

# LibraryLinkNJ FY23-25 Activity Plan – April 2023 Status Report

**Goal 1 - INNOVATION & LEADERSHIP: LLNJ makes innovation and leadership possible by facilitating the sharing and implementation of ideas.**

**Objective 1.1:** Leverage statewide partnerships to coordinate learning opportunities, resources, advocacy, and best practices related to emerging topics that impact all libraries.

- Amplify the advocacy efforts of our partners via our website, social media channels, forums, and email newsletters.
  - Person/Group Responsible: Executive Director, CE Team, Project Manager
  - Timeline: FY23 - Current
  - Task Status: **Ongoing**
  - Progress Notes: *We will be launching a newly designed website by the end of April 2023, which will feature new content types for member and partner news.*
- Build capacity for members to collaborate and lead initiatives by organizing informal virtual meetups hosted by members about emerging topics.
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: FY23 - Spring
  - Task Status: **Ongoing**
  - Progress Notes: *New MentorNJ Meetup topics have all been member-suggested and member-organized; more topics are in the works*
- Establish more projects like the TOPCATS initiative as needs arise.
  - Person/Group Responsible: Executive Director, Project Manager, Executive Board
  - Timeline: Determined by need
  - Task Status: **Not Started**

**Objective 1.2:** Establish equity, diversity, and inclusion as a core value of all LLNJ's programs and practices.

- Define LLNJ's core values by creating a written values statement
  - Person/Group Responsible: Executive Board
  - Timeline: FY24 - Fall Board Retreat
  - Task Status: **Not Started**
- Develop partnerships with organizations that support equity, diversity, and inclusion by serving underserved populations in NJ
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: FY23 - Current
  - Task Status: **In Progress**
  - Progress Notes:
    - *Mental Health First Aid Training is an ongoing initiative via a partnership with Hackensack Meridian Health, ASL Basics for Librarians training has been piloted via partnership with Signing Basics, and partnerships are in progress with NJ Division on Civil Rights, International Center for Human Trafficking, and Disability Rights NJ*
      - *We are also continuing our partnership with "Make Us Visible NJ" to compile API history book list*
- Examine existing, ongoing initiatives and increase their EDI content, where applicable.
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: FY23 - Spring
  - Task Status: **In Progress**
- Utilize member feedback to design programs and initiatives that afford members a sense of belonging in the organization.
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: FY23 - Spring

- Task Status: **In Progress**
- Expand format, location, and timing options for programs and events, with the goal of making them more accessible to a diverse membership.
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: FY23 - Spring
  - Task Status: **In Progress**
  - Progress Notes: *CE Team is working to host in-person events in multiple locations to increase ease of access, and to offer hybrid options where appropriate; expansion of the LearningSpace will directly address accessibility;*  
*L-TAG is hosting two TechFest events in April, one in the north and one in the south, that will provide main programs in a hybrid format, targeting multitype libraries and extending participation to diverse membership.*

**Objective 1.3:** Increase mini-grants for pilot programs.

- Seek outside funding to support re-granting program
  - Person/Group Responsible: Executive Director, Fund Development Committee
  - Timeline: FY23 & ongoing
  - Task Status: **Not Started**
- Showcase grant projects at annual "Day of Innovation"
  - Timeline: TBD no later than FY25
  - Task Status: **Not Started**

**Objective 1.4:** Find more ways to share innovative programs among members.

- Facilitate sharing of best practices for public programs (pros and cons, tips and tricks)
  - Person/Group Responsible: CE Team
  - Timeline: FY23 - Current
  - Task Status: **In Progress**
  - Progress Notes: *Highly successful "Craft Show & Share" events have helped us get this started and provided a model for setting up this type of sharing*
- Create shared calendar & database of public programs
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Project Manager, Online Learning & Digital Content Specialist Task
  - Status: **Not Started**
- Facilitate sharing of best practices for staff development (pros and cons, tips and tricks)
  - Person/Group Responsible: CE Team
  - Timeline: FY23 - Current to limited degree
  - Task Status: **In Progress**
- Create shared calendar & database of staff development programs
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Project Manager, Online Learning & Digital Content Specialist
  - Task Status: **Not Started**
- Showcase public and staff development programs in newsletter highlighting "Best practices"
  - Person/Group Responsible: CE Team
  - Timeline: FY23 & ongoing
  - Task Status: **In Progress**
  - Progress Notes: *Newsletter features calling for libraries to submit details of their programming for such annual events at Pride and Black History Month have yielded great results*
- Host lightning presentations about the pros and cons of new programs
  - Person/Group Responsible: CE Team
  - Timeline: FY24
  - Task Status: **Not Started**
- Create a Performers & Speakers Database
  - Timeline: TBD no later than FY25

- Person/Group Responsible: Project Manager, Online Learning & Digital Content Specialist
- Task Status: **Not Started**

## **Goal 2 - FACILITATING LEARNING: People working in New Jersey libraries have the knowledge, skills, and tools they need to confidently serve their patrons.**

**Objective 2.1:** Create an on-demand learning platform with simple access for members.

- Research LMS to store LLNJ programs
  - Person/Group Responsible: CE Team
  - Timeline: FY23 - Spring
  - Task Status: **Completed**
  - Progress notes: LearningSpace is using the Niche Academy Platform
- Record all virtual learning activities and store in LMS
  - Person/Group Responsible: CE Team
  - Timeline: FY23
  - Task Status: **Ongoing**
- Establish guidelines for content creation and development of original programming for platform (internal)
  - Person/Group Responsible: CE Team, Online Learning & Digital Content Specialist, Consultant
  - Timeline: FY23-FY24
  - Task Status: **Not Started**
- Establish guidelines for selecting programming for platform (e.g. learning content developed by other institutions)
  - Timeline: FY23-FY24
  - Person/Group Responsible: Online Learning & Digital Content Specialist
  - Task Status: **Not Started**
- Develop plan for organizing and weeding LMS as necessary
  - Person/Group Responsible: CE Team, Online Learning & Digital Content Specialist
  - Timeline: FY23-FY24
  - Task Status: **Not Started**
- Develop original programming
  - Person/Group Responsible: CE Team, Online Learning & Digital Content Specialist, L-TAG
  - Timeline: FY23-FY24
  - Task Status: **In Progress**
  - Progress Notes: *Original content kicked off with a Marketing & Communication series, more topics are in development; L-TAG is working with the CE Team to provide suggestions for technology training content*

**Objective 2.2:** Develop learning paths for various library staff career stages and roles.

- Model paths after Super Supervisor
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Will need additional staff to expand in this area
  - Task Status: **Not Started**
- Consider mid-career roles and non-traditional roles like safety staff and volunteer coordinators
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Will need additional staff to expand in this
  - Task Status: **Not Started**
- Offer certificates for learning path completion
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Will need additional staff to expand in this
  - Task Status: **Not Started**
- Collect feedback from member staff to understand learning needs and professional goals
  - Timeline: TBD no later than FY25

- Person/Group Responsible: Will need additional staff to expand in this
- Task Status: **Not Started**

**Objective 2.3:** Work to coordinate learning opportunities statewide.

- Establish joint CE committee with NJLA, NJSL, & NJASL
  - Person/Group Responsible: CE Team
  - Timeline: FY23
  - Task Status: **In Progress**
- Send programming calendar outline of major events to partners six months in advance - dates and titles - avoid overlapping dates
  - Person/Group Responsible: CE Team
  - Timeline: FY23 – Spring
  - Task Status: **Not Started**
- Communicate with partners to avoid duplicate programming
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: FY23 & ongoing
  - Task Status: **In Progress**
- Create and promote a joint CE calendar
  - Person/Group Responsible: CE Team, Project Manager
  - Timeline: Dependent on partner involvement
  - Task Status: **Not Started**

**Objective 2.4:** Hold regular member listening sessions to better understand needs and ways to respond.

- Integrate feedback mechanisms into programming, newsletters, and meetings
  - Person/Group Responsible: CE Team
  - Timeline: FY23 - Current
  - Task Status: **In Progress**
  - Progress Notes: *Feedback surveys follow all LLNJ programs and webinars; newsletters and other publication provide contact info for feedback and suggestions*
- Host LLNJ virtual "office hours" when library staff can discuss challenges and needs
  - Person/Group Responsible: Executive Director, CE Team, Project Manager
  - Timeline: FY23 – Spring
  - Task Status: **Not Started**
- Host in-person and virtual local meetups to collect feedback and suggestions from member library staff
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Will need additional staff to expand in this
  - Task Status: **Not Started**

**Goal 3 - RESOURCE SHARING: New Jersey residents and students have barrier-free access to the resources they need in a variety of formats.**

**Objective 3.1:** Hold a statewide summit to collect input on how to increase resource sharing.

- Develop summit agenda with key stakeholders
  - Person/Group Responsible: Executive Director, State Librarian
  - Timeline: FY24
  - Task Status: **Not Started**
- Maximize summit's accessibility to members
  - Person/Group Responsible: Executive Director, State Librarian
  - Timeline: FY24
  - Task Status: **Not Started**

**Objective 3.2:** Rethink delivery for increased efficiency, sustainability, and equity.

- Hire a logistics consultant to recommend a model for state-wide delivery
  - Person/Group Responsible: Executive Director, Resource Sharing Committee
  - Timeline: FY23 – Spring
  - Task Status: **Not Started**
- Execute a delivery and resource sharing study with a focus on increasing equity of access to delivery
  - Person/Group Responsible: Executive Director, Resource Sharing Committee
  - Timeline: FY24
  - Task Status: **Not Started**
- Agree on estimated timeline to implement improvements to resource-sharing
  - Person/Group Responsible: Executive Director, Resource Sharing Committee
  - Timeline: Dependent the above
  - Task Status: **Not Started**

**Objective 3.3:** Explore future pathways for sharing eResources.

- Map current NJ eBook landscape
  - Person/Group Responsible: Executive Director, Project Manager, State Librarian
  - Timeline: FY23 – Current
  - Task Status: **In Progress**
  - Progress Notes: *The Survey Workshop of the NJ Libraries EContent Project began conducting a survey in March 2023 to collect information for developing a comprehensive map of ebook and digital audiobook services and agreements among public libraries in the state of New Jersey. The group is currently collecting more responses from public libraries and library consortia to better understand the resources allocated for these services and the level of collaboration taking place within the state.*
- Promote existing resource sharing initiatives in NJ
  - Person/Group Responsible: CE Team, Project Manager, Resource Sharing Committee
  - Timeline: FY24
  - Task Status: **Not Started**
- Determine potential partners and discuss need for eResources with partners
  - Person/Group Responsible: Executive Director, Will need additional staff to expand in this area
  - Timeline: TBD no later than FY25
  - Task Status: **Not Started**
- Pilot new eResource sharing programs
  - Timeline: TBD no later than FY25
  - Person/Group Responsible: Will need additional staff to expand in this area
  - Task Status: **Not Started**

**Objective 3.4:** Pilot a resource sharing program that could lead to a statewide library card.

- Map current reciprocal and open borrowing relationships in the state
  - Person/Group Responsible: Executive Director, Resource Sharing Committee
  - Timeline: TBD no later than FY24
  - Task Status: **In Progress**
- Facilitate study group that investigates other statewide programs and develops guidelines
  - Person/Group Responsible: Executive Director, Resource Sharing Committee
  - Timeline: TBD no later than FY25
  - Task Status: **Not Started**
- Develop a pilot program and agree on metrics for success
  - Timeline: TBD no later than FY25
  - Task Status: **Not Started**
- Engage stakeholders as part of the design process

- Timeline: TBD no later than FY25
- Task Status: **Not Started**

#### **Goal 4 - ENGAGEMENT: New Jersey libraries are connected to each other and LLNJ.**

##### **Objective 4.1:** Find ways to strengthen regional connections among libraries of all types.

- Host and sponsor local meetups making sure in-person meetups are equitably distributed geographically
  - Person/Group Responsible: MentorNJ TF
  - Timeline: FY23
  - Task Status: **Not Started**
- Develop a local ambassador program
  - Person/Group Responsible: Executive Director
  - Timeline: FY25
  - Task Status: **Not Started**
- Re-evaluate and revise MentorNJ's goals and objectives
  - Person/Group Responsible: MentorNJ TF
  - Timeline: By June 2023
  - Task Status: **In Progress**
  - Progress Notes: *The MentorNJ Task Force is narrowing its focus to Meetups and Mentoring only, with the intention of providing members with an improved experience for both*
- Build a peer-to-peer skill-sharing network via a knowledge-based portal for NJ libraries and library staff
  - Person/Group Responsible: CE Team, L-TAG, MentorNJ TF
  - Timeline: FY23 Current
  - Task Status: **Not Started**

##### **Objective 4.2:** Develop levels of engagement with guidelines for each level leading to increased support of LLNJ's mission.

- Develop a member engagement strategy and define levels of member engagement to help guide the internal work of increasing engagement and participation of members
  - Person/Group Responsible: Executive Director, CE Team, Project Manager, Membership Committee
  - Timeline: FY24-25
  - Task Status: **Not Started**
- Determine member engagement metrics
  - Person/Group Responsible: Executive Director, CE Team, Project Manager, Membership Committee
  - Timeline: FY24-25
  - Task Status: **Not Started**
- Develop mechanisms to track and measure member engagement, including surveys and digital interactions
  - Person/Group Responsible: Executive Director, CE Team, Project Manager, Membership Committee
  - Timeline: FY24-25
  - Task Status: **Not Started**

##### **Objective 4.3:** Explore rebranding to better define LLNJ's role and value.

- Create statements that differentiate LLNJ from NJLA and NJSL
  - Person/Group Responsible: Executive Board
  - Timeline: FY24 - Fall Board Retreat
  - Task Status: **Not Started**

- Define LLNJs values to use in branding
  - Person/Group Responsible: Executive Board
  - Timeline: FY24 - Fall Board Retreat
  - Task Status: **Not Started**
- Develop an awareness campaign with help of NJLA and NJSL
  - Person/Group Responsible: Executive Director
  - Timeline: TBD no later than FY25
  - Task Status: **Not Started**
- Test new names and branding
  - Timeline: TBD no later than FY25
  - Task Status: **Not Started**

**Objective 4.4:** Create a development plan to increase investment from current and prospective funders.

- Develop a case statement for vendors and other potential funders/foundations
  - Person/Group Responsible: Fund Development Committee
  - Timeline: FY24
  - Task Status: **Not Started**
- Report strategic plan implementation progress to Board, Members, and NJSL
  - Person/Group Responsible: Executive Director, CE Team, Project Manager
  - Timeline: Annually at Spring Membership Meeting
  - Task Status: **In Progress**
- Create a sponsorship program for CE and other opportunities
  - Person/Group Responsible: Executive Director, CE Team, Project Manager
  - Timeline: FY24
  - Task Status: **Not Started**