

Revised NSLS Work Plan FY2010 September 2009

I. COMMUNITY PRESENCE

Goal: Help NSLS member libraries of all types to have a stronger presence in their individual communities.

Objectives:

Offer professional development opportunities on how to work more effectively with a variety of different community groups.

- How to use newer technologies as a way of establishing a presence in the community (Facebook, Twitter, microblogging, etc.)
- Using mobile technologies
- Public speaking and advocacy programs.
- Offer training for non-publics on working effectively with their communities
 - How to build community partnerships
 - How to network program for special libraries

NSLS

Goal: Develop a stronger presence with our community of members and model an effective way for building community that members can use with their clientele.

Objectives

Make improvements to the NSLS website to build community with members and to model effective ways they can build community with their clientele.

- Get member feedback on what would make the site more useful to them
- Add as many interactive tools to the website as possible in order to establish an ongoing dialogue with our members and to make it as convenient as possible for them to share feedback with NSLS.
- Make NSLS websites mobile friendly.

Encourage staff to use social networking tools when buzz marketing to members.

- Change up staff lunch buzz exercise to require buzzing with these tools.

II. STREAMLINING/UPDATING WORK PROCESSES

Goal: Help libraries streamline their services to make them easier library users

Objectives:

Offer a variety of online educational opportunities to save members time traveling to the System.

- Experiment with putting a Trustee Training session online.

- Explore possible partnerships for offering continuing education online.

Help libraries get more comfortable with emerging Web 2.0 technologies.

- Provide Professional Development opportunities for members to learn about the technologies their patrons are using on a daily basis and how they might incorporate them in their libraries.

Promote Digitization as just another way of delivering information to library users.

- Utilize Digitization CoP to provide libraries with the latest news in the digitization field and give them a place to discuss common concerns and challenges.
- Conduct podcasts with digitization “experts” and promote them as an easy, time-saving way to learn about this field even while pursuing other activities.
- Provide training on why libraries should get involved with digitization and how they can get started.
- Promote Illinois State Library’s CONTENTdm offer.

NSLS

Goal: Streamline internal services as much as possible to save money and staff time.

Objectives:

Make Van Delivery service as cost-efficient as possible.

- Using the new System Standards for Delivery as a guide, investigate and implement changes to the current Delivery structure as needed to ensure that Delivery remains as cost-effective and efficient as possible.
 - Explore alternative funding models, including finding sponsors and other funders for delivery.
- Investigate and promote best practices and libraries or systems nationwide that are using new and more time and cost efficient delivery models.

Determine what to do with the Digital Past program.

- Contact library directors at participating libraries to get their feedback.
- Contact other systems to investigate partnership possibilities.
- Explore other ways that libraries can store their records if we discontinue Digital Past.

Streamline NSLS internal processes

- Insurance
- Accounting
- Consortial Offers

Disband Foreign Language Standing Order service since libraries are able get their own foreign language materials through OCLC.

III. FOCUS ON FUTURE SURVIVAL

Goal: Help libraries ensure their future survival.

Objectives

Continue to provide opportunities for members to participate in advocacy-related activities.

- Keep members informed about important legislative developments affecting libraries via the NSLS weekly e-newsletter and other means.
- Encourage members to interact with their legislators through the NSLS Legislative Breakfast, Illinois Library Day in Springfield and other events.

Develop area of NSLS website where members and others can share best practices that are future-oriented and share challenges and concerns.

Find ways to publicly reward member libraries for offering future-oriented programs and services, including changing NSLS member awards program to reflect these accomplishments.

NSLS

Goal: Establish a future for NSLS by continuing to look for ways to generate additional revenue for NSLS and the LPT.

Evaluate Google AdSense program to determine if we can make it work more effectively for us

Further develop online website and e-news advertising program

Look for sponsors for NSLS programs and services, such as delivery and PD.

Experiment with offering an all day analysis of libraries' technology set-ups and providing suggestions on how they can streamline operations, save money, and offer the newer technologies that their patrons are demanding. .

IV. COLLABORATION

Goal: Help libraries to work more collaboratively and to realize the power of numbers when facing changes in the economy and technology in the outside world.

Tap member expertise and find ways to share with other members.

- Recruit experts from different types of NSLS libraries to record a series of podcasts on various topics in their field of expertise.
- Promote NSLS CoPs as a tool libraries can use to work to collaboratively and to share ideas.

NSLS

Goal: Collaborate as much as possible with other library systems and the Illinois State Library.

Objectives:

Collaborate with other Illinois library systems to advocate for increased funding and visibility for systems.

- Work with ILSDO to ensure that ROI data on system programs and services gets to key Illinois leaders and decision makers.