

LibraryLinkNJ

THE NEW JERSEY LIBRARY COOPERATIVE

Strategic Plan FY2012-FY2014

(July 1, 2011 – June 30, 2014)

Proposed Strategic Initiatives for FY13

Approved by Executive Board at their meeting on April 19, 2012.

LibraryLinkNJ Voting Representatives – Clarification re May 22 Meeting:

Please note that the Goals and Objectives of the Strategic Plan remain without change through FY2014. For the May 22, 2012 meeting, review the Key Initiatives for FY13 as listed under each Goal. These are the elements for your consideration and vote at the Spring Membership Meeting. These are new strategic initiatives in addition to current activity.

LibraryLinkNJ will continue to offer the services we are contracted to offer in the areas of delivery, continuing education, discounts and projects.

Cheryl O'Connor, Executive Director

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
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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 FY13:

- Complete review of delivery policies with Delivery Services Task Force including member eligibility requirements and recommend policy revisions to the Executive Board.
- Implement delivery vendor software to track delivery stops.
- Enhance discount opportunities in response to feedback from membership.
- Collaborate 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 FY13:

- Champion the value and relevance of libraries through advocacy activities and the statewide strategic planning process.
- Continue an ongoing dialogue with the membership through surveys, program evaluations, forum discussions, and task force input.
- Examine website analytics to improve functionality and usability.
- Initiate a Diversity Services Task Force with both libraries and library partners.

Goal Area 3: Continuing Education

Member libraries of all types have convenient access to continuing education on a wide range of topics that address interests, have practical application, foster innovation, inspire change, empower transformation, and support the dynamic nature of library services.

- 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 FY13:

- Expand the scope of continuing education programs on E-books.
- Refine continuing education in the areas of website presence development, website usability, social media, cloud computing, digitization, customer service, mobile technologies and services for all ages.
- Hold discussion groups in Southern, Central and Northern New Jersey to provide opportunities to network, idea-share and problem-solve with local colleagues.
- Expand topics 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.
- Investigate course management software 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 FY13:

- Launch an online presence showcasing reliable resources in the areas of library trends, best practices and innovative technology.
- Increase membership participation in forums.
- Enhance the mobile presences of libraries statewide through the mobile services project, *New Jersey Libraries On-the-Go*.
- Investigate a Digital Media Lab pilot project.
- Explore social media platforms (including, but not limited to: LinkedIn, Google+, Tumblr and Pinterest) for enhanced communication and collaboration with members, and adopt those that will provide the most value.

Resources for this Plan:

LibraryLinkNJ Strategic Plan, FY12-14
LibraryLinkNJ Delivery Survey, February 2012
LibraryLinkNJ Service Initiatives Survey, April 2012
LibraryLinkNJ Technology Advisory Group Priorities
LibraryLinkNJ Delivery Services Task Force Priorities
LibraryLinkNJ Web Task Force Priorities
LibraryLinkNJ Program Evaluations
Membership communication with LibraryLinkNJ staff