

Lake Agassiz Regional Library

Strategic Framework – Adopted by the LARL Board: Nov. 20, 2008.

Mission Statement

The mission of LARL is to link people and communities to resources and experiences for learning and enrichment.

Vision Statement

Exploring the riches of the universe right here at home.

Key Results

The library is a place where people want to be.

LARL provides the best service possible through maximizing our resources.

The public is aware of all that LARL has to offer.

Strategic Focus Areas

Great facilities

Lead: Anne

Asst. Lead: Sr. Eileen

Excellent customer service

Lead: Mary

Asst. Leads:

Helen & Jamie

Maximize existing technology and add new technology as needed

Lead: Josh

Asst. Lead: Sharon

Employ effective, creative and dynamic marketing of libraries and programs

Lead: Liz

Asst. Lead: Janelle

Lake Agassiz Regional Library
Strategic Plan 2009 – 2012
Adopted by the LARL Board – Nov. 20, 2008

Strategic Focus Area:

Great facilities

Strategies:

1. Define “blue print for service” model.
2. Develop the building/space plan that outlines components of great facilities.
3. Develop effective methods to work with cities.
4. Set maintenance expectations.

Lead: Anne Fredine

Asst. Lead: Sr. Eileen Beutel

Strategic Focus Area:

Excellent customer service

Strategies:

Staff Focus

1. Assure a selection process that reinforces hiring for good customer service skills.
2. Provide staff training that supports expected customer service skills.
3. Build in accountability to assure excellent customer service (e.g. performance evaluations, job descriptions).

Customer Focus:

1. Determine on-going methods to understand what customers want.
2. Determine a variety of methods to ensure on-going customer engagement.

Lead: Mary Haney

Asst. Leads: Helen Goodin & Jamie Sprynczynatyk

Strategic Focus Area:

Maximize existing technology and add new technology as needed

Strategies:

1. Develop a staff technology training plan.
 - a. Develop a Technology Inventory
 - b. Technology Skills Assessment
 - c. Develop staff technology training plan
 - d. Provide technology training

2. Maximize existing technology.
 - a. Millennium audit.
 1. Utilize Millennium Transit Slips
 2. Bib Record Material Type Change
 3. Shuffle IType, lcode1, Location codes for better reporting
 4. Clear Holdshelf
 5. Suppressed Records
 6. III Load Profile and Millennium Makeover Training
 7. Scat Tables
 8. Data Cleanup
 - b. Overdue and Bill Report
 - c. New Public Computer Image
 - d. Catalog Computer Refresh
 - e. Evaluate and change processing processes
 - f. Evaluate and change Acquisition/Cataloging processes
 - g. Web Filter/Proxy Review
 - h. Self-Check Review
 - i. Envisionware Patron and Print Management Review
 - j. Firewall upgrade for all locations.

Lead: Josh Stompro

Asst. Lead: Sharon Douglas

Strategic Focus Area:

Employ effective, creative, and dynamic marketing of libraries and programs

Strategies:

1. Staff training to include:
 - a. Public speaking.
 - b. "Quick facts" for staff.
 - c. Starting the "conversation" with customers and the community ("Tell me about what you're reading" buttons).
 - d. Material Marketing Guidelines.

2. Develop bold, breakthrough marketing techniques.
 - a. Tap into the passion about libraries, encourage advocacy, find ways for rich interaction.
 - b. Determine the appropriate mix of marketing methods.
 - c. Focus on human interaction/relationships.

3. Re-vamp the web page.

4. In conjunction with HR and Excellent Customer Service Focus Team, develop job descriptions that reflect above behaviors.

Lead: Liz Lynch

Asst. Lead: Janelle Brandon

NOTE: Each individual Strategic Focus Area will develop its respective staff training plan. Once all those plans are created, they will be consolidated and managed by Human Resources (Jamie Sprynczynatyk).

Strategic Focus Area: GREAT FACILITIES

Lead: Anne Fredine

Assistant Lead: Sr. Eileen Beutel

1A

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Review/list services currently provided at each branch location.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: October 30, 2009

Status: Created lists from Crookston and Moorhead Hubs.

Goal: Define current services so staff, Board and public can better understand the breadth of services available.

Progress: Discussed @ MH and CR Hub meetings, compiled list, reviewed w/Moorhead staff.

- 1.10 List revised and ranked and sent to Detroit Lakes Hub Supervisor.

Next Steps: Verify lists with Detroit Lakes Hub to ensure complete list for region.

- Review annotated list with Hub branches, discuss how to measure.

1B

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Consider for LARL, as a whole, the BASIC services that should be provided in EVERY branch (Examples: Collection; Databases; Reader’s Advisory/Information Services; etc.)

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians, Coordinating Team.

Target Date: January 15, 2010

Status: List revised with annotations and ranked.

Goal: Provide a measurable list, which can serve in evaluation of a branch’s full function and help LARL focus resources on most essential services throughout region, particularly those that define us as a library.

Progress: 1.10 Annotated and ranked list ready for Coordinating Team review.

- Reviewed with CT, new revision to offer to CT at 4.10 meeting

Next Steps: Determine how to measure services. Review with branches and Coordinating Team.

1C

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Consider for LARL the ENHANCED services that should be provided where funds, space and staffing are available (Ex.: Meeting Rooms, etc.). Also recommend services currently provided that should be dropped.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: January 15, 2010

Status: Initial distinction between Basic and Enhanced Services determined.

- Refined lists with annotations ready for CT review

Goal: To help LARL define priorities for services that can be properly supported, cost/benefit ratio, while recognizing local needs.

Progress: 1.10 Ready for review with Coordinating Team for consensus.

- Final lists ready for CT review

Next Steps: Review lists with All Branch staff

- Does this then go to the LARL Board?

1D

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Define Service Zones for a typical location in LARL.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: January 15, 2010

Status: Zones defined and activities of staff outlined for each zone.

Goal: Explore the functions in each branch to determine if they are appropriately grouped for maximum efficiency.

Progress: 1.10 Initial document ready for review by Coordinating Team.

- Revised list with service expectations ready for CT

Next Steps: Clarify service expectations for staff in each zone.

- Review concept of Zones and related staff activities with branches and Hub staff.

1E

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Define Service Outcomes for a branch – community gathering place, information resource – and review services and programs to evaluate how they accomplish the larger outcome.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: February 15, 2010

Status: Exploring library literature for current thinking in this area.

Goal: Ensure that LARL services and programs result in the desired service outcomes across the region.

Progress: 1.10 Anne and Eileen doing some reading in the literature to assist with this concept.

- 4.10 PLA defined “Service Priorities” worth study.

Next Steps: Review with Coordinating Team.

1F

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Define the service populations and the essential services needed for each – infants and toddlers, pre-schoolers, elementary school-age children, middle school and high school-aged teens, post-high school young adults, young couples/young families, single adults – not yet married, never married, and divorced or widowed, young professionals, families with older children, empty nesters, “new seniors”, elderly, etc.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians, Customers.

Target Date: March 31, 2010

Status: Not started

Goal: Define what LARL means by each of these service populations and whether LARL branches can meet ESSENTIAL library needs.

Progress:

Next Steps: Surveys, focus groups, conversations with customers, evaluations of programs.

1G

Strategy: Define “Blueprint for Service” model.

Sub Strategy: Define aesthetic standards for all LARL locations – (examples: walls, floors, furnishings well maintained, attractive in terms of style and color, well lighted by both natural and artificial light sources, etc.)

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: May 30, 2010

Status: Addressed in initial Maintenance Expectation documents

Goal: Ensure that all LARL locations are welcoming, attractive and easily-navigated spaces.

Progress: 4.10 Reviewing Walk-About documents from earlier visits in branches

Next Steps: Evaluate locations based on standards.

- In September, Hub Supervisors will visit all branches in teams, to review how spaces look, and pinpoint areas for specific improvement.

2A

Strategy: Develop the building/space plan that outlines components of great facilities.

Sub Strategy: Consider space and furnishings required to provide each of those essential services effectively. (Ex: shelving, space allocation for different parts of collection, service desk, etc.)

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: March 31, 2010

Status: Not started

Goal: Translate services into space needs.

Progress:

Next Steps:

2B

Strategy: Develop the building/space plan that outlines components of great facilities.

Sub Strategy: Review current space in each location – size and arrangement – and compare to “ideal” space for each essential service.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: November 30, 2010

Status: Not started

Goal: Assessment of current spaces for adequacy/define “ideal” space.

Progress:

Next Steps:

3A

Strategy: Develop effective methods to work with cities.

Sub Strategy: Each Branch Librarian understands LARL’s expectations in regard to character and maintenance of buildings.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: June 2010

Status: Started gathering data from Moorhead Hub branches regarding how they interact with their cities for maintenance issues.

Goal: Define expectations and communicate with branch staff individually and in Hub meetings.

Progress:

Next Steps: Compile list of possible approaches, review for “best practices”

3B

Strategy: Develop effective methods to work with cities.

Sub Strategy: Each Branch Librarian is acquainted with city staff responsible for building maintenance.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: August 2010

Status: Some branches have begun this process, others need to rebuild, etc.

Goal: Branch Librarians will have on-going relationships with city staff who can assist in making needed repairs and maintenance happen.

Progress:

Next Steps:

3C

Strategy: Develop effective methods to work with cities.

Sub Strategy: Each Branch Librarian learns the city’s needs and expectations for reporting building problems, timing of maintenance or capital requests, and budget limitations, and follows them carefully.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: October 31, 2010

Status: Not started

Goal: Make sure that city and library are not working at cross purposes.

Progress:

Next Steps:

3D

Strategy: Develop effective methods to work with cities.

Sub Strategy: Each Branch Librarian works with their Hub Supervisor to define building needs, investigate approximate costs where appropriate, and communicate those needs to city staff or officials.

Who is involved: Hub Supervisors, Public Service Supervisors, Branch Librarians.

Target Date: December 15, 2010

Status: Varies across region.

Goal: Make sure that cities are aware of library space needs – current and future so they can plan appropriately for budgeting.

Progress:

Next Steps:

4A

Strategy: Set maintenance expectations.

Sub Strategy: Minimum expectations will be defined for LARL overall. (Will be slightly different for each branch depending on facilities.)

Who is involved: Hub Supervisors, Branch Librarians, city staff in each location.

Target Date: October 30, 2009

Status: Three lists prepared: Branch Maintenance Expectations; Branch Maintenance Expectations – Staff; Building Upkeep Checklist.

Goal: All LARL facilities will have a clean, uncluttered and welcoming environment.

Progress: 10.9 Branch Maintenance Expectations and Branch Maintenance Expectations – Staff prepared.

- 1.10 Building Upkeep Checklist prepared.
- 4.10 Hub Supervisors have reviewed lists, consensus that basics are covered.

Next Steps: Repeat Branch Walk-Abouts with all three Hub Supervisors.

- Review with branch and Hub staff, correct any oversights, establish sense of meeting expected standard.

4B

Strategy: Set maintenance expectations.

Sub Strategy: Routine cleaning—areas to define: vacuuming carpets; mopping/stripping tile floors; washing windows – interior and exterior; dusting of tables, chairs, desks, etc.; cleaning/polishing wood surfaces; cleaning restroom facilities; trash/recycling pick-up and disposal; miscellaneous supplies – who provides; lawn care and plantings; snow removal – sidewalks and parking

Who is involved: Hub Supervisors, Branch Librarians, city staff in each location.

Target Date: February 15, 2010

Status: Branch Maintenance checklist documents prepared.

Goal: All LARL facilities will have a clean, uncluttered and welcoming environment, and Branch Librarians and cleaning staff all understand the same expectations.

Progress: 10.9 Branch Maintenance documents prepared.

- 4.10 Have discussed at some Hub meetings

Next Steps: Discuss at Hub meetings this winter to involve Branch Librarians.

- Revise and update, review with Coordinating Team so they are ready to discuss with city staff responsible for buildings.

4C

Strategy: Set maintenance expectations.

Sub Strategy: Building Upkeep – broken, vandalized or worn-out fixtures or equipment (example: locks, exterior lights, roof repair, sidewalks or parking lots.

Who is involved: Hub Supervisors, Branch Librarians, city staff in each location.

Target Date: February 15, 2010

Status: In process

Goal: All LARL facilities will be well-maintained and a source of pride for both LARL and the community.

Progress: 1.10 Building upkeep checklist prepared.

Next Steps: Discuss at fall Hub meetings to involve Branch Librarians and identify potential difficulties.

4D

Strategy: Set maintenance expectations.

Sub Strategy: Discuss budget requirements with city officials in reaching agreement on frequency, etc.

Who is involved: Hub Supervisors, Branch Librarians, city staff in each location.

Target Date: March 31, 2010

Status: Not started

Goal: Establish a pattern/procedure/process for communicating library building needs to the appropriate city officials and departments.

Progress:

Next Steps: Find out from each city when they need to know library requirements for the next budget cycle.

Strategic Focus Area: EXCELLENT CUSTOMER SERVICE

Lead: Mary Haney

Assistant Lead: Helen Goodin & Jamie Sprynczynatyk

I. Staff Focus

1A

Strategy: Assure a selection process that reinforces hiring for good customer service skills.

Sub Strategy: Review job descriptions and change as needed.

Who is involved: Hub Supervisors, Helen, Jamie, Kathy

Target Date: February 1, 2010?

Status: in process

Goal: Job descriptions will emphasize the need for customer service skills and experience.

Progress: Mary and Kathy recently reviewed the Library Associate II job description for customer service skills.

- Hub Supervisors, Jamie and Kathy recently reviewed the LINK Coordinator job description for customer service skills.
- 2/10 Hub Supervisors, Jamie and Kathy reviewed and amended the Library Associate I job description

Next Steps: Hub Supervisors, Jamie and Kathy will review other job descriptions as other positions open up.

1B

Strategy: Assure a selection process that reinforces hiring for good customer service skills.

Sub Strategy: Review interview questions and change as needed.

Who is involved: Hub Supervisors, Helen, Jamie

Target Date: June 1, 2010

Status: in process

Goal: Hire staff with good customer service skills.

Progress:

- 4/21 Mary, Helen and Jamie have a draft of proposed changes to sub interview questions that can be adapted to other positions.
- 4/21 Coordinating Team reviewed proposed changes.

Next Steps: HR/Jamie will keep revised interview questions for subs on file and send out as needed.

- The new interview questions will be incorporated into questions for other positions as positions open up.

2A

Strategy: Provide staff training that supports expected customer service skills.

Sub Strategy: Develop customer service standards.

Who is involved: Mary, Helen, Jamie

Target Date: October 1, 2009

Status: completed 10/09

Goal: Set standards that all staff in direct contact with customers can consistently meet.

Progress: Mary, Helen and Jamie are reviewing customer service standards of other libraries. They are also reviewing a proposed set of customer service standards.

Next Steps: Completed

- 10/09 The Coordinating Team has reviewed proposed customer service standards.
- 4/21 Standards will be posted on staff intranet and discussed with staff at Hub meetings and Staff meetings.

2B

Strategy: Provide staff training that supports expected customer service skills.

Sub Strategy: Identify skills to be developed in training and personnel in need of training.

Who is involved: Mary, Helen, Jamie

Target Date: January 1, 2010

Status: Completed 1/10; skills have been identified and the Coordinating Team has reviewed a list of skills that can be used for job descriptions and interview questions.

Goal: Set standards that all staff in direct contact with customers can consistently meet

Progress: The Coordinating Team has reviewed proposed customer service standards.

Next Steps: Completed

2C

Strategy: Provide staff training that supports expected customer service skills.

Sub Strategy: Develop staff training plan

Who is involved: Mary, Helen, Jamie

Target Date: March 1, 2010

Status: in process

Goal: to assure that all supervisors know what training is needed to achieve outstanding customer service.

Progress: Mary and Helen are reviewing the previous training plan developed by Human Resources and Supervisors to update and supplement it to include more details on training for customer service skills.

Next Steps:

Customer Service Training Plan:

- Existing staff will review the customer service skills self-assessment annually.
- Supervisors will train existing staff, and all new staff as hired, using LARL's Customer Service Standards.
- Supervisors will train staff for skills for customer service, phone answering skills and listening skills. From time to time, LARL will present customer skills workshops for staff.
- Mary, Helen and Jamie will look for a potential trainer for All Staff Day.
- Develop customer service checklist for use by supervisors for training with staff and for orientation/training with new staff.

2D

Strategy: Provide staff training that supports expected customer service skills.

Sub Strategy: Implement staff training plan

Who is involved: Supervisors, outside trainers

Target Date: October 1, 2010 and on-going

Status: some supervisors have done some training on good phone skills

Goal: All staff will have the skills and knowledge to provide excellent customer service.

Progress: 10/12/09 Phone skills for customer service presented as breakout session at All Staff Day.

- 10/09 Phone skills for customer service posted on staff intranet; skills self-assessment form has been developed.
- 4/21 Coordinating Team reviewed customer service skills self-assessment form.

Next Steps:

- Coordinating Team will review proposed customer service skills self-assessment form
- All staff will do the self-assessment by October 1, 2010
- Supervisors will train staff on achieving the customer service standards
- Customer service training will be presented at All Staff Day 2010

2E

Strategy: Provide staff training that supports expected customer service skills.

Sub Strategy: Monitor compliance with standards

Who is involved: Supervisors, customers, "secret shoppers"?

Target Date: January 1, 2011 and on-going

Status: not started

Goal: achieve and maintain LARL's customer service standards

Progress:

Next Steps: Mary, Helen and Jamie will develop a customer feedback postcard

3A

Strategy: Review/understand/implement methods that result in staff believing they are valued.

Sub Strategy: survey staff for input and methods regarding staff appreciation

Who is involved:

Target Date:

Status: not started

Goal:

Progress:

Next Steps:

3B

Strategy: Review/understand/implement methods that result in staff believing they are valued.

Sub Strategy: select and implement methods

Who is involved:

Target Date:

Status: not started

Goal:

Progress:

Next Steps:

II. Customer Focus

1A

Strategy: Determine on-going methods to understand what customers want.

Sub Strategy: Research methods used by other organizations and industries

Who is involved:

Target Date:

Status:

Goal:

Progress:

Next Steps:

1B

Strategy: Determine on-going methods to understand what customers want.

Sub Strategy: Select methods that reach customers of all demographics

Who is involved:

Target Date:

Status:

Goal:

Progress:

Next Steps:

1C

Strategy: Determine on-going methods to understand what customers want.

Sub Strategy: Implement selected methods

Who is involved:

Target Date:

Status:

Goal:

Progress:

Next Steps:

2A

Strategy: Determine a variety of methods to ensure on-going customer engagement.

Sub Strategy:

Who is involved:

Target Date:

Status:

Goal:

Progress:

Next Steps:

III. Regional Office Focus

1A

Strategy: Determine methods to understand what our internal customers want (branches and LINKS).

Sub Strategy:
Who is involved:
Target Date:
Status:
Goal:
Progress:
Next Steps:

2A

Strategy: Determine the “gaps” internal customers are concerned about.

Sub Strategy:
Who is involved:
Target Date:
Status:
Goal:
Progress:
Next Steps:

3A

Strategy: Develop solutions in a mutual fashion.

Sub Strategy:
Who is involved:
Target Date:
Status:
Goal:
Progress:
Next Steps:

**Strategic Focus Area: MAXIMIZE EXISTING TECHNOLOGY AND ADD NEW
TECHNOLOGY AS NEEDED**

1A

Strategy: Develop staff technology training plan.

Sub Strategy: Develop a Technology Inventory

Who is involved: Josh, Sharon

Target Date:

Status: In process

Goal: A complete listing of all the technology items that LARL staff and customers use. This will be used to make sure all technology items are covered by the skills assessment and technology training plan. It will also be used to determine what continues to be maintained, what phases out, and what gets improved.

Progress:

- 3/17/09 – 1st Draft Produced – ~~Will be sent out for review~~
- 7/14/09 – Items classified by staff or public use.

Next Steps:

- Add more details about each item in the inventory.
- Survey staff about usage of each item to find out if there are any gaps in our understanding of each item's use.

1B

Strategy: Develop staff technology training plan.

Sub Strategy: Technology Skills Assessment

Who is involved: Josh, Sharon

Target Date:

Status: In process

Goal: Identify the areas and individuals in greatest need for technology-related training. This will allow us to put resources toward those areas that will give the best return on investment.

Progress:

- 3/13/09 – Ordered LITA guide “Core Technology Competencies for Librarians and Library Staff”
- 6/17/09 – Josh received LITA guide and is currently reading.

Next Steps:

- Identify core technology areas that staff should know.
- Create survey.

1C

Strategy: Develop staff technology training plan.

Sub Strategy: Develop staff technology training plan.

Who is involved:

Target Date:

Status: Not Started

Goal:

Progress:

Next Steps:

1D

Strategy: Develop staff technology training plan.

Sub Strategy: Provide technology training

Who is involved:

Target Date:

Status: Not Started

Goal:

Progress:

Next Steps:

2A-1

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Utilize Millennium Transit Slips

Who is involved: Sharon, Josh, Helen

Target Date:

Status: Completed

Goal: Utilize the Transit Slips that Millennium can print to increase accuracy and cut down on staff time.

Progress:

- 2/16/09 - Transit Slip designed and tested by Sharon
- 2/24/09 - Transit Slip tested in Moorhead and LINK Sites
- 3/04/09 - All other branches live with Transit Slips

Next Steps: Completed

2A-2

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Bib Record Material Type Change

Who is involved: Sharon, Helen

Target Date: Before the end of 2009

Status: Completed 08/31/09

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

- 4/27/09 - ILS Team chose August 31st as the date for the material type code change.
- 08/31/09 – Code changes done and new instructions sent to cataloging staff.

Next Steps: Completed

2A-3

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Shuffle IType, Icode1, Location codes for better reporting

Who is involved: Sharon, Josh, Helen

Target Date: Before the end of 2009

Status: In process

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

- 04/27/09 - ILS Team chose December 28-31 as the dates for the multiple code change.
- 07/01/09 – Gathered info. from ILS Committee about desired web catalog/Millennium changes.
- 10/13/09 – Gathered feedback about desired web catalog/Millennium changes from staff during All-Staff-Day.
- 10/23/09 – NWRL gathering suggestions for web catalog/Millennium changes.
- 12/14/09 – Prepared suggested code changes for Dec 14th ILS meeting.
- 12/28/09 – Started making code changes. New code lists sent to catalogers.

Next Steps:

- NWRL gathering suggestions for web catalog/Millennium changes 10/23/09
- Prepare suggested code changes for Dec 14th ILS meeting.
- Send new code list and instructions to LARL/NWRL catalogers and branches.
- December 28 start making the multiple code changes.
- Work out code related problems by making adjustments to codes and tables they reside in.
- Send new code list to LARL/NWRL branches after final adjustments to codes are done.

2A-4

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Clear Holdshelf

Who is involved:

Target Date:

Status: Not Started

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

Next Steps:

2A-5

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Suppressed Records

Who is involved:

Target Date:

Status: Not Started

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

Next Steps:

2A-6

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - III Load Profile and Millennium Makeover Training

Who is involved: Sharon

Target Date: Before the end of 2009

Status: Completed

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

- 6/10/09 Sharon signed up for Load Profile and Millennium Makeover Training (to be held in November).
- 11/2/09 Sharon attended training Nov. 2-6 and used some of what was learned during the code changes in December.

Next Steps:

- After training submit list of suggested changes to ILS Team.
- Completed

2A-7

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Scat Tables

Who is involved:

Target Date:

Status: Not Started

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

Next Steps:

2A-8

Strategy: Maximize existing technology

Sub Strategy: Millennium Audit Report Area - Data Cleanup

Who is involved:

Target Date:

Status: Not Started

Goal: Streamline cataloging processes and ease the complexity of report generation.

Progress:

Next Steps:

2B

Strategy: Maximize existing technology

Sub Strategy: Overdue Report

Who is involved: Sharon

Target Date:

Status: In process

Goal: Evaluate the ways LARL can deal with overdue and Bill notices

Progress:

- 3/17/09 – Draft sent to Coordinating Team for review
- 5/20/09 – Sub-committee present recommendation to discontinue overdue fine charges to Coordinating Team. Coordinating Team approves recommendation
- 6/18/09 – LARL Board of Trustees reviews recommendation, tabled until September for further discussion.
- 9/24/09 – Bills are now sent 2 weeks after items are due, they were being sent 3 weeks after due date. Notifying customers sooner about their long overdue materials should increase the number of returned items.
- 10/15/09 – Reviewing cost of using Click2Mail for delivery of print Bill notice to customers (around 40-60 customers each day).
- 03/01/10 – Scripts setup to implement the sending of bills through Click2Mail.
- 04/07/10 – May 5th chosen as soft opening date
- 04/16/10 – Text for Bills and bookmark finalized, PIO work order form filled out, bookmarks scheduled to be done before April 26th.

Next Steps:

- May 5th scheduled for soft opening
- Sept begin preparing for Collection Agency step

2C

Strategy: Maximize existing technology

Sub Strategy: New Public Computer Image

Who is involved: Josh, Phil

Target Date: 10/12/09

Status: In process

Goal: Provide up-to-date software to customers and fix bugs that have been reported in previous images.

Progress:

- 3/23/09 – 3/27/09 – Deploy first draft image for 740 machines on 6 new machines in the new Moorhead lab. Collect feedback from staff and customers and adjust image as needed.
- 07/01/09 - Evaluating a new image in Moorhead Gates training lab that includes Office 2007. Waiting for feedback.
- 10/01/09 – Created image for 520 model computers.
- 09/30/09 – Installed new image in Ada, Fertile and Hawley, received no negative feedback after 2 weeks. Will move forward with install.
- 11/01/09 – New images created and roll out started again. New images contained software deployment agent capabilities.
- 11/01/09 – VIP image updated and being rolled out to all branches.
- 04/01/10 – New cycle started, new versions of VIP machine hardware purchased, new image being worked on.
- 04/01/10 – New computers to replace 520 model public computers installed in Detroit Lakes, Barnesville, Hawley and Moorhead.

Next Steps:

- Deploy image and new computers in all other branches.

2D

Strategy: Maximize existing technology

Sub Strategy: Catalog Computer Refresh

Who is involved: Josh, Phil, Hub Supervisors of branches receiving catalog computers.

Target Date:

Status: In process

Goal: Update catalog computer image, reimage existing catalog computers and install new catalog computers in sites that don't already have them.

Progress:

- 4/09 – Re-imagined existing catalog computers in MH, DL, CR, HL, BV and BC and installed new catalog computer in Ada.
- 09/09 – Setup new image that fixes outstanding problems with images being disabled randomly.
- 09/30/09 – Imaged catalog machines in Ada and Hawley with new fixes.

Next Steps:

- Reimage catalog machines in Moorhead, Crookston, Detroit Lakes and Breckenridge.
- Furniture is needed for further progress; need to work with Hub Supervisors on furniture and placement.

2E-1

Strategy: Maximize existing technology

Sub Strategy: Evaluate and change processing processes.

Who is involved: Sharon, Helen

Target Date: by the end of 2009

Status: In process

Goal: Streamline Technical Services processing processes.

Progress:

- 4/14/09 – Review preliminary evaluation with Helen/Kathy
- 6/29/09 – Review final evaluation with Helen and prioritize suggested changes
- 7/2/09 – Sent final evaluation to Kathy for approval
- 7/5/09 – Received final approval to move forward with suggested changes
- 7/30/09 – Catalogers using laser printer for labels
- 10/13/09 – B&T Continuation accounts set up for processing
- 4/07/10 – B&T DVD processing accounts set up for processing

Next Steps:

- Change/Add B&T processing setups
- Add other vendors processing setups

2E-2

Strategy: Maximize existing technology

Sub Strategy: Evaluate and change Acquisition/Cataloging processes.

Who is involved: Sharon, Helen

Target Date: By the end of 2010

Status: In process

Goal: Streamline Technical Services Acquisition and Cataloging processes.

Progress:

- No longer having Acquisition staff add catalog date to order records at the time of receiving. This had reasons in the past that are no longer valid. Saving a few extra key strokes.

Next Steps:

2F

Strategy: Maximize existing technology

Sub Strategy: Web Filter/Proxy Review

Who is involved: Josh, Sharon

Target Date:

Status: In process

Goal: Review all aspects of the filtering web proxy to see where it can be improved. Look at the staff interface, blocked page, unfiltering behavior, and internal proxy settings. Look into prioritizing certain traffic to provide better overall performance.

Progress:

- 05/01/09 – New virtual server with proxy/filter setup.
- 07/07/09 – New version of proxy (squid) configuration researched.
- 07/07/09 – New version of filtering software (Dansguardian) configuration researched.
- 07/10/09 – Software configured and some testing done.
- 01/12/10 – Testing new filter in Moorhead to get some real world experience.
- 02/25/10 - Discuss traffic prioritization settings with Coordinating Team.
- 03/12/10 - Testing new filter in Thief River Falls also.

Next Steps:

- Finish configuring proxy and filter software.
- Look at new blocked page (Page that comes up when a blocked site is accessed)

2G

Strategy: Maximize existing technology

Sub Strategy: Self-Check Review

Who is involved: Josh, Sharon, staff of branches with Self-Check.

Target Date: 12/01/09

Status: In process

Goal: Review all aspects of Self-Check to see where it can be improved.

Progress:

- 04/20/09 - 10 Key – keypad being used in DL.
- 07/14/09 – Enhancement request sent to III on consistency of button placement in interface, brought forward by DL staff.
- 09/09 – New Self-Check image created for newer computers that can be started automatically. Installed one in MH and one in BV. Moving forward, will replace older Self-Checks when they fail.

Next Steps:

- Review Self-Check settings.
- Look into enabling sounds on Self-Check.
- Create a staff tip sheet on things to remember about the Self-Check.

2H

Strategy: Maximize existing technology

Sub Strategy: Envisionware Patron and Print Management Review

Who is involved: Josh, Sharon, Hub Supervisors

Target Date: 10/01/09

Status: In process

Goal: Review and update documentation, configuration and software of Envisionware Patron and Print Management System.

Progress:

- 05/13/09 – Installed latest version of PCReservation in Detroit Lakes after hard drive failure. No reports of problems yet so it was a good test.
- 07/01/09 – Setup and tested backup strategy for PCReservation at 3 Hubs to make sure computer use stats are protected, and disaster recovery is more efficient.
- 07/05/09 – Setup test system in the RO to investigate new functionality and to help plan for upgrade.
- 01/18/10 – Upgraded Detroit Lakes to most recent version of Envisionware Software.

Next Steps:

- Upgrade Crookston to latest version of PCReservation/LPTOne.
- Update/create staff documentation on new features of new versions of software.
- Fine tune setup with newer features.
- Adjust computer setup to make remote administration even easier at 3 Hubs.
- Upgrade all Hubs to latest version of print management software.

2I

Strategy: Maximize existing technology

Sub Strategy: Firewall upgrade for all locations.

Who is involved: Josh

Target Date: 03/01/10

Status: In process

Goal: Upgrade or replace branch firewalls and setup new firewall software to provide better control of bandwidth

Progress:

- 08/03/09 – Temporary firewall setup in Crookston.
- 08/03/09 – New firewall setup in Climax.
- 08/09 – New firewall software setup in Barnesville after their remodel. Monitoring performance.

Next Steps:

- Give Crookston back their firewall after software has been updated on it.
- Upgrade more sites that are having latency issues first.
- Currently there are some lockup issues with the firewalls in Barnesville and Climax, resolve those.

3A

Strategy: Implement technology maximization plans

Sub Strategy:

Who is involved:

Target Date:

Status: Not Started

Goal: This section will track implementation of technology maximization plans.

Progress:

4A

Strategy: New Technology

Sub Strategy:

Who is involved:

Target Date:

Status: Not Started

Goal: In this section new technology needs that have been identified will be tracked.

Progress:

4B

Strategy: New Technology

Sub Strategy: Software Deployment Solution

Who is involved: Josh

Target Date: 03/01/2010

Status: Complete

Goal: Keep public and staff computers up to date using less staff time.

Progress:

- 10/01/09 – OCSInventoryNG installed and configured.
- 11/01/09 – Tested software deployment on staff computers.
- 12/01/09 – Tested software deployment on public computers.
- 04/01/10 – Deployment system working as expected.

Next Steps:

5A

Strategy: Maximize existing technology

Sub Strategy: Meet customers Web Catalog needs.

Who is involved: Josh, Sharon, Hub Supervisors, Branch staff, key NWRL staff

Target Date: by end of 2010

Status: In process

Goal: Change the scoping so customers can search for collections (DVD, Juv Bks, etc.) from the main page and not have to dig for the information. In many cases the desired information was not available so make changes so it is.

Progress:

- 07/01/09 – Gathered info. from ILS Committee about desired web catalog changes.
- 10/13/09 – Gathered feedback about desired web catalog changes from staff during All-Staff-Day.
- 10/23/09 – NWRL gathering suggestions for web catalog changes.
- 12/14/09 – Prepared code changes related to scoping for Dec 14th ILS meeting.
- 12/28/09 – Started making code changes.
- 4/16/10 – Location code changes caused problems with Floating Collection. Returned to old location codes for NEW and EXPRESS. New Directions sent out to all staff and Staff Intranet. Will seriously consider returning to old location codes for permanent collection next.

Next Steps:

- When the code changes are in place contact III to make the final changes. Will probably have a Web Catalog staging area set up for testing before turning it on to customers.
- To what extent do we want to announce changes?

Strategic Focus Area: EMPLOY EFFECTIVE, CREATIVE, AND DYNAMIC MARKETING OF LIBRARIES AND PROGRAMS

Lead: Liz Lynch
Assistant Lead: Janelle Brandon

1A

Strategy: Staff Training

Sub Strategy: Public Speaking for Library Card Sign-up Month

Who is involved: Janelle, Liz & Kathy

Target Date: September 2009

Status: Wrapping-up

Goal: To reach kids in 1st or 2nd grade that do not have library cards and get librarians back into the school (they went in the spring to promote the SRP) in the fall. We will distribute key chains for the students' keycard library card.

Progress:

Next Steps: Complete Library Card Sign-up Month promotion plan and inform Branch Librarians through their July Hub Meetings

- October 2009 - Getting feedback from branches and LINK Sites to see if the school visits and incentives were effective and also how many new customers were generated due to this effort. (Report from Sharon requested.)
- January - Create a plan to help determine statistics for Library Card Sign-up Month 2010. This plan will be created by April of 2010.

1B

Strategy: Staff Training

Sub Strategy: “Quick facts” for staff.

Who is involved: Janelle

Target Date: August 2009

Status: In process

Goal: Empower staff to speak to groups with confidence.

Progress:

Next Steps: Finalize and distribute.

- October 2009 - Run by Coordinating Team. Use as lead-in to Public Speaking seminar to be held in November 2009 (Date TBD)
- January 2010 - “Quick Facts” finalized and ready for distribution.
- Distribute at April CT Meeting.

1C

Strategy: Staff Training

Sub Strategy: Starting the “Conversation” with customers and the community.

Who is involved: Janelle

Target Date: Done

Status: Ordered and distributed “Tell me what you’re reading” buttons.

Goal: Generate conversations between staff and customers.

Progress: I have contacted several branch librarians to ask them to report on the use of the buttons in the library.

Next Steps: Communicate with staff regarding outcome of buttons.

- Encourage Hub Supervisors to discuss “Word of Mouth Marketing” article concept with branch staff.
- Implement “Building A Buzz” plan with marketing team.

1D

Strategy: Staff Training

Sub Strategy: Material Marketing Guidelines (slatwall/shelving/collection display)

Who is involved: Helen, Jeanne, Liz & Janelle

Target Date: Guidelines, December 2009 & Implementation, January 1, 2010

Status: CT Discussion

Goal: Increase circulation across the region.

Next Steps: Helen/Janelle/Jeanne/Liz collaborated to present a break-out session during ASD 2009 to help encourage tips for collection display. Helen generated tips that could be used more formally as standards for slatwall/shelving and collection displays. Group will continue to work on generating standards and make a document available to all staff.

- January 2010 - Add this to the Staff Intranet and encourage Hub Supervisors to discuss with each branch at the branch location.

2A

Strategy: Develop bold, breakthrough marketing techniques.

Sub Strategy: Gathering Human Interest Stories from LARL locations

Who is involved: Janelle

Target Date: September 2009

Status: In process

Goal: To learn more about the people and communities we serve to be better able to serve them in the future.

Progress: Janelle visited five branch libraries and hopes to get through all branch libraries this summer.

Next Steps: Write the stories that Janelle is hearing from LARL customers and publish them for the rest of the staff in SC along with publishing the stories for others in their local newspapers.

- October 2009 - Use the testimonials on our new website.

2A-1

Strategy: Develop bold, breakthrough marketing techniques.

Sub Strategy: 2009 LARL Legislative Day Video

Who is involved: Janelle, Josh

Target Date: April 3, 2009

Status: Complete

Goal: To start the conversation with legislators in a helpful, direct, cost-effective way.

Progress: Complete

Next Steps: Assess with legislators whether they appreciate being communicated with in this way.

- Determine if LARL will use this strategy in 2010.
- Complete

2B

Strategy: Develop bold, breakthrough marketing techniques.

Sub Strategy: Breckenridge Library SRP Event Email list

Who is involved: Janelle, Nanci

Target Date: Summer 2009

Status: In process

Goal: To reach out to customers in an additional way to keep them aware of all the summer activities that Breckenridge Library has to offer kids and teens.

Progress: Nanci has been sending emails to parents that have signed-up to receive them in the library for the last two months. She watched attendance at an SRP program jump from 35 attendees to 65 attendees shortly after she began sending emails.

Next Steps: Evaluate how the program worked in Breckenridge and hopefully be able to offer email lists to all branch libraries starting in the Fall of 2009 when the new website is available.

- New larl.org launched with EventKeeper calendar, allowing customers to sign up for e-mail reminders of upcoming programs.

2C

Strategy: Develop bold, breakthrough marketing techniques.

Sub Strategy: Focus on human interaction/relationships.

Who is involved:

Target Date:

Status:

Goal:

Progress:

Next Steps:

2C-1

Strategy: Develop bold, breakthrough marketing techniques.

Sub Strategy: LARL Garment Wear

Who is involved: Janelle, Annette

Target Date: Summer 2009

Status: LARL Garment Wear has been distributed to staff.

Goal: To raise awareness of LARL programs and services and an option for staff to wear logo clothing during work and public speaking events.

Progress: Collecting orders and money.

Next Steps: Ordering and distribution.

- July 2009-All garments have been distributed-Janelle waiting to hear back from several branch libraries and RO staff as to the usefulness and potential effectiveness of LARLwear as a marketing tool as well as how it serves as internal customer service.

Next Steps: Determine if another order will be placed.

3A

Strategy: Re-vamp the web page.

Sub Strategy: Focus on human interaction/relationships.

Who is involved: Janelle, Josh, Kathy, Absolute Marketing

Target Date: September 1, 2009

Status: In process

Goal: Provide a user-friendly, interactive, informative website for staff and customers.

Progress:

Next Steps: Evaluate Content Management Framework.

- July 2009-We have decided (after 10 months) to abandon the Drupal framework for a more user-friendly CMS called Wordpress MU. Absolute has given us a timeline of 1 month until completion so we are hopeful that we will have a website by fall.

Next Steps: The events calendar portion of the new web page is available on our current LARL site. It is still unclear as to whether we will have a soft launch of the new site before Janelle returns from maternity leave.

- January 2010 – New event calendar has been launched.
- January 2010 - Mid February Launch of new larl.org.
- February 2010 – Site launched, but still in development.

4A

Strategy: Develop job descriptions that reflect above behaviors.

Sub Strategy: Focus on human interaction/relationships.

Who is involved:

Target Date:

Status:

Goal:

Progress:

Next Steps:

5A – 1

Strategy: Market Online Information Services

Sub Strategy: Promote AskMN

Who is involved: Liz & Janelle

Target Date: January 2010

Status: AskMN services is currently offered via larl.org.

Goal: AskMN services used by LARL customers.

Progress: AskMN is currently up and running and linked to larl.org.

Next Steps: Work with Janelle to develop a marketing plan, which may involve pushing the product in conjunction with the new larl.org site.

- Strategically place link/information regarding AskMN on new larl.org, in addition to discussing a promotional plan with PIO by April of 2010.

5A – 2

Strategy: Market Online Information Services

Sub Strategy: Promote LARL Online Databases

Who is involved: Liz & Janelle (Minitex)

Target Date: January 2010

Status: LARL customers have access to over 40 online databases.

Goal: Staff & customers are aware of available databases.

Progress: Ask MN will be up and running August 10, 2009

- New “LARL Online Database” bookmarks were produced and distributed.

Next Steps: Liz will discuss the new list of online databases with staff at the Hub level. This may result in classes for the public (LearningExpress Library.com)

- Liz and Janelle will discuss how to market the databases.
- Liz and Janelle will discuss how to market the databases by April of 2010.

April 27, 2010