Winnefox Strategic Plan
2014-2016

The goals in the Winnefox strategic plan represent a determination to undertake new initiatives or to concentrate attention and efforts in new directions. The absence of valued current services from the plan goals does not constitute a reduction in Winnefox's commitment to providing those services. Instead, the emphasis has been placed on crafting goals that push Winnefox to help member libraries respond in a rapidly changing world.

1. **Explore new business relationships with other Wisconsin library systems and/or other compatible organizations in order to sustain and strengthen services to member libraries through increased revenues or reduced costs.**

   a. Winnefox will actively explore potential new relationships with other Wisconsin library systems, including contracting or vending services; cooperative purchase of goods or services; cooperative operation of major system services; or merger.

   b. Winnefox will analyze the marketability of its services to entities other than member libraries or other Wisconsin library systems.

2. **Winnefox will provide support to member libraries as they respond to today's changing library climate.**

   a. Winnefox embraces the concept of voluntary public library system service standards, as developed and endorsed by the System and Resource Library Administrators Association of Wisconsin (SRLAAW). By July, 2014, Winnefox will develop a plan for meeting the final standards, with the ultimate goal of meeting all standards by the end of 2017.

   b. Winnefox will provide follow-up training, support, and consultation beyond the introductory orientation and training that is offered to new member library directors.

   c. Winnefox will carry out a thorough examination of the effectiveness of its communication with member library directors and find ways to improve.

   d. Winnefox will coordinate a solution to the need for temporary substitute library workers in its smaller member libraries.

3. **Winnefox will help staff of member libraries increase their technology knowledge and skills.**

   a. Winnefox will evaluate the technology training it offers to member libraries and find ways to improve.

   b. Winnefox will analyze the process by which ideas for new technology-based library services are generated, evaluated and implemented within the library system. As part of this analysis, the need for a revived "Emergent Technology Committee" may be considered.

The goals in this plan will be discussed at the All-Director meetings and at the LAC meetings. Winnefox will provide information and updates about activities and progress toward meeting the goals at those meetings. Progress towards meeting these goals will also be reported as part of the annual planning and reporting process to the Winnefox board and the state.