Strategic Planning for Wisconsin Libraries — July 28, 2011

Collections

1. Patron-driven acquisitions only purchase items that are used
2. Cooperative purchasing/collaborative responsibilities, e.g., selection collection development
3. Digitization center—digitizing unique materials; this would be a cooperative centralized unit for all types, even Historical Society
4. Licensing issue—improve license negotiation process
5. Off-site storage for rarely used items

Funding

1. Overcoming institutional barriers to funding, i.e. policies against outside grants or other revenue streams
2. Finding non-traditional funding sources—donors, vendors
3. Appealing to users outside of “traditional” audience that is libraries, e.g., using pop culture figures to raise zeitgeist
4. Shifting social consciousness form “nice to have” to “need to have”
5. Develop multi-type library consortium to promote library advocacy and fundraising

Marketing

1. A comprehensive statewide brand, e.g., Geek the Library or “Got Milk?”
2. Partnering with businesses to promote, e.g., Best Buy, local restaurants
3. Consistently identifying customers and their needs
4. Setting targets, goals
5. Concentric circles of collaboration around a marketing strategy—marketing internally then externally, e.g. the ripple effect of training staff to use a database or device which they then demonstrate to users
6. Forming a statewide level coordinating group
7. Reach out to experts in brand, product, and marketing strategy

Services

1. Available when needed/continual communication—feedback loop
2. Help libraries innovate—training/partnerships/grants/fee-based services

Space

1. Proactive partnerships  
   - Inside existing library spaces – invite in complementary services   
   - External – go to malls, kiosks, and other outposts
2. Mobility vs. Monumentality (library as a monument or warehouse)

- use mobile technology to go to where the users are  
- Destination monument : use to attract in house usages like wifi and tourism   
- provide services through both methods

Staffing

1. Need greater efficiencies across institutions (private and public)  
   - cross training of staff  
   - multi-faceted skill sets encourage comfort with change  
   - flexibility/adaptability  
   - looking at retirements—hire for future needs vs. traditional roles  
   - recruitment and retention of skilled staff  
   - developing current staff for future needs
2. Implement staff development task force

Technology

1. Shared infrastructure and Services  
   - keep WiscNet alive  
   - state standards on federated authority  
   - increase use of cloud solutions  
   - email vs. utility
2. Technology literacy standards and educational outreach  
   - skill set standards for students and users—role for librarians
3. Improving communication among technologists in library, listservs, special groups, not just librarians, involve the tech staff