LibraryLinkNJ
THE NEW JERSEY LIBRARY COOPERATIVE

Strategic Plan
FY15 – FY16

Moving Forward Together

LibraryLinkNJ – The New Jersey Library Cooperative
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Approved by the LibraryLinkNJ Executive Board at the April 17, 2014 Board meeting and submitted to Voting Representatives for consideration at the May 22, 2014 Membership Meeting.

Jane Crocker, Board President

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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 FY15:

o Explain, promote and implement a revised delivery services policy.
o Expand discount offers for in-demand products such as streaming media, media downloads, eBooks and discovery tools.
o Foster opportunities and expand cost-sharing for group purchases for libraries that are not members of consortia or county systems.
o Explore with library partners digital collection strategies for public libraries.
○ Create an 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 services initiatives through ongoing membership input.

Objective (2): Refine the membership website to services, to communicate with each other through online forums, and to collaborate 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 FY15:

o Elicit membership input through efficient and creative methods.
o Encourage the expansion of New Jersey library makerspaces through at least three makerspace bus tours across New Jersey and neighboring states.
o Foster and promote the *"weEntrepreuners"* pilot project with the New Jersey Technology and Entrepreneur Talent Network (TETN) and targeted public libraries.
o Support the *Next Chapter Book Club for NJ Libraries (NCBC4NJL)* project and share participant stories.
o Continue the partnership with the Thomas Edison State College Watson Institute and the New Jersey State Library to initiate a Library as Community Anchor project.
o Collaborate with library organizations on a statewide Diversity Initiative.
o Develop a *Diversity Resource Web Page* in collaboration with the NJLA Diversity & Outreach.

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 FY15:

o Offer continuing education in the areas of: technology, marketing, advocacy, personal learning, social media, diversity, best practices, books, reading, censorship, and all types of literacy.
o Partner with library organizations on a professional development initiative focusing on project management.
o Experiment with online discussion venues such as Google Hangouts to augment our successful social media presence and promote the sharing of ideas and best practices.
o Create new face-to-face technical sharing opportunities in collaboration with library partners to build on the success of the Technology Speed Dating program.
o Offer a series of Drupal workshops that serves as a DIY project for member libraries to enhance their mobile presence.
o Explore the value of offering a completely revised and updated Train the Trainer program.
o Expand opportunities for group viewing and participation in online conferences such as LJ/SLJ Digital Shift and others.
o Create an online gateway for library staff new to the state or new to the profession.

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 FY15:

o Promote the Spotlight and Share webpage to encourage colleagues to spotlight what they have implemented locally in relation to the goals in the Statewide Strategic Plan.
o Assess TechEx to improve user-interactivity and participation.
o Discover and share success stories from members who have used TechEx to solve a problem, create a new service, or start a project.
o Support and promote the contract award libraries in the New Jersey State Library and LibraryLinkNJ subsidized New Jersey Library Makerspaces project.
o Enhance the user-interface responsiveness of the LibraryLinkNJ website for the evolving world of mobile devices.
o Leverage our reputation as an innovative resource for social media use and trends through consultation sessions for member libraries.
o Develop a social media strategic plan and procedures for maintenance of our channels.

Resources for FY15 Initiatives:

• Statewide Strategic Plan for the Future of Libraries, July 2013
• Continuing Education Evaluation Forms, FY13 and FY14
• LibraryLinkNJ Executive Board, Staff and Task Forces
• Membership Communication with LibraryLinkNJ Staff