Enabling research, teaching, and learning through services, collections, and spaces for the faculty and students of today and tomorrow.

**Customers**
- **C1.** Improve the student experience
- **C2.** Facilitate scholarship
- **C3.** Enhance the reputation of the University

**Finance**
- **F1.** Increase the financial base
- **F2.** Provide resources and services with a high ratio of value to cost
- **F3.** Raise funds for high priority initiatives

**Internal Operations**
- **I1.** Ensure preservation of the scholarly record (C2/C3)
- **I2.** Improve ease of access to resources (C1/C2)
- **I3.** Maximize spaces for research and scholarship (C1/C2)
- **I4.** Support new models of research and scholarship (C2/C3)

**Learning & Growth**
- **L1.** Restructure and develop new models for leadership
- **L2.** Develop effective processes to carry innovation into production
- **L3.** Develop workforce to gain needed skills
- **L4.** Align Library priorities with mission and goals of UVa schools & departments

November 21, 2011 FY2011/2012