Winnefox Library System
Strategic Plan 2008 – 2010
Goals and Objectives

Throughout 2007, the Winnefox Strategic Planning Committee received input from system staff and member libraries about priority activities for the next three years. Member library directors engaged with staff and with each other in conversations at the annual system meeting and in consultant-led summer focus groups. The planning committee has distilled the year's conversations into the following goals and objectives for 2008 to 2010.

Goal 1. Support the efforts of member libraries to deliver high quality services to all residents.

A. Objective: Support member libraries' efforts to maintain up-to-date computer technology.

   1. Increase Winnefox subsidy of WALS by $30,000 in 2009 (increasing it from approximately $30,000 to approximately $60,000); increase the WALS subsidy amount by as much as possible in subsequent years.

   2. Help member libraries keep computer technology working smoothly by continuing to offer site visits from Winnefox technology support staff.

   3. Help member libraries create computer equipment replacement plans by creating a plan template by the end of 2009, and by supplying inventory and pricing data, and consulting support upon request.

   4. Help member libraries develop public computing resources by creating a technology development grant program; this grant program will assist member libraries to take advantage of the upcoming Gates Foundation grants and other opportunities.

B. Objective: Foster cooperation among member libraries.

   1. Establish a system fund of $10,000 per year to be shared among member libraries that lend more items to other Winnefox libraries than they borrow during the 2009 and 2010 budget years.

   2. Implement a system-wide best practices / "good idea" sharing mechanism for Winnefox member libraries by the end of 2008.

C. Objective: Help member libraries effectively advocate for library services with decision-makers and promote library services to their communities.

   1. Encourage closer relationships with municipal and county boards.

      • Continue discussions of local government issues at Librarian Advisory Committee meetings.

      • As needed, prepare written information for librarians on local government issues.

      • Assist libraries to prepare for presentations to elected officials.

2. Encourage attendance at the Wisconsin Library Association's Library Legislative Day by providing information on the meeting.

3. Eliminate the vacant Marketing Coordinator position and use current staff to provide support to member library public relations efforts.

D. Objective: Promote the value of system services to member libraries.

1. Encourage member libraries to take advantage of system services by providing information at Librarian Advisory Committee meetings, by email, and via the Winnefox extranet.

2. Implement an annual report to each member library on system services received beginning in 2009.

3. Stay in touch with member libraries' events, challenges and concerns with at least one site visit by the Winnefox Director every three years and visits, when requested, by the Assistant Director or other Winnefox staff.

4. Continue to provide consultation services to member library boards upon request.

E. Objective: Ensure that all residents of the Winnefox Library System have access to fast, accurate reference service both online and through the resource library.

1. Continue to provide access, support and training for email and live chat reference services.

2. Working with the Reference and Adult Services User Group, annually evaluate online resources subscriptions to ensure that they are the most useful and usable resources available.

Goal 2. Help the employees of member libraries develop the knowledge and skills they need to provide high quality services to all residents.

A. Objective: Improve training procedures.

1. Study procedures for initial and ongoing training of member library directors; devise and implement improved procedures by the end of 2009.

2. Continue to offer mentoring program for new directors. The idea for this new program arose from the planning process.

B. Objective: Provide high quality professional development and continuing education opportunities for library directors, staff and trustees.

1. Continue to sponsor at least 10 programs per year.

2. Continue to solicit input from member libraries on topics and quality of continuing education programs.

3. Continue to allow time for special interest user groups (i.e., Circulation) to meet at All-WALS meetings and provide training opportunities at those meetings.

4. Make it easier for member library directors to complete certification forms, by creating forms that include the workshop information.

5. Provide regular training opportunities on SirsiDynix reports and other topics.

6. Make it easier for member library trustees to access orientation and training opportunities.

Goal 3. Be an increasingly open, accountable and responsive organization.

A. Objective: Be an increasingly open and accountable organization.

1. Re-design and enhance the extranet.winnefox.org website to make it easier to use, more interactive, and more comprehensive by September 2008.

2. Improve clarity of WALS financial reporting by December 2008.

3. Discuss improvements to WCTS billing and implement any changes by December 2008.

B. Objective: Be an increasingly responsive organization.

1. Change the governance structure of Winnefox Automated Library Services (WALS) to ensure that all member libraries have input into WALS and Winnefox technology priorities and decisions by the end of May 2008.

2. Communicate with members libraries to ensure that libraries of all sizes feel they have input into system decisions.

3. Implement a project / service request tracking mechanism for printing by December of 2008.

4. Engage member libraries in prioritizing all system services by December 2010.

Adopted by the Winnefox Library System Board of Trustees 3-19-2008