Attacking LALINC/LOUIS Strategic Initiatives

Louisiana Library Association Conference
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March 28, 2014
Strategic Plan Charge

• Prepare a three to five year plan
• Include a vision statement
• Address:
  – Administrative/Structure
  – Budget/Financial
  – Services/Personnel
• Spring 2013
  – 10 sessions throughout state
• Adopted June 2013
Vision Statement

LOUIS strives to

• ensure that Louisiana’s academic libraries are the premier source for authoritative information to support the research, teaching, and learning needs of their communities;
• foster an environment of communication, cooperation and collaboration within the state;
• identify, evaluate, and implement state-of-the-art information technologies; and
• be a leader in providing library information services and a model of collaboration.
GOAL 1: Optimize development of collaborations and delivery of services and resources by creating an effective and efficient administrative structure.

Objective 1.1: Review strategies and technologies used for communication to and among members.

Action item: Charge a Communications Task Force (CTF) to survey membership, conduct a literature review and make recommendations regarding the use of alternatives to email (such as blogs, wikis, Sharepoint, Community Moodle) in order to enhance communication within LOUIS.

CTF Chair: Megan Lowe, ULM

LOUIS: New Webpage and page functionality including Calendar of Events; new topic specific listserves and form signup; listservice distribution note to reduce duplication.

YOU: Participate in all requests for information and surveys.
GOAL 1: Optimize development of collaborations and delivery of services and resources by creating an effective and efficient administrative structure.

Objective 1.2: Promote learning opportunities and exchanges among staff and members.

Action item: Continue and expand “Learning with LOUIS” (LwL) and other webinars, sponsoring at least four learning opportunities per fiscal year. Conduct evaluations after each LwL session and assess effectiveness and attendance annually, modifying content and presentation to respond to feedback.

LOUIS: LwL once a month – 10 to date, taped and available in KB; Licensed SD Mentor Series; N/S Symphony and ILLiad meetings; Bootcamps; Site Visits; Webinars; LUC, LOUIS Calendar.
YOU: Send feedback with additional LwL ideas or any other type of learning opportunity. Review taped LwL sessions.
Administrative/Structural

GOAL 1: Optimize development of collaborations and delivery of services and resources by creating an effective and efficient administrative structure.

Objective 1.3: Cultivate public awareness of the role of LOUIS and the benefits it provides.

Action item: Issue press releases 6 times per year about LOUIS activities and LOUIS-provided services and resources, targeting faculty and staff newsletters at member institutions, student newspapers, local and regional media outlets, and national professional organizations.

LOUIS: 6 Press Releases (NTCC, LSU LUC, Regents LCU, EBSCO EDS national, Regents EDS statewide), Advocate newspaper article.

YOU: Encourage this type activity at your library and throughout the state.
GOAL 1: Optimize development of collaborations and delivery of services and resources by creating an effective and efficient administrative structure.

Objective 1.3: Cultivate public awareness of the role of LOUIS and the benefits it provides.

Action item: Create and update annually LOUIS advocacy fact sheets with graphics that are suitable for different audiences, including Chief Academic Officers of member institutions, members of higher education state governing boards, business leaders, legislators, faculty members, students, and the general public. Make them available via LOUIS’s website.

LOUIS: A Fact Sheet for each LOUIS member is created and on the webpage.

YOU: Share this Fact Sheet with campus administration, local and state officials, public/patrons.
GOAL 1: Optimize development of collaborations and delivery of services and resources by creating an effective and efficient administrative structure.

Objective 1.3: Cultivate public awareness of the role of LOUIS and the benefits it provides.

Action item: Implement and expand awareness campaign for LOUIS branding using materials provided by partners.

LOUIS: Brochure in print and electronic, window cling, student bookmark, taped radio spot, radio script, fresh logo, Fact Sheet, all under Resources/Public Relations. A newsletter will be resurrected in summer 2014.

YOU: Use materials to help promote your library and the consortium. Contribute to newsletter.
Administrative/Structural

GOAL 1: Optimize development of collaborations and delivery of services and resources by creating an **effective and efficient administrative structure**.

**Objective 1.4:** Develop a **committee structure** that will provide timely and effective responses to consortium issues and needs.

**Action item:** Appoint **task forces** with specific charges, goals, and timelines to accomplish needed tasks. Assess effectiveness after one year.

LOUIS: Repurposed standing committees to Interest Groups (Collection and E-Resources, Information Literacy, Technology (old Research and Development)) with moderators and reports due at Spring and Fall LALINC Membership meetings. TEN task forces in place!  
**YOU:** Volunteer for Interest Groups and Task Forces when the call goes out. Participate in requests for information and surveys. Review reports posted on the webpage.
GOAL 2: Create a sustainable financial model.

Objective 2.1: Develop a business plan to provide sustainable funding for services, resources, systems and support.

Action item: Contact the Dean of the LSU Ourso School of Business to seek assistance in creating a business plan.

LOUIS: We have been unable to interest any business school at any member institution. We have meet with SSA Consultants to develop a Business Plan.

YOU: Still time for this to be moved to a business school if you can interest your campus in participating.
Budget/Financial

GOAL 2: Create a sustainable financial model.

Objective 2.2: Collaborate on grant and other funding and partnership opportunities.

Action item: Appoint a Funding Task Force (FTF) to investigate foundations, state, and federal agencies that might provide funding for LOUIS activities and resources.

FTF: Robert Bremer, Nicholls State University, Chair
YOU: Volunteer for this task force and/or send viable grant opportunities to Chair. Promote the collaboration and benefits to your elected officials and ask for more state funding.
Services/Personnel

GOAL 3: Offer services, resources, systems and support that address and fulfill current and evolving needs and expectations of members.

Objective 3.1: Ensure that the services and staff meet the current and evolving needs and expectations of members.

Action item: Appoint an Assessment Task Force (ATF) to develop and conduct annual assessments of needs and expectations of LOUIS members.

ATF: Mike Olson, Loyola University, Chair
YOU: Respond to all requests for information and surveys.
GOAL 3: Offer services, resources, systems and support that address and fulfill current and evolving needs and expectations of members.

Objective 3.2: Continue to build, enhance, maintain and share a knowledge base pertaining to systems and procedures in order to promote continuity and efficiency.

Action item: Assign one new LOUIS staff member and two System Administrators at LOUIS member libraries to systematically review the existing Knowledgebase and solicit additions, enhancements, edits, and corrections from knowledgeable LOUIS staff and members.

LOUIS: Since July 2013, 174 KB documents have been created or edited. There are 650 KB documents in the LOUIS Knowledge Base.
YOU: Search and use the public KB documents and let LOUIS know of any updates. If you have a good document, we can add it to KB for the state to share.
GOAL 3: Offer services, resources, systems and support that address and fulfill current and evolving needs and expectations of members.

**Objective 3.3:** Employ best practices for infrastructure, architecture and security.

**Action item:** Continue to conduct internal assessments of how current practices measure up to industry standards.

LOUIS: Report was compiled and released March 21, 2014.
Questions?

www.LOUISlibraries.org