LibraryLinkNJ
THE NEW JERSEY LIBRARY COOPERATIVE

Strategic Plan
FY15 – FY17

Moving Forward Together

LibraryLinkNJ – The New Jersey Library Cooperative
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Plan with Proposed FY2016 Strategic Initiatives

Approved by the Executive Board at their meeting on April 16, 2015

Approved by the Membership at the Membership Meeting on May 18, 2015

Jane Crocker, Executive Board President

Cheryl O'Connor, Executive Director

In August 2015, the State Librarian Mary Chute approved retaining the Goals and Objectives of the FY15-16 Strategic Plan and extending them into FY17.

LibraryLinkNJ – The New Jersey Library Cooperative -- and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion and funding of the New Jersey Library Network.

Mission/Core Purpose

LibraryLinkNJ empowers libraries to serve their clientele more effectively and enhances the value of member libraries to their communities.

Core Organizational Values:

● Active support for all library types
● Innovative, responsive and dynamic leadership
● Proactive advocacy
● Exemplary service
● Future focused

Goal Area 1: Economic Savings through Resource Sharing

Producing services and programs to help extend and enhance library budgets. Assisting all types of libraries to share resources and services.

Objective (1): Provide a statewide delivery service with a policy that is sustainable, cost-effective, efficient, and equitable.

Objective (2): Refine opportunities for discounts and group purchases of databases and other library resources.

Objective (3): Deliver shared services models that demonstrate economies of scale, efficiencies, and support active communication.

Goal Area 1 Key Initiatives for FY16:

o Manage and review the restructured delivery service including vendor contract compliance.

o Promote key elements of the delivery services policy to staff in participating libraries.

o Foster membership feedback on cost-sharing needs.

o Explore the library marketplace for streaming/downloadable media products, ebooks, resources and discovery tools suitable for discount.

o Explore digital collection strategies for member libraries.

o Support a portion of the initial implementation stages of VALE's VALID project through an MOU.

o Implement and evaluate the internal Communications Plan to target marketing and expand communication.

Goal Area 2: Advocacy, Collaboration and Partnerships

Encouraging initiatives, services, and projects. Facilitating the sharing of ideas and information, and modeling collaboration.

Objective (1): Enhance service initiatives through ongoing membership input.

Objective (2): Refine the membership website to improve access to services, to foster communication with each other through online forums, and to foster collaboration on LibraryLinkNJ task forces and projects.

Objective (3): Increase opportunities for libraries to collaborate and articulate their value to their communities.

Objective (4): Grow and sustain partnerships across all types of libraries, related agencies, and strategic affiliations to achieve common goals.

Goal Area 2 Key Initiatives for FY16:

o Elicit membership input through efficient and creative methods.

o Encourage the vitality and expansion of New Jersey library makerspaces through a sponsorship of NJ Makers Day, 2016.

o Build a community of practice surrounding library makerspaces, particularly touching on issues of UX (user experience) and diversity.

o Position libraries as springboards to community creativity and accomplishment through a Library as Community Anchor 2.0 initiative.

o Continue the partnership with the Thomas Edison State College Watson Institute and the New Jersey State Library by acting as fiscal agent in fundraising efforts for a collaborative Library as Community Anchor project.

o Investigate partnership opportunities for a We Need Diverse Books Campaign.

o Maintain the *Diversity Resource Web Page* in collaboration with the NJLA Diversity & Outreach Section.

o Share the results of the *"weEntrepreuners"* pilot project with the New Jersey Technology and Entrepreneur Talent Network (TETN) and targeted public libraries to foster member library replication.

o Share the final results and participant stories of the *Next Chapter Book Club for NJ Libraries (NCBC4NJL)* project to foster member library replication.

Goal Area 3: Knowledge, Skills and Professional Growth

Providing continuing education opportunities to acquire new skills, advance learning and professional growth.

Objective (1): Produce high quality, low-cost online and in-person continuing education for member libraries of all types and sizes.

Objective (2): Provide on-site/on-demand staff development programs.

Objective (3): Foster and sustain partnerships to achieve common professional development goals with the New Jersey State Library and multi-type library associations.

Goal Area 3 Key Initiatives for FY16:

o Offer continuing education in the areas of: customer service, technology, Drupal, marketing, advocacy, personal learning, social media, diversity, best practices, books, reading, censorship, and all types of literacy.

o Offer a set of TechFest programs building on the evaluations of the FY15 approach.

o Sponsor selective MentorNJ Project initiatives and evaluate user feedback.

o Develop a program on the library as a generationally and culturally diverse workplace.

o Research a podcast pilot in partnership with another organization such as the Rutgers University School of Communication and Information.

Goal Area 4: Innovation and Reinvention

Generate and implement innovative ideas, methods and programs to support new models of service, and promote creativity.

Objective (1): Support member conversations on library trends, best practices, and innovative service models, as well as share ideas and successes.

Objective (2): Maximize the use of new and emerging technologies.

Objective (3): Continue to use social media channels within and outside of the NJ library community to promote awareness of member accomplishments and innovations.

Objective (4): Provide a website that is: responsive to changing needs; gives easy access to services; creates a dynamic user experience; builds effective communication; and, promotes collaboration.

Goal Area 4 Key Initiatives for FY16:

o Refine the user-interface responsiveness of the LibraryLinkNJ website for the evolving world of mobile devices.

o Continue to leverage our reputation as an innovative resource for social media use and trends through consultation sessions for member libraries.

o Research a pilot project on transitioning a library into a "learning commons" in partnership with another organization such as the New Jersey Association of School Librarians.

o Implement the social media strategic plan and procedures for maintenance of our channels.

o Reposition TechEx within social media channels so these resources are accessible & archived in spaces where colleagues are spending time, networking & learning.

Resources for FY16 Initiatives:

Online Membership Survey, March 2015
Continuing Education Evaluation Forms, FY14 and FY15
LibraryLinkNJ Executive Board, Staff and Task Forces
Trendspotting at State and National Conferences and in online and print resources
Informal Membership Communication
Statewide Strategic Plan for the Future of Libraries, July 2013