



HIGHLANDS REGIONAL LIBRARY COOPERATIVE

Strategic Planning Retreat

January 17, 2007



Long-Range Strategic Plan 2007-2010

Goals of Strategic Planning Retreat

- Review planning process
- Review progress since last plan
- Identify trends impacting library services
- Explore possible **new** initiatives
- Identify roles for HRLC to respond to change



Introducing Your Planning Committee

- Patti May, Chair
- Holly Deni, River Vale Public Library
- Kim Grohs, Sussex City Library
- Frank Kaiser, Lincoln Park Public Library
- Amy Kearns, Paterson Free Public Library
- Pat Lawson, Phillipsburg Free Public Library
- Rosemary Linder Day, Parsippany-Troy Hills Public Library
- Mary Martin, Glen Rock Public Library



Planning Committee (continued)

- Joanne Roukens, HRLC
- Yvonne Roux, William Paterson University
- Diane Schlegel, Alexander Hamilton Elementary
- Mark Titus, Hunterdon County Library
- Karen Yannetta, Bernardsville Public Library
- Chris Zembicki, HRLC Board Member



Looking Back

“Where We Came From”



Three Productive Years

Enhanced communications with members and more member interaction

- Two task forces on Funding and Resource Development and Marketing and PR
- Opportunities for members to participate in pilot projects such as **NextReads** and **ListenNJnw**
- Programs of special interest to school library media specialists



Monitoring the Quality of Inter-Library Delivery

- Strove to sustain quality in face of 20% increase in use
- Managed problems associated with vendor merger
- Maintained regular communications with members regarding quality
- Worked to reduce complaints regarding service delivery



Electronic Database and Product Discounts

- Provided menu of electronic databases and product discounts
- Established HRLC position regarding underwriting cost of additional databases
- Continue to educate HRLC members about product discounts available through other organizations and networks



Increased Awareness of Emerging Technologies

- Formed Technology Committee
- Hosted Open House
- Facilitated roundtables on blogging and wireless
- Promoted *House Calls* consulting services
- Launched technology clearinghouse on webpage



Confronting Information Illiteracy

- Developed workshop on information illiteracy K through college for 2007 training schedule
- Content relevant to all HRLC members



Quality Customer Service Remains Core Value

- Disseminated information about customer service training resources
- Increased number of customer service workshops including “I Love This Place”
- Increased number of members who have participated in customer service training



Getting More Money!

- Increased capacity of member libraries to manage funds effectively and generate incremental revenue
- Partnered with State Library to create and present “Valuing Libraries” workshop
- Customized “Valuing Libraries” program for school libraries
- Held two workshops on grant and proposal writing
- Increased participation at resource development workshops



To Market to Market!

- Increased marketing capacity of members
- Hosted three marketing workshops
- Created “Prize-Winning PR Contest”
- Increased attendance at marketing workshops
- Supported school libraries in marketing services to school administrators



Addressing Cultural Diversity

- Introduced cultural diversity topics into training programs
- Presented programs on providing library services to non-English speaking residents
- Disseminated information about professional resources on cultural diversity



Looking Around

Societal Influences

- Cultural diversity
- More older adults
- Reading adversity
- Information literacy
- Privacy



Technology Maelstrom

- Library website inadequacies
- Web social networking
- Media changes
- Technology developments



Library and Librarians in the Community

- Community partnerships
- Quantifying performance and value
- Library as community space
- Aging profession



Looking Ahead

HRLC Asks the Hard
Questions!



To Google or Not to Google

- Joe Janes of the University of Washington says, “Anybody can be a better librarian using Amazon, Google, MySpace, Flickr, Yahoo, You Tube....” Why?
- How can librarians leverage the power of these sites? What's keeping more of us from using them?



Closing the Gap

How is the aging librarian professional pool equipping itself to serve a blogging, digital camera, music streaming crowd?



Can We Be All Things to All People?

Is there a way for libraries to capture and sell both the popular materials and the "long tail?"



Capitalizing on the “Boomer” Opportunity

How do all those baby boomers use libraries, and how can we use them?



Customers are on the Move!

How can we push library
content out to laptops, cell phones
and Blackberries?



Delivery Service: The Gorilla in the Corner

- To what extent should delivery service and its associated costs shape the way that HRLC looks in the future?
- Does HRLC face the possibility of becoming a one note organization? Is that what we want?
- In the face of a 20% increase in use and in cost, should we consider putting limits on what customers can request and expect of inter-library delivery?
- What are reasonable responsibilities of HRLC? Of its members?



Helping Students Succeed in a Global Environment

- December 18th Time Magazine discusses the need to mould students for the 21st century.
- How can school libraries help create global students who can think outside the box, work in teams, access and assess information, and succeed in Learning 2.0?



The Marketing Conundrum

The good stuff we have
is so hidden....

how do we promote it?

Why People Use Libraries

- Stephen Abram of Sirsi Dynix says, “No one comes to libraries to search. Users come to us for learning, community, and other services.”
- Is this true? Is this what we want?



HRLC Initiatives for the Future