

# LibraryLinkNJ

## STRATEGIC PLAN FY15-FY18



IDEAS



TEAMWORK



STRATEGY



GOALS

## MOVING FORWARD TOGETHER



### FY2018 Service Initiatives –

Approved by Membership at the Spring Membership Meeting, June 8, 2017

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

**Kimberly Paone, Executive Board President**

**Kathy Schalk-Greene, Executive Director**

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.



44 Stelton Rd., Suite 330, Piscataway, NJ 08854  
<http://librarylinknj.org>

## 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 FY18:

- **NEW** Rebid and conduct the process for a new delivery service contract, per our purchasing guidelines; manage and review the current delivery service vendor for contract compliance.
- Promote key elements of the delivery services policy to staff in participating libraries through online training.
- Explore the library marketplace for streaming/downloadable media products, ebooks, and other resources suitable for discount.

## 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 FY18:**

- **NEW** Organize an annual meeting to facilitate collaborative programming partnerships among statewide library organizations.
- **NEW** Nurture personal connections and learning opportunities throughout the state with a series of regional mixer events.

- **NEW** Partner with the New Jersey State Library (NJSL) to establish the Digital Public Library of America (DLPA) as a service to the library, archives and museum community in New Jersey.
- **NEW** Promote community engagement and outreach through member library participation in Outside the Lines Week in September 2017.
- **NEW** Participate actively in statewide and national library awareness and advocacy programs.
- 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 FY18:

- **NEW** Offer a Facilitation Skills workshop series to position libraries to be key partners in community conversations.
- **NEW** Organize a Readers' & Cultural Advisory Unconference.
- **NEW** Present our introductory series of Super Library Supervisor workshops twice to meet statewide training needs and member demand.
- Conduct a second series of Project Management workshops.
- Offer programs and other opportunities to share technology awareness and trends and build member awareness of emerging consumer technology trends.

- Develop and launch a podcast.
- Sponsor selected MentorNJ Project initiatives.

## 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; build effective communication; and, promote collaboration.



#### **Goal Area 4 Key Initiatives for FY17:**

- **NEW** Offer subsidies to member libraries to defray the cost of hiring a library consultant for targeted service improvements through a Catalyst Funding/Rent-a-Consultant initiative.
- **NEW** Create a Library Success Sharing workshop devoted to the mutual support, honest conversation and creativity of our members.
- **NEW** Collaborate with the New Jersey State Library on the Futures Conference for Libraries.
- Partner with the New Jersey State Library on a Public Library Directors Summit.
- Offer customized consultations on social media strategy and communications.
- Provide continuous improvement to the user experience, responsive design, and visual accessibility of the LibraryLinkNJ website.

#### **Resources for FY18 Initiatives:**

- LLNJ Strategic Planning Community Engagement Workshops for the new FY18 - FY20 Strategic Plan
- Continuing Education Evaluation Forms, FY16 and FY17
- LibraryLinkNJ Executive Board, Staff, Task Forces, and Advisory Groups
- Trendspotting at State and National Conferences and in online and print resources
- Informal Membership Communication with LibraryLinkNJ Staff



## EXECUTIVE BOARD

- **Cathy Boss, Library Services Coordinator**  
Booker Health Sciences Library  
Jersey Shore University Medical Center
- **Karen Brodsky, Library Director**  
Library of the Chathams
- **Candice Brown, Executive Director**  
Clifton Public Library
- **Steven Chudnick, Vice President**  
**Faculty Department Chair**  
Bankier Library, Brookdale Community  
College
- **Janice Cooper, Media Specialist**  
Northern Valley Regional High School  
at Old Tappan
- **Heather Craven, LRC Director**  
County College of Morris
- **Ranjna Das, Library Director**  
Burlington County Library System
- **Tanya Finney Estrada, Library Director**  
Waterford Township Public Library
- **Michelle McGreivey, Assistant Treasurer**  
**Media Specialist**  
Hoboken Junior Senior High School
- **Kimberly Paone, President**  
**Library Director**  
Matawan-Aberdeen Public Library
- **Lynn Pascale, Secretary**  
**Media Specialist**  
Collingswood Middle/High School
- **Adele Puccio, Library Director**  
Bloomfield Public Library
- **Irene Sterling, Lay Representative**
- **Rick Vander Wende, Treasurer**  
**Lay Representative**
- **Anne Wodnick, Library Director**  
Gloucester County Library System
- **Michele Stricker, State Library Liaison**  
**Deputy State Librarian for Lifelong  
Learning**  
New Jersey State Library (non-voting)

## STAFF

- **Kathy Schalk-Greene**  
Executive Director
- **Joanne P. Roukens**  
Assistant Director
- **Mi-Sun Lyu**  
IT/Online Project Manager, PMP & Program  
Coordinator
- **Sophie Brookover**  
Program Coordinator & Social Media  
Manager
- **Carol Fishwick**  
Member Services Coordinator
- **Nanette Cox**  
Business Manager
- **Isabella Cerri**  
Clerical Assistant - Part-time