



**THE EASTERN NEW JERSEY REGIONAL LIBRARY COOPERATIVE**  
**~Serving Libraries in Essex, Hudson, Middlesex and Union Counties~**

## **STRATEGIC PLAN for FY2008 – FY2010**

*Approved at the INFOLINK Spring Membership Meeting on May 20, 2009*

### **PRIORITIES:**

In the development of the strategic plan, the INFOLINK Executive Board and member library staff identified the following as the priority issues facing members:

1. Keeping up with changes in technology
2. Funding access to full-text databases and negotiating fair licensing agreements.
3. Advocating for continued funding of the library.
4. Planning for what it means to be a library.

In response to the issues, the Planning Committee and the Executive Board, with input from our Committees, developed the strategic goals. This is the second year of the three-year plan.

We extend sincere thanks to *INFOLINK's* FY2009 Planning Committee:

Melissa Kopecky, Chair

South Orange Public Library

Alexandria Arnold  
Carol Nersinger  
Eileen Palmer  
Susan Pober  
Sharon Tucker  
Janet Cooper Weiss

Summit Public Library  
East Brunswick Public Library  
Libraries of Middlesex Automation Consortium  
Millburn Public Library  
Jersey City Public Library  
Daiichi Sankyo Pharma Development, Scientific  
Library, Edison

Cheryl O'Connor

*INFOLINK*, Executive Director

*INFOLINK* is part of the New Jersey Library Network linking over 2500 libraries statewide.

The *INFOLINK* Regional 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.

# INFOLINK STRATEGIC PLAN for FY2008 – FY2010

## **VISION:**

*INFOLINK* strives for a future in which all libraries are strong, all librarians are skilled and all people know about, use and benefit from excellent library services.

## **MISSION:**

*INFOLINK* enhances the ability of member libraries to serve their communities.

## **VALUES:**

*INFOLINK* is a community of libraries and librarians working together to enhance every member's effectiveness at meeting the diverse, transcultural and changing information needs of the people they serve. The cooperative exemplifies the conviction of its members that strong libraries are vital to our communities, our schools, and to all organizations that value the free flow of ideas, information, and resources. By fostering collaboration and cooperation, *INFOLINK* strengthens the ability of each member library to serve these constituencies.

*INFOLINK*'s activities encourage librarians and library staffs to learn from each other, share resources, broaden their perspectives and speak with a collective voice. Fostering experimentation, with all its inherent benefits and risks, the cooperative offers members the opportunity to develop new and innovative responses to rapidly changing needs and opportunities.

*INFOLINK* collaborates with other New Jersey libraries and library organizations to achieve common goals. As a cooperative of libraries of many types and sizes with a complex array of needs, *INFOLINK* offers a balanced program of services that, in the aggregate, benefit all members.

## **STRATEGIC GOALS AND KEY INITIATIVES**

### **A. Increase the resources available to members to maximize access to information and technology**

#### Key Initiatives:

- Negotiate joint licensing agreements.
- Negotiate group discounts on other areas of interest to large groups of members.
- Help smaller groups of members negotiate price breaks for resources specific to their needs.
- Contribute to state-wide licenses.
- Continue to fund Delivery and Interlibrary Loan
- Contribute to JerseyCat.
- Increase linkages between libraries and alternative sources of funding.

#### FY2010 Benchmark:

1. INFOLINK staff will collaborate with the State Library and other organizations to increase linkages between libraries and alternative sources of funding, including a focus on the benefits of establishing library foundations and endowments.

**B. Identify and foster innovation, with an emphasis on integrating technology into library services.**

Key Initiatives:

- Fund incubator projects that encourage libraries to develop or increase library services.
- Continue to offer training, such as Tech Talks and Tech Day that allows members to keep up with applications of emerging technology to library services.

FY2010 Benchmarks:

1. INFOLINK staff with the Technology Committee will plan and implement a series of Tech Talks on emerging technology.
2. INFOLINK staff with the Technology Committee will coordinate an open source project for website development using Drupal.
3. INFOLINK staff with the Technology Committee will maintain, evaluate and enhance the *Gaming in Libraries Service*.
4. INFOLINK staff with a Task Force will study the policies and strategies to deliver E-Government services to people through libraries with the goal of developing models of E-Government Services including staff training.

**C. Increase members' abilities to advocate for funding and for the library.**

Key Initiatives:

- Disseminate information to members about marketing support being offered by NJLA, NJ State Library, ALA and others.
- Offer programs to help members build skills at educating, communicating and partnering with their stakeholders that complement activities being offered at the state and national levels.
- Collaborate on efforts to increase funding for libraries.

FY2010 Benchmarks:

1. INFOLINK staff and the Advocacy Committee will collaborate with the Highlands Regional Library Cooperative Government Relations and Advocacy Task Force and the State Library to offer trustees, library staff, and Friends groups at least two sessions on current New Jersey Law that impacts municipal libraries.
2. INFOLINK staff and the Advocacy Committee will collaborate with the Highlands Regional Library Cooperative Government Relations and Advocacy Task Force to develop and offer a *Speak Up for Your Library* series for on-site trustee and/or Friends of the Library training including a focus on developing local Library Champions.

**D. Help staff anticipate and find their place in the changing library environment**

Key Initiatives:

- Create opportunities for members to learn how the world, and the field, is changing and to develop strategies for integrating the changes into their library.
- Help staff adapt their skills to the new library environment.
- Help those who are new to the field find their voice as libraries restructure and reconceptualize themselves.

FY2010 Benchmarks:

1. INFOLINK staff with the Planning Committee will continue to assist members develop strategies for integrating change in their libraries including the INFOLINK SWAP program.

2. INFOLINK with the Planning Committee and facilitator will collect multi-type library input to foster development of the FY2011-2013 strategic plan.
3. INFOLINK staff will continue to encourage the participation of new library workers on INFOLINK committees.

**E. Enable libraries to serve the full diversity of their communities.**

Key Initiatives:

- Continuing education and roundtables to help members
  - Persuade staff and trustees about the importance of responding to the needs of diverse communities.
  - Capture information about their communities
  - Approach specific groups to ask what they need from the library
- Develop services collaboratively to meet the needs of diverse communities.

FY2010 Benchmarks:

1. INFOLINK staff with the Diversity Committee will monitor, promote and evaluate regional Senior Spaces contracts including offering a workshop for the membership on: *Your Community is Aging! Is Your Library Ready?*
2. INFOLINK staff with the Diversity Committee will develop and offer a workshop for at least 30 multi-type librarians on GLBT issues (Gay, Lesbian, Bisexual, and Transgender) which will include library programming, collection development and partnerships with GLBT organizations such as SAGE and PFLAG.
3. INFOLINK staff with input from the Diversity Committee will revise and offer a Diversity Initiative Series in collaboration with other interested library organizations such as the State Library.
4. INFOLINK staff with input from all committees and the membership will foster innovative projects for multi-type libraries to pursue local diversity initiatives, such as Services to Older Adults, GLBT issues, Language and Information Literacy issues, and Welcoming Library Spaces for the Autism Community.

**F. Increase member participation in cooperative activities and services.**

Key Initiatives:

- Continue to look for ways to bring the program to the members.
- Targeted outreach that specifically addresses the needs of those who are not accessing cooperative services.
- Continue to enhance the website to promote member usage.
- Continue to explore alternative mechanisms for getting member input.

FY2010 Benchmark:

1. INFOLINK staff with input from a task force and committee members will launch a renovated website.
2. INFOLINK staff will target at least five member libraries that have never used any of the cooperatives services and ensure each uses at least one service by 2011.

The Planning Committee with the INFOLINK Executive Board will review the Benchmarks annually, will develop new Benchmarks with the input of INFOLINK Committees and member libraries, and will report at the INFOLINK Spring Membership Meeting.