

# Ten Strategic Goals for Higher Education Engagement

1. To raise the BL's profile with postgraduate researchers to ensure our services remain relevant and used
2. To ensure a proactive approach to product & service development through trends analysis, and cultivation of key partnerships across the BL and within the HE sector
3. To improve the style and management of the Library's communications and relationships with HE to build trust with all stakeholder groups
4. To engage more deeply with Funding Councils and continue to raise BL profile with government departments to leverage strategic project funding
5. To deepen our relationship with Research Councils to develop content, increase access & generate funding for all disciplines
6. To engage with university librarians in their roles as customers, partners &/or influencers to increase the number and range of productive relationships.
7. To develop a more productive partnership with JISC to secure joint funding to meet HE needs by addressing BL-HE content & infrastructure priorities
8. To cultivate relationships with Vice-Chancellors and Pro-Vice-Chancellors as high-level allies and through strategic single issue initiatives which show value to universities
9. To raise the profile and promote the use of BL business services by HE focusing on the Knowledge Transfer community
10. To work closely with the RIN as observer and commentator on researcher needs and in identifying gaps in the existing UK research information infrastructure