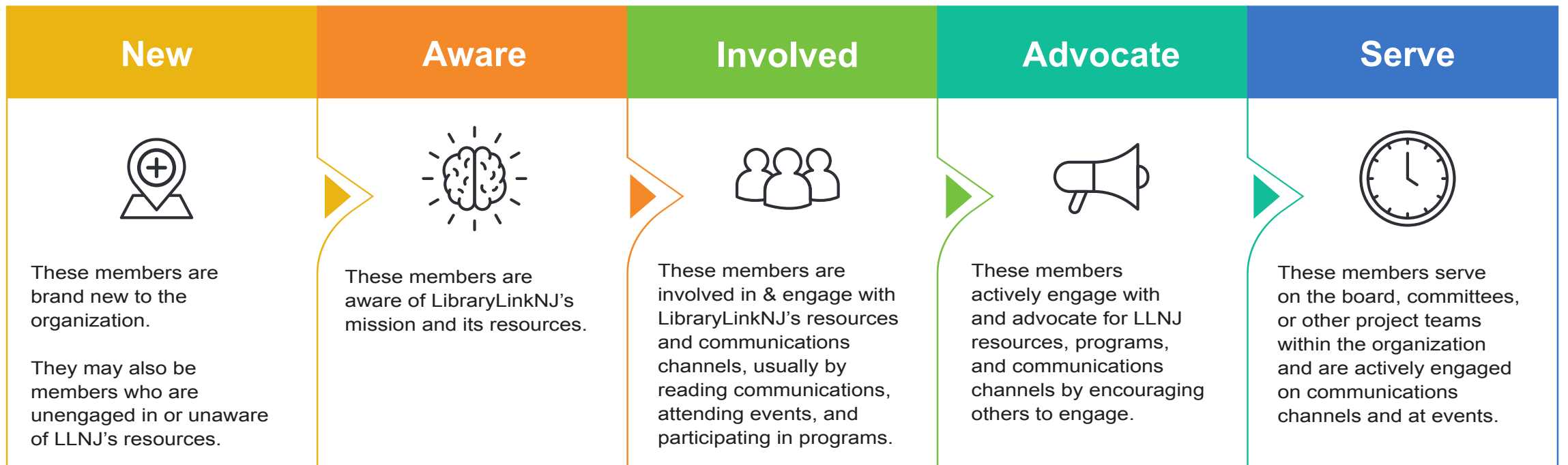


# LibraryLinkNJ Member Engagement Plan

## Membership Levels



### FY2025

Tasks that are high priority and need to be started in the current fiscal year.

### FY2026

Tasks that are important but can be planned next fiscal year.

### ONGOING

Tasks that are continuous and need to be maintained regularly.

### CONSIDER

Tasks that are tentative and may be pursued if resources and circumstances allow.




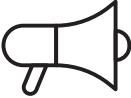

### DEFER

Tasks that are lower priority or require further consideration before deciding on their timeline.

### DELEGATE

Tasks that can be assigned to another individual or group for their consideration.

## Communications Activities

	FY2025 & ONGOING	FY2026	CONSIDER	DEFER OR DELEGATE
<b>New</b> 	<ul style="list-style-type: none"> <li>• Provide <i>What is LLNJ?</i> and <i>How can I be involved?</i> communications (consider doing this in a drip format)</li> <li>• Automatic email subscription for every newly created website user profile</li> <li>• Welcome kits for new members</li> <li>• Welcome video(s)</li> </ul>		<ul style="list-style-type: none"> <li>• Consider a CRM tool to better manage segmented emails based on interest/roles</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly <i>tips</i> and <i>best kept secrets</i> emails about how best to engage with LLNJ services</li> <li>• Quarterly emails that restate LLNJ's vision and mission and most-used resources</li> <li>• Specific, targeted emails to LIS students</li> </ul>
<b>Aware</b> 	<ul style="list-style-type: none"> <li>• Frequent surveys/polls, <i>What do you need from LLNJ?</i></li> </ul>	<ul style="list-style-type: none"> <li>• Promotional posters for the portal</li> </ul>	<ul style="list-style-type: none"> <li>• LLNJ press releases <i>How'd your book get here?</i></li> </ul>	<ul style="list-style-type: none"> <li>• Direct/targeted emails to specific groups/roles</li> </ul>
<b>Involved</b> 	<ul style="list-style-type: none"> <li>• Include more content clips in communications</li> </ul>	<ul style="list-style-type: none"> <li>• Ask <b>involved</b> members to help with LLNJ needs, <i>We need you...</i></li> </ul>	<ul style="list-style-type: none"> <li>• Offer online chat to address delivery issues</li> </ul>	<div style="border: 2px solid green; padding: 10px; background-color: #e8f5e9;"> <p><b>Flip this page over</b> to learn more about resources, services, training, and partnerships.</p> </div>
<b>Advocate</b> 	<ul style="list-style-type: none"> <li>• Use Instagram Stories to highlight events &amp; share member testimonials</li> <li>• Provide talking points to be used with less engaged members</li> <li>• Advocates ensure library staff have LLNJ logins &amp; encourage subscription to newsletter</li> </ul>			<ul style="list-style-type: none"> <li>• Establish an LLNJ ambassador at each library</li> </ul>
<b>Serve</b> 	<ul style="list-style-type: none"> <li>• Invite members to serve on committees</li> <li>• Highlight mentors on social media and host "Ask Me Anything" sessions on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Personal communications to invite Advocate level members to serve at a greater capacity</li> </ul>		<ul style="list-style-type: none"> <li>• Create matrix of skills and knowledge needed on LLNJ Board and Committees</li> <li>• Create development list of people working in LLNJ libraries that fit needed skills/knowledge and have conversations about increased involvement in LLNJ</li> </ul>

## Resources, Initiatives, and Services Activities

**Flip this page over**  
to learn more about communications activities.

New



**FY2025 & ONGOING**

- New member orientation

Aware



**FY2025 & ONGOING**

- Better define the purpose of programs and initiatives
- Offer to present an orientation at professional development sessions

**CONSIDER**

- Emerging Advocate program (here and/or Involved?)
- Changes to MentorNJ

**DEFER OR DELEGATE**

- Provide pay equity scales (NJLA)

Involved



**FY2025 & ONGOING**

- Provide a learning track or webinar about delivery
- Provide virtual office hours for questions
- Source program ideas from members

**CONSIDER**

- Annual awards
- In-person orientation every few years

**DEFER OR DELEGATE**

- Work to spark cross-member engagement, e.g. ALA

Advocate



**FY2025 & ONGOING**

- Recruit new mentors for MentorNJ (or other mentorship) who can reach new audiences (consider refining purpose/promotion of MentorNJ)
- Ask regular in-person meet-up attendees to invite a friend or two

**FY2026**

- Promotional posters for the portal

**CONSIDER**

- Host annual "awards" for those involved in MentorNJ or other mentorship roles

**DEFER OR DELEGATE**

- Seminars for directors/deans/leaders on culture shift

Serve



**FY2025 & ONGOING**

- Create a meetup for academic libraries

**DEFER OR DELEGATE**

- Tap into expertise of the LLNJ community

## Training and Continuing Education Activities

New



**DEFER OR DELEGATE**

- Provide workshops for those aspiring to library work

Aware



**FY2025 & ONGOING**

- More CE for non-librarian staff
- Continue online training for all levels

**FY2026**

- Rewards for CE

Involved



**FY2025 & ONGOING**

- Provide online learning tracks to allow self-paced learning with certificates of achievement

**CONSIDER**

- HR, Legal, BOT information

**DEFER OR DELEGATE**

- Keep track of online learning sessions completed and invite to in-person learning
- Target department heads to provide "Ask an Expert" trainings

Advocate



**DEFER OR DELEGATE**

- Advocacy training – teaching what advocacy looks like and identifying opportunities for advocacy internally and externally

Serve



**FY2025 & ONGOING**

- Seek and grow skills for Board members

**CONSIDER**

- Serve level members host webinars for other members

## Partnerships and Event Activities

New



Aware



**FY2025 & ONGOING**

- Continue in-person meetings at NJASL and NJLA
- LLNJ outreach tables at events

**DEFER OR DELEGATE**

- Work with library schools to reach LIS students and recent graduates

Involved



Advocate



Serve



**CONSIDER**

- Attend peripheral events, e.g., NJEA

**DEFER OR DELEGATE**

- Involve community members as advocates, e.g., to get services at their library