



44 Stelton Road, Suite 330 TEL: 732-752-7720 or 866-505-5465 librarylinknj.org  
Piscataway, NJ 08854 FAX: 732-752-7785 or 800-793-8007  
Cheryl O'Connor, Executive Director [coconnor@librarylinknj.org](mailto:coconnor@librarylinknj.org)

---

## **Strategic Plan FY2012-FY2014**

(July 1, 2011 – June 30, 2014)

---

### **Proposed Strategic Initiatives for FY14**

Approved by Executive Board at April 18, 2013 meeting

For Voting Representative Review and Vote on June 18, 2013

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.

# LibraryLinkNJ Strategic Plan, FY2012-FY2014

## **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**

*Member libraries of all types share resources, share services, save staff time, and extend their library budgets through programs and services offered by LibraryLinkNJ.*

- Objective (1):** Achieve a sustainable statewide delivery service with a policy that is cost-effective, efficient, and equitable.
- Objective (2):** Increase opportunities for discounts on library materials, software, technology and equipment.
- Objective (3):** Expand opportunities for group purchases of databases and other library resources.
- Objective (4):** Establish library shared services models that demonstrate economies of scale, efficiencies, and improved communication.

### **Key Initiatives for FY14:**

- Implement revised delivery policies including member eligibility requirements.
- Investigate vendor delivery software to track and document delivery stops at member libraries.
- Negotiate online customer service software to document problem resolution by delivery vendor and LibraryLinkNJ staff.
- Revive the Discounts Task Force to seek input on database discounts and investigate potential new directions for the discount program.
- Expand collaboration with library partners to develop innovative, viable solutions to sustain services in the changing funding environment.

## **Goal Area 2: Advocacy, Collaboration and Partnerships**

*Member libraries of all types share ideas and information and support one another through opportunities provided by LibraryLinkNJ*

**Objective (1):** Enhance the three-year strategic plan through ongoing membership input.

**Objective (2):** Improve the membership website to increase the ability of member libraries of all types to access services, to communicate with each other through online forums, and, to collaborate on LibraryLinkNJ committees, task forces, and projects.

**Objective (3):** Increase the ability of member libraries of all types to work together to articulate their value to their communities.

**Objective (4):** Foster and expand partnership across all types of libraries, related agencies, and strategic affiliations to achieve common goals.

### **Key Initiatives for FY14:**

- Champion the value and relevance of libraries through advocacy activities.
- Foster and subsidize the implementation of selected projects identified in the Statewide Strategic Plan on the Future of Libraries in New Jersey.
- Develop the FY2015-2017 LibraryLinkNJ strategic plan using direction from the Statewide Strategic Plan on the Future of New Jersey Libraries and ongoing dialogue with the membership.
- Develop a diversity-focused initiative with libraries, library partners, and the Diversity Services Task Force.

## **Goal Area 3: Continuing Education**

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

**Objective (2):** Increase on-site/on-demand staff development and continuing education opportunities for libraries of all types and sizes.

**Objective (3):** Maintain partnerships with the New Jersey State Library and multi-type library associations to achieve common continuing education goals.

**Objective (4):** Achieve a highly interactive online platform for virtual continuing education.

### **Key Initiatives for FY14:**

- Offer continuing education in the areas of:
  - advocacy, promotion and value of libraries
  - community partnerships and engagement
  - information literacy
  - emerging/developing technologies
  - using and teaching technology
  - customer service.
- Leverage our social media presence on Facebook and/or Twitter to hold informal statewide discussions on timely topics of interest to our membership.
- Adapt the successful Tech Speed Dating program format to collaborate, educate, discuss and network other key subjects as identified in the Statewide Strategic Plan.
- Review and revise the scope of topics and consultants for the On-Site/On-Demand Staff Development Program.
- Continue collaboration with multi-type library associations and the New Jersey State Library on continuing education initiatives.
- Continue to investigate course management software options for potential implementation.

## **Goal Area 4: Library Innovation**

*Member libraries of all types are implementing innovative ideas, services, and programs through their interaction with LibraryLinkNJ.*

**Objective (1):** Increase communication from LibraryLinkNJ on library trends, best practices, and innovative service models.

**Objective (2):** Enhance opportunities to share ideas and successes among LibraryLinkNJ members.

**Objective (3):** Maximize the use of new and emerging technologies.

**Objective (4):** Increase access to resources and services through *the new media*, that is, multiple forms of electronic communication.

### **Key Initiatives for FY14:**

- Enhance features for more user-interactivity and participation on TechEx (Technology Exchange), an online, statewide resource with a user-generated platform designed to help member libraries learn from each other.
- Enhance the user-interface responsiveness of the LibraryLinkNJ website for the

evolving world of mobile devices.

- Fund and support Mobile Project participants to complete their contract awards and to launch their mobile presence.
- Complete and highlight the New Jersey State Library and LibraryLinkNJ subsidized Maker Space initiative with contract libraries.
- Continue to build audience and use our current social media channels -- Facebook, Twitter, Pinterest and Tumblr -- to engage with our members, and build our reputation as an innovative resource for the broader library community.

### **Resources for FY14 Initiatives:**

- LibraryLinkNJ Strategic Plan, FY2012-2014
- LibraryLinkNJ Delivery Services Task Force
- LibraryLinkNJ Technology Advisory Group
- LibraryLinkNJ Web Task Force
- LibraryLinkNJ Program Evaluations
- Membership communication with LibraryLinkNJ staff
- New Jersey Non-Profits, 2013 - Trends and Outlooks (March 2013: Center for Non-Profits. North Brunswick, NJ)
- Statewide Strategic Planning Process, FY13 (activities conducted and input obtained, Nov-April 2013)