

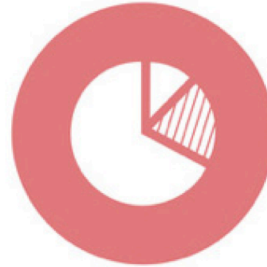
LibraryLinkNJ STRATEGIC PLAN FY19



IDEAS



TEAMWORK



STRATEGY



GOALS

CONNECTION. COMMUNITY. OPPORTUNITY.



FY2019 Service Initiatives
Approved by Executive Board on 5/17/18

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/Principles

We connect all New Jersey's libraries to each other and the resources they need to serve their communities.

We have created the following set of principles to guide our thinking and action in implementing the LibraryLinkNJ Strategic Plan:

- We focus on our multi-type members, their communities and their perspectives.
- We value diversity and inclusion and support our members in putting these values into action.
- We practice open, transparent communication with our members.
- We provide guidance to our member libraries as they adapt to evolving ideas about the place libraries of all types hold in the culture at large.
- We help libraries respond strategically to the challenges and opportunities they face.
- We offer opportunities for collaboration and connection in order to counterbalance the isolation that some libraries may experience.
- We are prepared to meet the challenges and opportunities of the future through adaptive planning and securing multiple funding streams.
- We assist our members in making the best possible decisions for their communities, understanding that success for each library is uniquely defined.
- We invest in developing the leadership skills of our members, our Board, and our staff to strengthen our organization at all levels.
- We return our budget to our members via our services and new initiatives.

Goal Area 1: Economic Savings Through Resource Sharing

LibraryLinkNJ members enjoy enhanced opportunities to serve their communities through shared services and economies of scale.



Strategy (1): Provide a statewide delivery service with that is sustainable, cost-effective, efficient, and equitable.

Goal Area 1 Key Initiatives for FY19:

- Develop a model of cost-sharing to sustain the statewide delivery service
- Conduct town hall meetings with staff from member libraries to define and explain updated delivery service and cost parameters

Goal Area 2: Collaboration, Partnerships, and Communication

LibraryLinkNJ members collaborate productively with each other and with their communities to create value for the people of New Jersey.



Strategy (1): Support libraries of all types in developing partnerships that build thriving/successful communities.

Strategy (2): Increase opportunities for libraries to demonstrate value in and to their communities.

Strategy (3): Grow and sustain partnerships across all types of libraries, related agencies, and strategic affiliations to achieve common goals.



Goal Area 2 Key Initiatives for FY19:

Currently Budgeted:

- **NEW** Nurture personal connections and host learning opportunities statewide via a

series of meet-ups on high-interest topics, co-organized with the MentorNJ Task Force

- 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.
- 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.
- Organize an annual meeting to facilitate collaborative programming partnerships among statewide library organizations

Goal Area 3: Knowledge, Skills and Professional Growth

Staff in LibraryLinkNJ member libraries have the skills they need to run, develop and advocate for vibrant organizations and the communities they serve.



Strategy (1): Produce high quality, low-cost online and in-person continuing education for staff at member libraries of all types and sizes.

Strategy (2): Foster and sustain partnerships to achieve common professional development goals with the New Jersey State Library and multi-type library associations.

Strategy (3): Develop skills of members to become their own best advocates by demonstrating the value of libraries to their communities

- **NEW** Organize a workshop on phasing out or eliminating fines for overdue library materials.

Budget-Contingent:

- **NEW** Establish a tactical support team for crisis communications in libraries. The team will be available to offer collegial advice and communications techniques for handling difficult public relations situations.
- **NEW** Offer a full-day workshop addressing succession planning for library staff at all levels



Goal Area 4: Innovation and Reinvention

Staff in LibraryLinkNJ member libraries are leaders in library innovation and reinvention, meeting the present and future needs of our communities.



Goal Area 3 Key Initiatives for FY19:

Currently Budgeted:

- Refine and present Super Library Supervisor workshops to meet statewide training needs and member demand.
- **NEW** Organize a Readers’ & Cultural Advisory Unconference for staff at all member libraries.
- **NEW** Provide events for staff at all member libraries, focusing on emerging consumer and commercial technologies.

Strategy (1): Provide education and subsidies that support service development and innovation for member libraries.

Strategy (2): Provide a forum for conversations on library trends, promising practices and innovative service models, as well as share ideas and successes.

Strategy (3): Identify and promote awareness of branding and marketing tools and events to member libraries.

Strategy (4): Support member libraries in identifying and transforming policies and practices that are barriers to access and service.

Goal Area 4 Key Initiatives for FY19:

Currently Budgeted:

- Sponsor selected MentorNJ events
- 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.



Budget-Contingent:

- **NEW** Develop an Incubator Project Task Force to offer feedback and suggestions for projects to fund on a large scale.
- **NEW** Provide programming on 21st century customer service to best meet the needs of

the many generations, and people from widely varying cultural backgrounds who we serve at all types of libraries.

- **NEW** Provide a forum for conversations on policies and access. Develop a pilot demonstration project to remove barriers to access and service-based on policy restrictions.
- 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.

Goal Area 5: Organizational Development for LibraryLinkNJ

As a resilient, future-ready and sustainably funded organization, LibraryLinkNJ effectively serves and delivers high value to its members.

Strategy (1): Develop future leaders among member library staff, the Executive Board, and LibraryLinkNJ staff.

Strategy (2): Explore and put in place diversified streams of funding to ensure financial sustainability of LibraryLinkNJ.

Strategy (3): Develop a plan for transitioning leadership at the staff level through succession planning.

Strategy (4): Facilitate active communication between LibraryLinkNJ and members to improve services and initiatives. Continue to foster transparent communication and trust between the Cooperative and member libraries.

Goal Area 5 Key Initiatives for FY19:**Currently Planned:**

- Undertake a statewide advocacy campaign to bridge funding gap for FY19 and beyond.
- Annually recruit new Board members for continued effectiveness, needed skills, and diversity.

**Resources for FY19 Initiatives:**

- LLNJ Strategic Planning Community Engagement Workshops for the new FY18 - FY20 Strategic Plan
- Continuing Education Evaluations, FY17 and FY18
- 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

Budget-Contingent:

- As part of an annual internal staff development experience, LibraryLinkNJ staff will describe our organizational culture, create an inventory of processes needing written procedures and annual task timelines, and develop cross-training for current and future staff.
- **NEW** Invite staff at member libraries to share how LibraryLinkNJ services and initiatives have helped them succeed, and tell us what barriers to accessing our services we should consider dismantling. Solicit feedback and input from staff at member libraries before embarking on new initiatives.

FY18 EXECUTIVE BOARD

- **John Bonney, Library Director**
Neptune Public Library
- **Cathy Boss, Library Services Coordinator**
Booker Health Sciences Library
Jersey Shore University Medical Center
- **Steven Chudnick, Vice President**
Library Director
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
- **Jennifer Podolsky, Library Director**
East Brunswick Public Library
- **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
- **Kathleen Moeller-Peiffer, State Library**
Liaison
Deputy State Librarian for Library Support
Services
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
- **Reed Gillen**
Social Media Intern
- **Nanette Cox**
Business Manager
- **Carol Fishwick**
Member Services Coordinator
- **Samantha Adoptante**
Clerical Assistant

