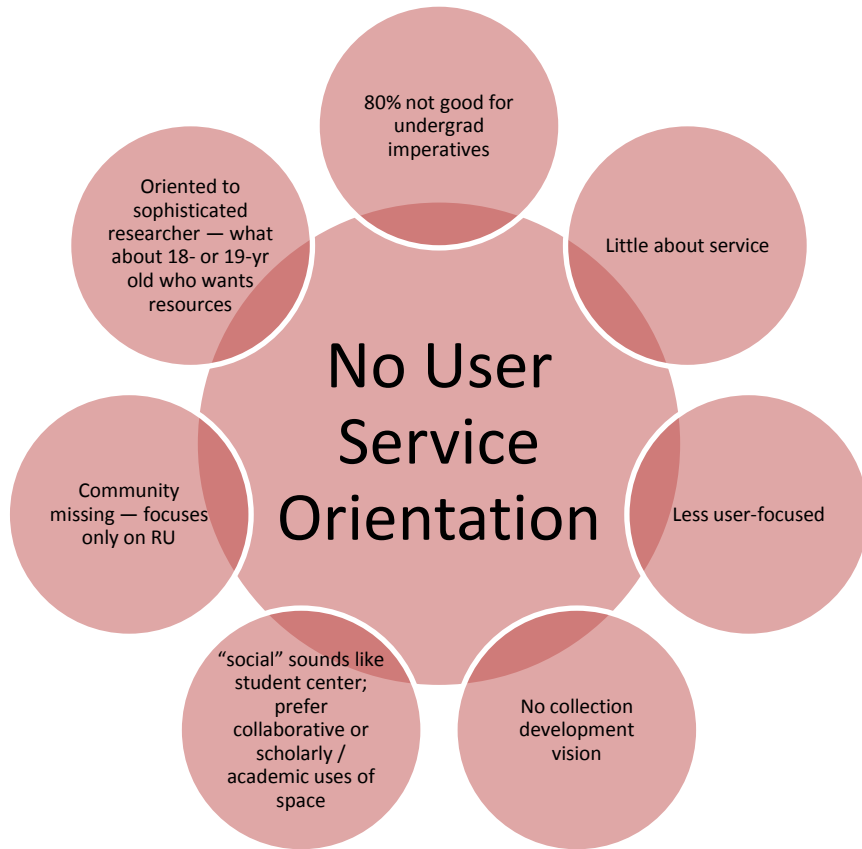
Scenario 2 -- Attractive



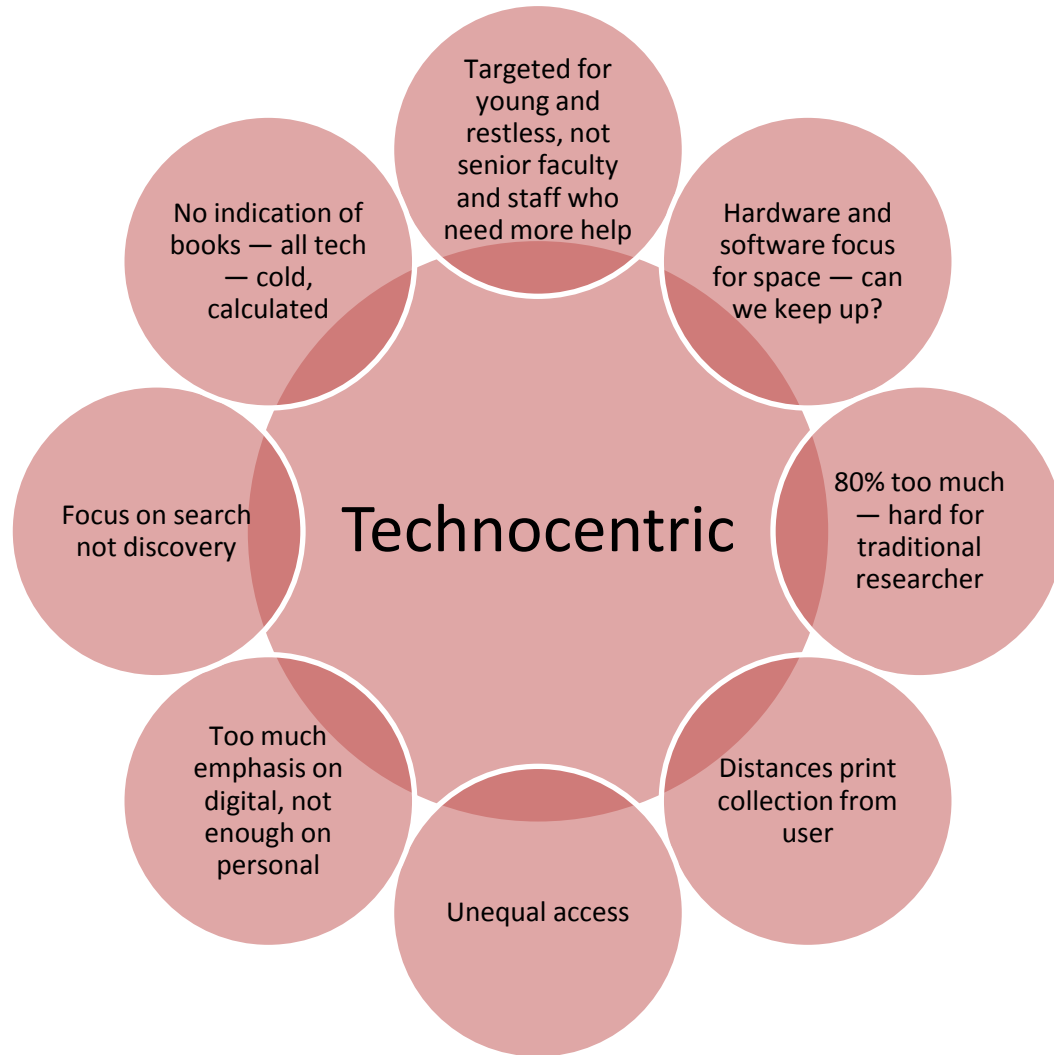
Scenario 2 – Attractive



Scenario 2 -- Unattractive



Scenario 2 -- Unattractive



Title – Scenario 2

Libraries 2.0

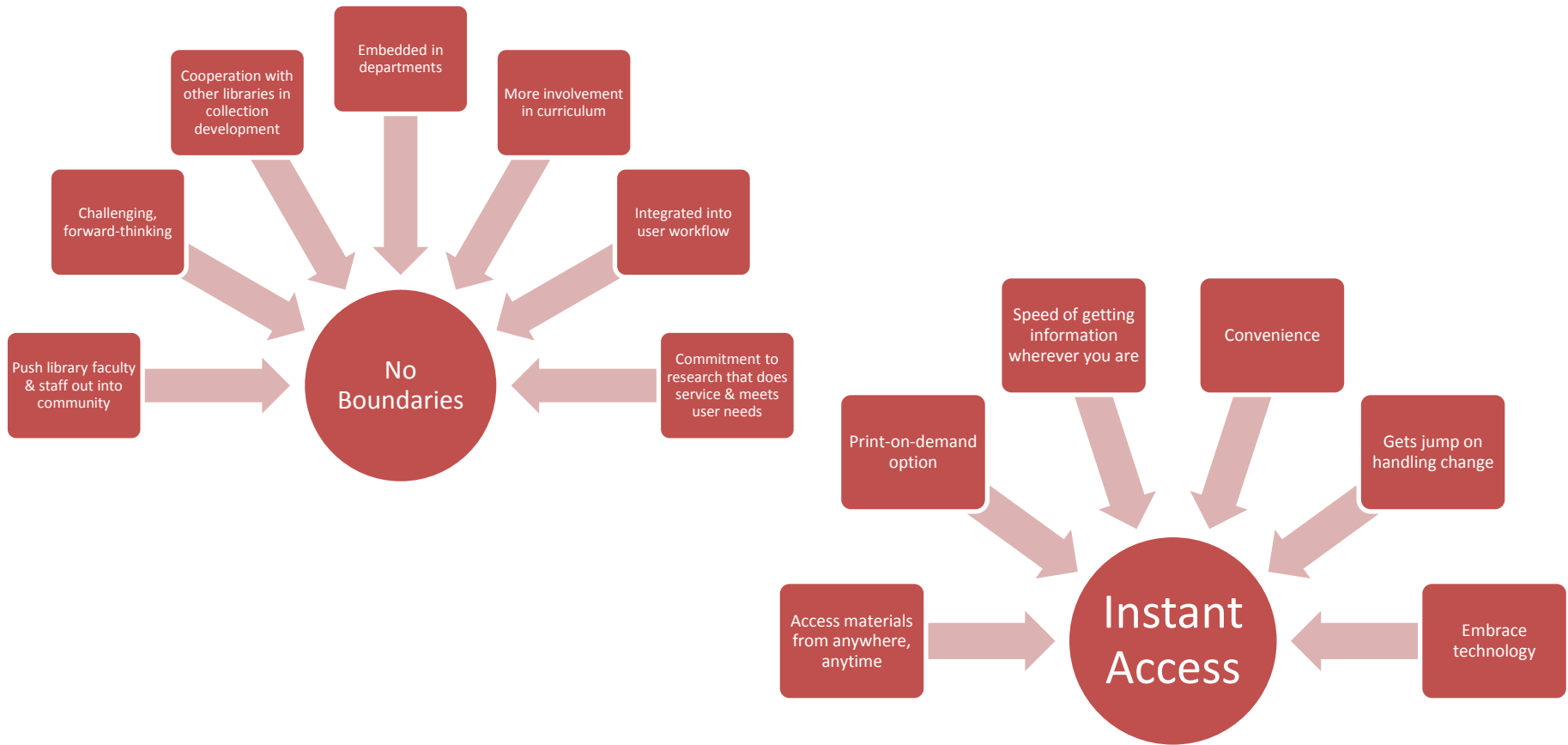
- Libraries to Go
- Library in Flux
- Wherever you go, There you are
- Come and visit us, but schedule an appointment first
- The go to Library
- Discover with the Library
- Virtual Information Library
- Heart of Jargon
- Grow to go to
- The Cutting Edge Library
- Library on Demand
- Partners in Change
- Local environment, local reach
- Discovery and Learning at the Libraries
- RUL: Discover Us
- RUL: Where we wanna be and where you wanna be too

Title – Scenario 2

The Future is Here

- The Information Kingdom
- Electronic Librarycentric
- The E-path
- Beyond the Library Walls
- Leading the Wave of the Future
- Pfizer Library
- Virtual Information Highway
- Your Digital Knowledge Shop
- Welcome to the Machine
- Digital Library
- The Metamorphosis Begins

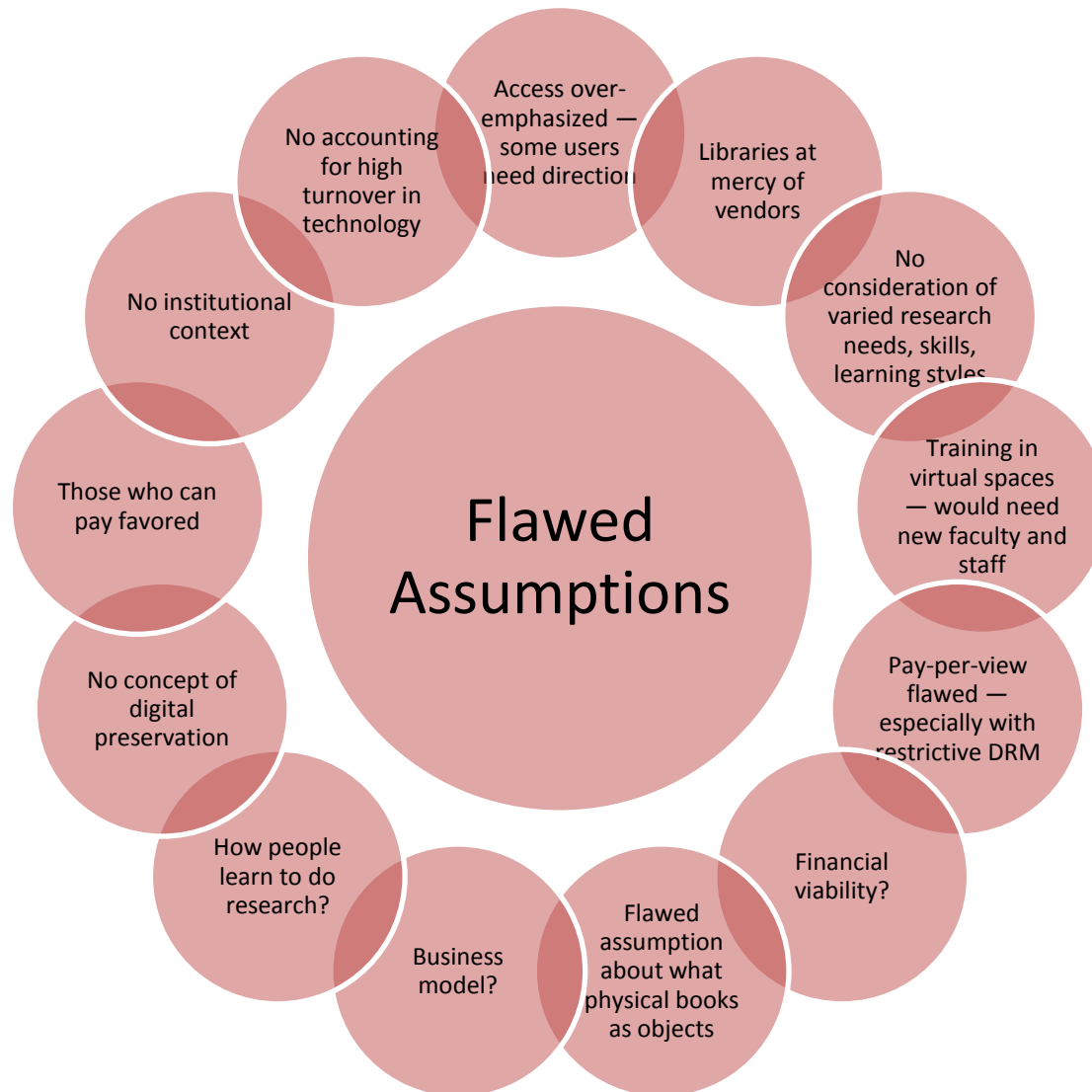
Scenario 3 -- Attractive



Scenario 3 -- Unattractive



Scenario 3 -- Unattractive



Title – Scenario 3

Cyber Library

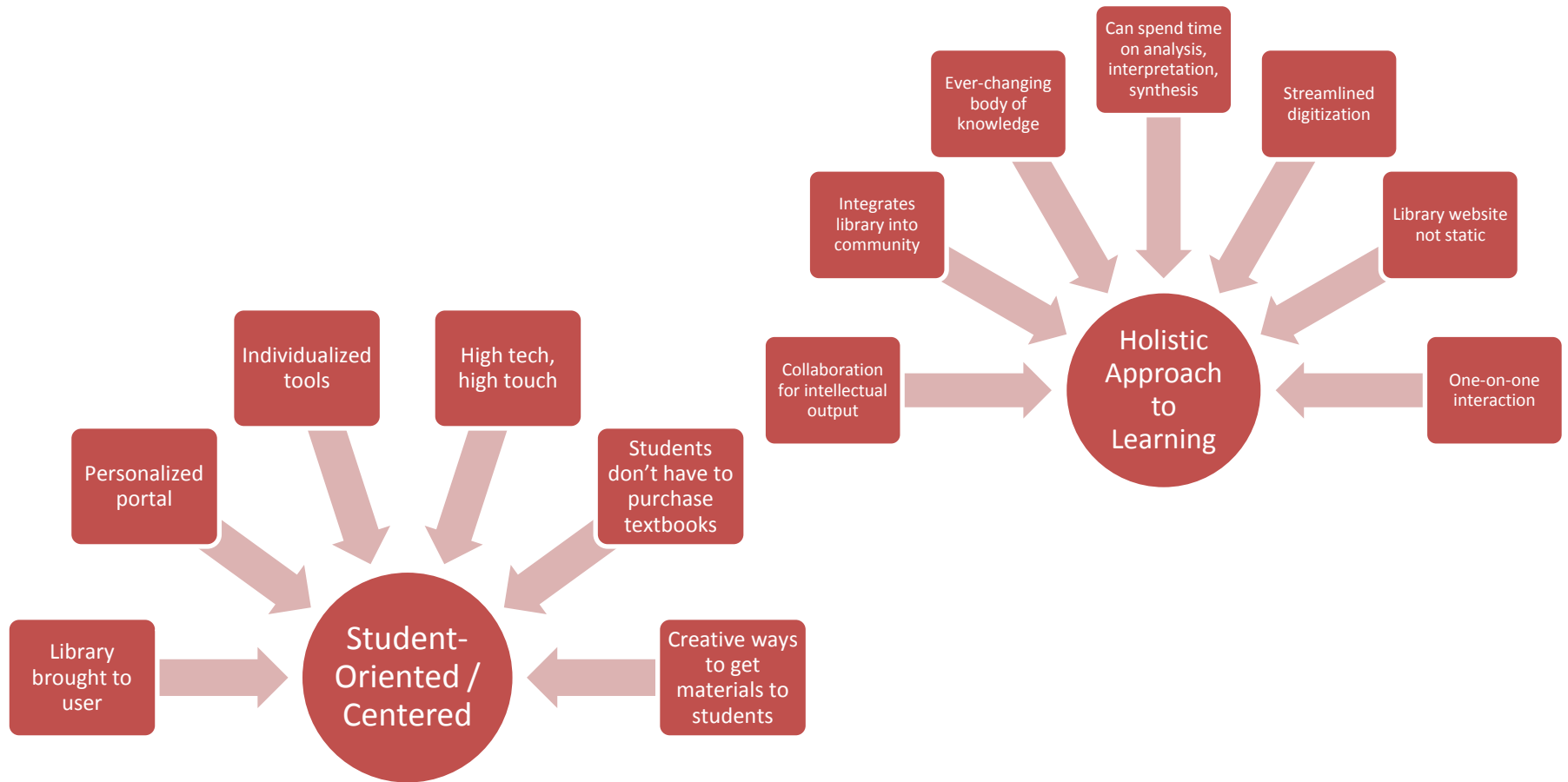
- Digital Singularity
- Robo Library
- The Digital Chill
- Press a Button Library
- From Gutenberg to Virtuemburg
- Virtual Universe
- Library of the 22nd Century
- From Flintstones to Jetsons
- Virtual information, Virtual space, Invisible RUL
- Lucy in the Sky with Data
- Inhuman Library
- Welcome to the E-World
- Post-Library Library
- The Library: if you're not tech savvy, stay out
- Rutgers 451
- Impersonally Yours Information Center
- Library Avatar

Title – Scenario 3

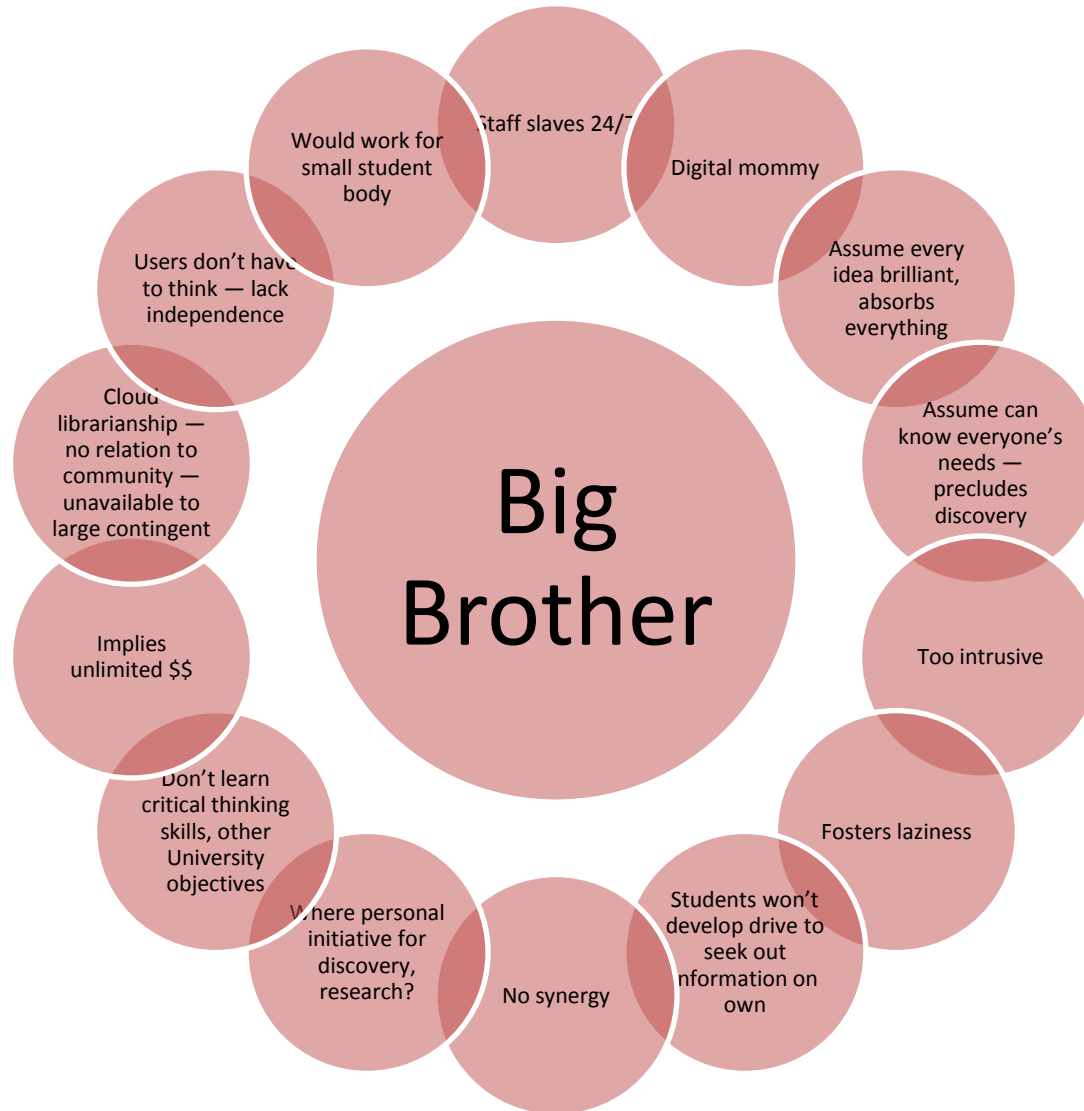
Rutgers Library has Left the Building

- Virtual Virtues: the Disembodied Library
- Virtual Reality Libraries
- Library without Walls
- The Invisible Library
- Library in your Pocket: for Better or for Worse
- Library Redefined
- Pay-per-View Library
- The Library among You
- Library RIP
- Rutgers Libraries at Your Fingertips
- RUL in Spaces
- Library in the Cloud
- Diffuse Homogeneous Library

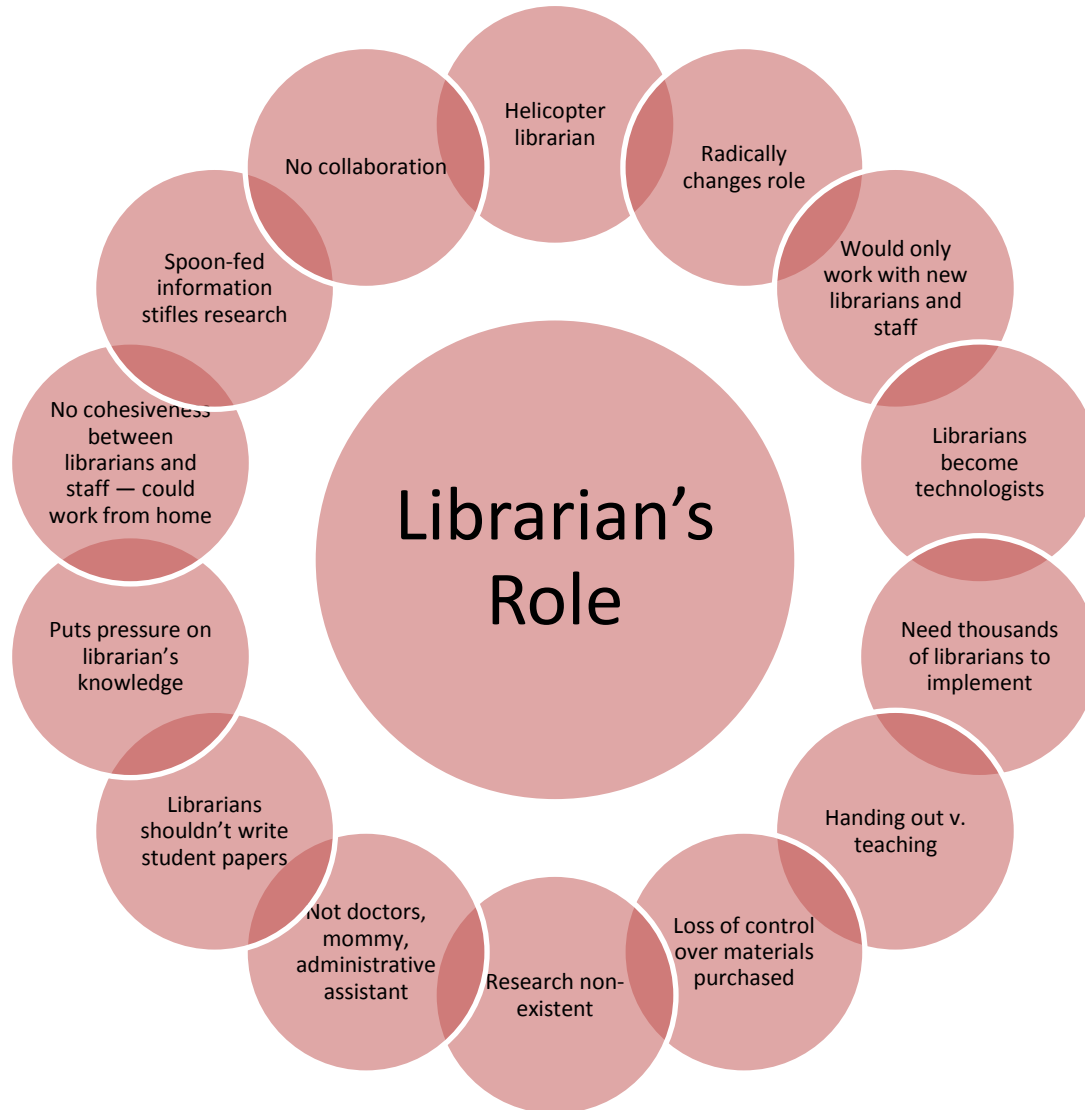
Scenario 4 -- Attractive



Scenario 4 -- Unattractive



Scenario 4 -- Unattractive



Title – Scenario 4

Mother of All Libraries (Ironic)

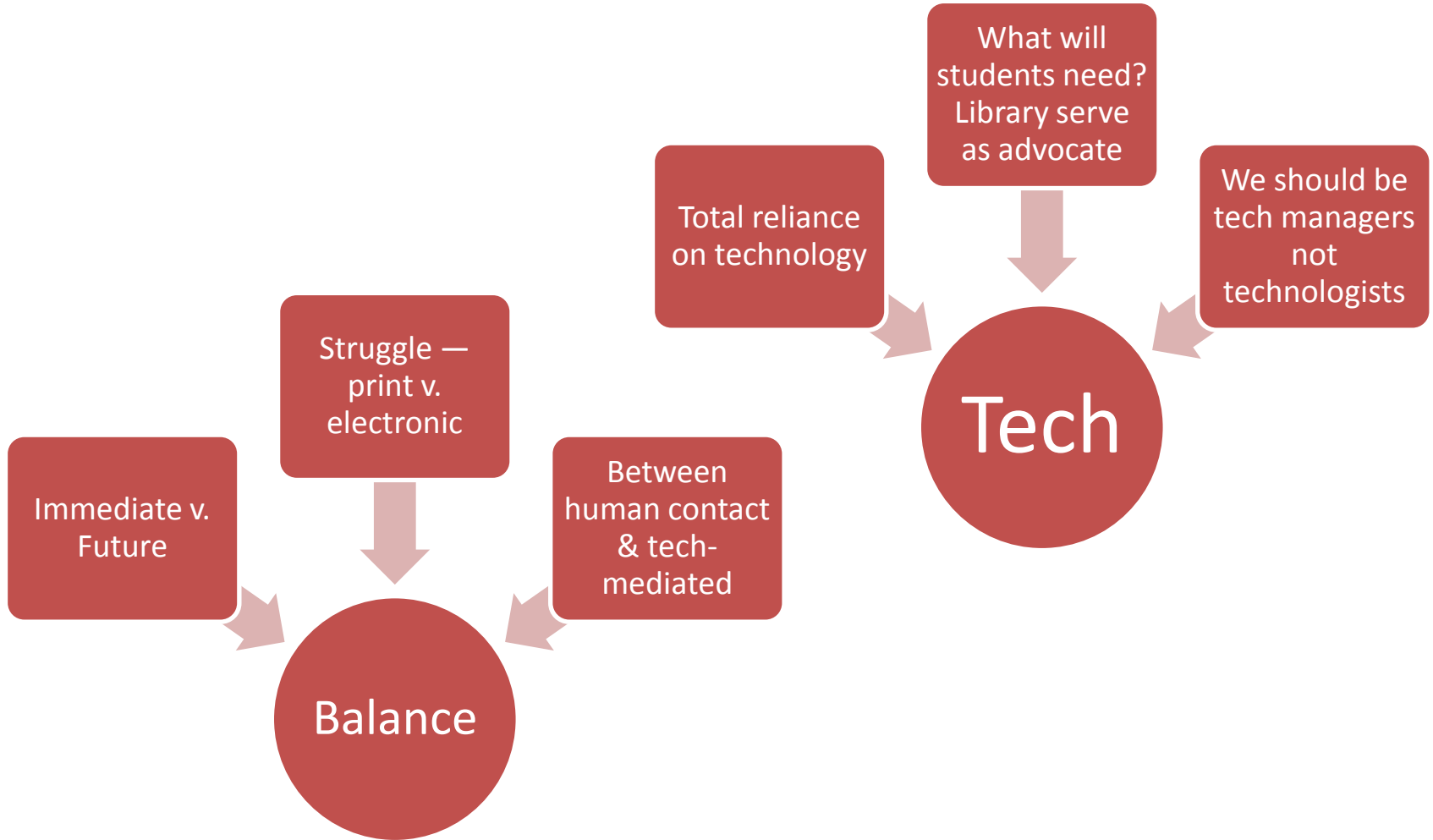
- A Nanny for your Learning
- Concierge Library
- Digital Nanny
- Adopt a Librarian & Big Brother is Watching
- Smothered by my Librarian
- Own your own Librarian
- Lazy Student's Dream
- Nightmare Library
- Caretaking library / librarian
- The Hand Maiden's Tale
- Making the Library Personal
- Library Maid Service
- Sleepless Librarian
- Librarians Lib

Title – Scenario 4

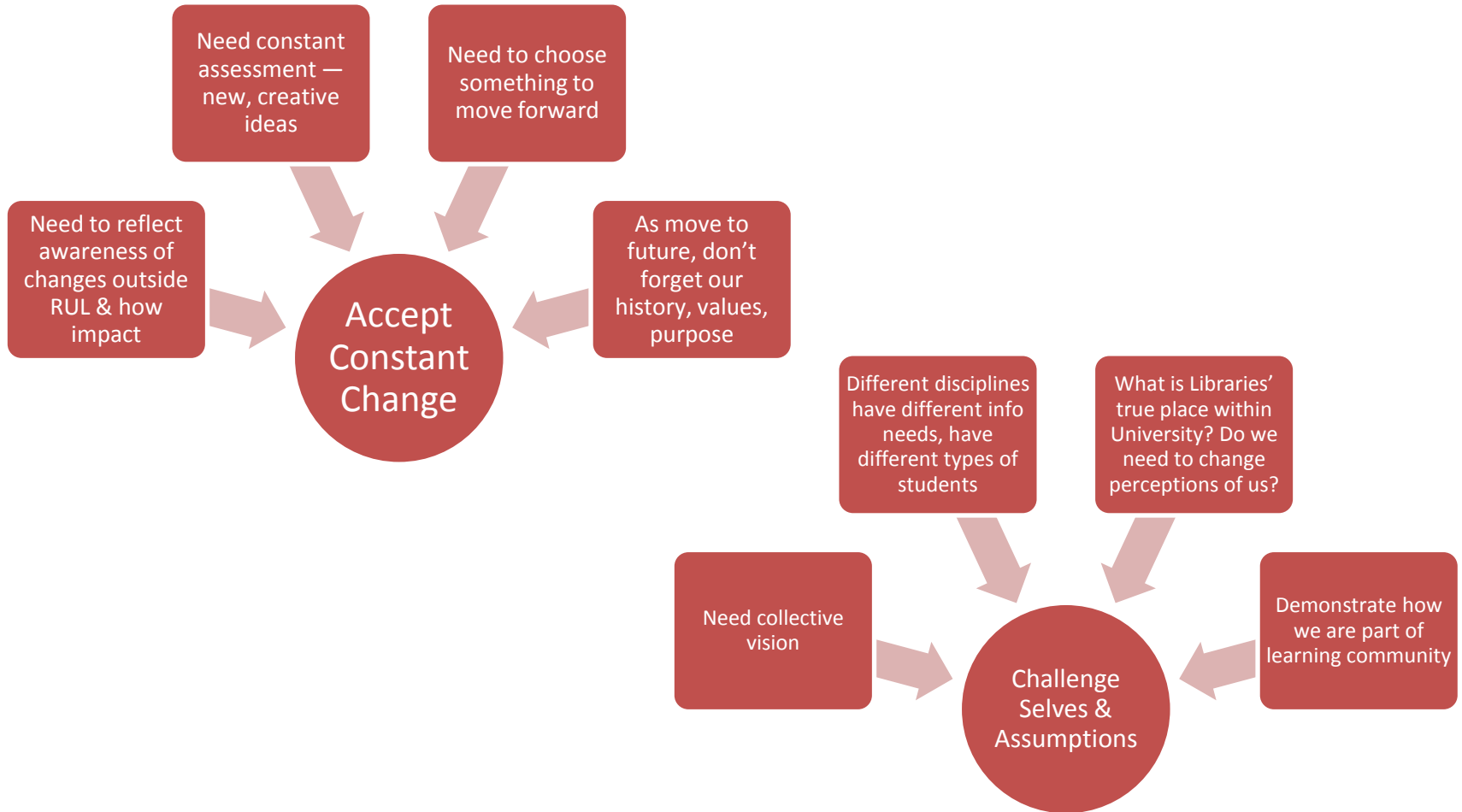
Utopian Library

- Library Just for You
- Rutgers Libraries: Service in your Face
- RUL: There for you Always
- Amazon.ru
- High tech, high touch Library
- Digital Cocoon
- Personalized Library
- Libraries My Way
- Super Librarians
- Automated Virtual Library
- eRUL
- Library-on-Demand
- Virtual lib is Everywhere; there is no escape
- Spam Library

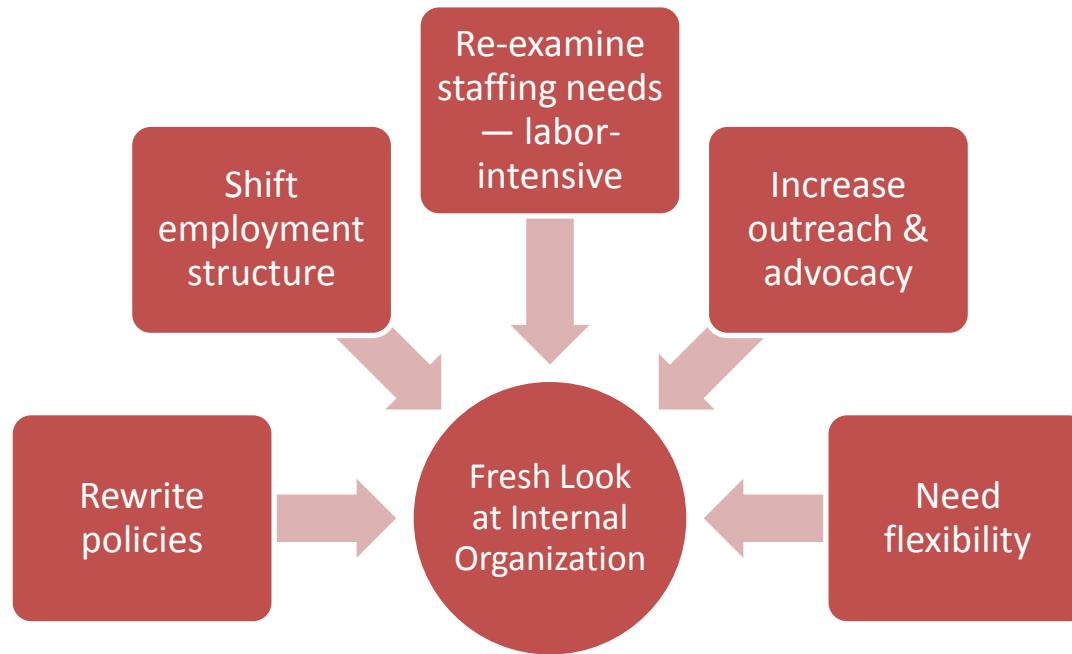
General Reflections -- 1



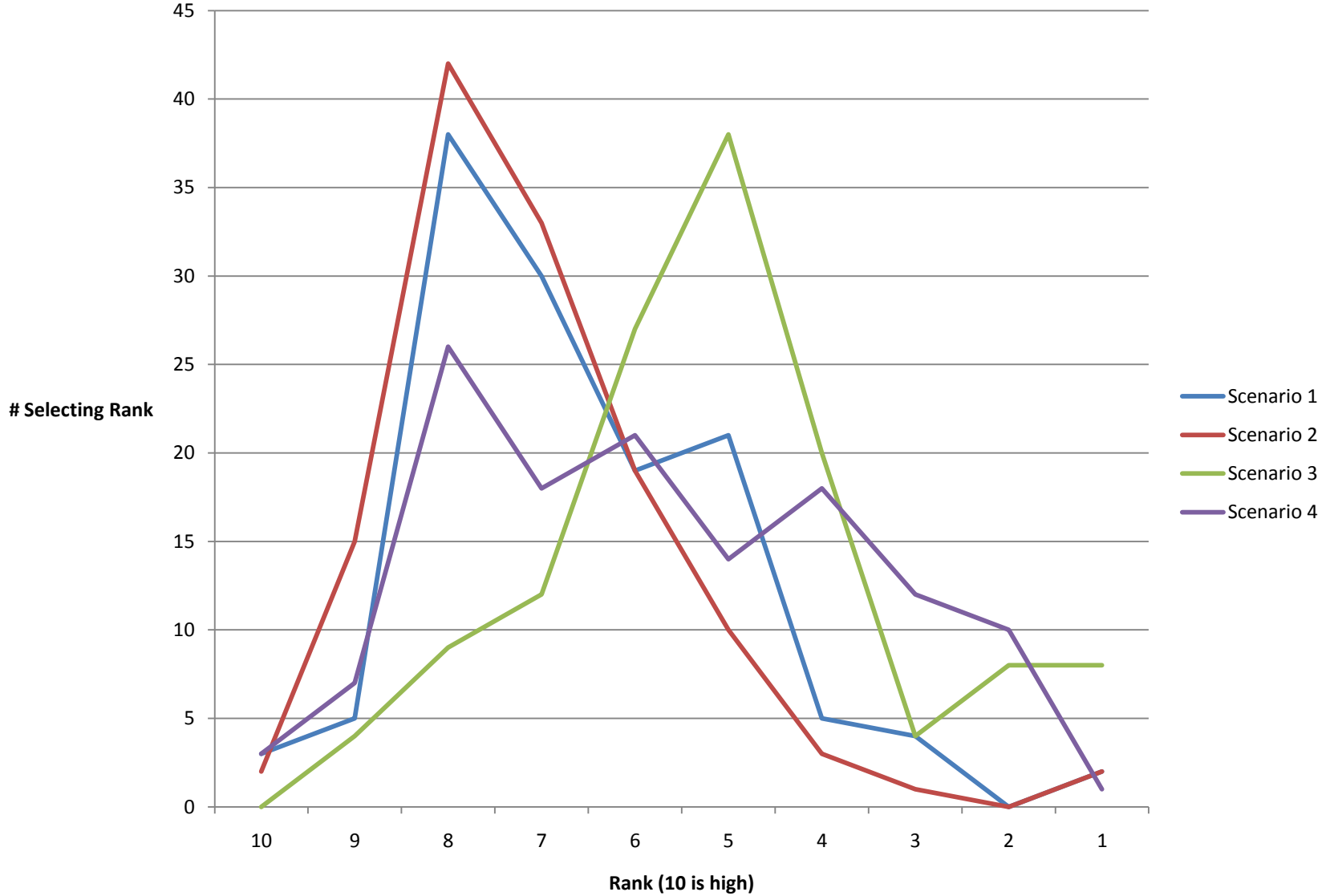
General Reflections -- 2



General Reflections -- 3



Scenario Ranking



University Goals



April 2010

Which?

- Draft University Mission and Goals, 2010-2011
- President's Five Key Ambitions
- RU Strategic Goals (established by the university president and the Board of Governors in 2004)
 - RUL Strategic Goals, 2006-2011

Which?

DRAFT UNIVERSITY MISSION AND GOALS, 2010-2011	President's Five Key Ambitions	RU Strategic Goals (established by the university president and the Board of Governors in 2004)	RUL Strategic Goals, 2006-2011
University Mission - Element 1: To Provide Access to an Outstanding Educational Experience for a diverse Student Body	1	ACADEMIC EXCELLENCE	Academic Excellence
Goal 1: To continue the improvement in student success outcomes	To enrich every student's experience of learning at a major research university from his or her first day on campus through a major transformation of undergraduate education	Strategic Goal: Improve the quality of Rutgers' academic programs, especially in areas where there are comparative advantages and opportunities.	Strategic Goal I: Improve the quality of scholarly resources and information services that support the advancement of academic excellence at Rutgers
Goal 2: To maintain Rutgers' strong racial, ethnic and social diversity while increasing its geographic diversity	2	STUDENTS AND CAMPUSES	Students and Campuses
Goal 3: To improve student selectivity while maintaining Rutgers' commitment to access for qualified students	To achieve research distinction for discoveries that address global human challenges	Strategic Goal: Enhance the effectiveness of student services, the livability of our residence halls, and the attractiveness and accessibility of our campuses.	Strategic Goal II: Enhance the effectiveness of library services for students and the development of library facilities as learning spaces
	3	SERVICE AND CONSTITUENT RELATIONS	Service and Constituency Relations
University Mission - Element 2: To Conduct World-Class Research that Advances Knowledge and Acts as an Economic Engine for the Region	To affirm our place as The State University of New Jersey by providing an outstanding education, discovering and applying new knowledge, and serving the needs of the state	Strategic Goal: Improve Rutgers' service to, and reputation among, all the relevant internal and external constituencies.	Strategic Goal III: Improve awareness of the resources, services, facilities, and support available to all of the Libraries' constituencies
Goal 1: To continue the growth in the University's Research Activities	4	RESOURCES FOR RUTGERS	Resources for Rutgers
	To enhance our campus environments, which are essential to the excellence of our university, the quality of our education, and the loyalty of our alumni	Strategic Goal: Increase Rutgers' resources to the levels of peer AAU public universities and manage those resources more strategically and efficiently.	Strategic Goal IV: Increase the Libraries' resources to the levels of peer AAU public universities and manage those resources more strategically and efficiently

University Mission

As the sole comprehensive public research university in the state's system of higher education, Rutgers, The State University of New Jersey, has the threefold mission of:

- providing for the instructional needs of New Jersey's citizens through its undergraduate, graduate, and continuing education programs;
- conducting the cutting-edge research that contributes to the medical, environmental, social and cultural well-being of the state, as well as aiding the economy and the state's businesses and industries; and
- performing public service in support of the needs of the citizens of the state and its local, county, and state governments.

STRATEGIC PLANNING PROCESS AND TIMELINE

