

STRATEGIC PLAN FY15 – FY17

Moving Forward Together



LibraryLinkNJ – The New Jersey Library Cooperative
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<http://librarylinknj.org>

FY2017 Service Initiatives

Approved by Executive Board
at their Meeting on April 14, 2016

*Originally a two-year plan, State Librarian Mary Chute
gave permission to extend to a third year.*

Candice Brown, Executive Board President

Kathy Schalk-Greene, Executive Director

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 FY17:

- Manage and review the delivery service including vendor contract compliance.
- Promote key elements of the delivery services policy to staff in participating libraries through online training and improved communications.
- Foster membership feedback on cost-sharing needs.
- Explore the library marketplace for streaming/downloadable media products, ebooks, resources and discovery tools suitable for discount.
- Continue our support of VALE's VALID project through the existing Memorandum of Understanding.
- Revise the Communications Plan to refine targeted marketing and communications with member libraries.

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 services 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 FY17:



- Elicit membership input through efficient and creative methods.

- Support the vitality and expansion of New Jersey library makerspaces among all types of libraries.
- Build a community of practice surrounding library makerspaces, particularly touching on issues of UX (user experience), diversity, and community partnerships.
- Position libraries as springboards to community creativity and accomplishment through a Library as Community Anchor 2.0 initiative.
- 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.
- Investigate partnership opportunities with the New Jersey State Library and the New Jersey Library Association for holding a Diversity Conference.
- Maintain the Diversity Resource Web Page in collaboration with the NJLA Diversity & Outreach Section.

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 FY17:

- Offer both face-to-face and online continuing education opportunities covering essential skills in a wide-range of front-line and management work in libraries of all types.



- Develop a series of workshops on Project Management for staff at member libraries.
- Build member awareness of emerging consumer technology trends.
- Develop and launch a podcast.
- Sponsor selected MentorNJ Project initiatives.
- Include effective channels for the sharing of best practices in every continuing education opportunity.

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 and communications that are: 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 FY17:

- Partner with the New Jersey State Library on a School/Public Library Makerspace Project.
- Collaborate with the New Jersey State Library to hold a Futures Conference for Libraries.
- Adopt improved methods of managing internal work and projects by using project management software.
- Offer customized consultations on social media strategy and communications.
- Provide continuous improvement to the responsive design and visual accessibility of the LibraryLinkNJ website.
- Improve the overall verbal clarity and user-friendliness of the LibraryLinkNJ website.

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.



Resources for FY17 Initiatives:

- LLNJ Membership Survey, March 2016
- Continuing Education Evaluation Forms, FY15 and FY16
- NJ Public Library Directors Summit Evaluations, October 2015
- LibraryLinkNJ Executive Board, Staff and Task Forces
- Trendspotting at State and National Conferences and in online and print resources
- Informal Membership Communication with LibraryLinkNJ Staff
- Statewide Strategic Plan for the Future of Libraries, July 2013