Winnefox Library System 2011 – 2013 Strategic Plan
2011 Progress Report

In January 2011 the Winnefox Library System Board of Trustees approved a strategic plan for the years 2011 - 2013. This report briefly outlines the progress made in 2011.

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

   Winnefox will schedule at least two All-Directors meetings a year.

   This was done in 2011. Our regular annual meeting for directors was held in January. In May a meeting was held with directors to discuss Winnefox's budget strategy and response to the 10% reduction in state funding.

   a. Winnefox will provide financial support to encourage more directors to attend WLA or WAPL conferences.

   This was done in 2011. Each director was allocated $150 for conference-related expenses. One director took advantage of these funds for the spring WAPL conference and nine for the fall WLA conference.

   b. Winnefox will help libraries that want to experiment with new services or technologies.

   Several libraries purchased ebook readers in 2011. Winnefox has assisted them by training staff and coordinating how they are to be displayed in the shared database.

   c. Winnefox will help libraries publicize their resources and services

   This is an ongoing priority and we continue to do this

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

   a. Winnefox will include technology topics at a minimum of at least three of its workshops.

   WLS provided a full-day "Ebooks & Digital Audiobooks and Ebook Reader & Gadget Petting Zoo", a half-day "Googliciousness" workshop, provided access to a full-day virtual "Ebooks Summit", and a one-hour "Emergent Tech Update" was part of an All-WALS Meeting.

   b. Winnefox will add training to the county Librarian Advisory Committee (LAC) meetings when possible.

   Joy Schwarz presented an "Ebook Reader Update" at three counties' LAC meetings, and provided a "Googliciousness Follow-Up" at a Marquette Co. LAC meeting.

c. The Winnefox Emergent Technology Committee will meet at least twice a year, either in person or online.

> *This was not done in 2011*

3. Winnefox will strive to provide the maximum service for the lowest cost.

a. Winnefox will evaluate the need for services beyond those which are state mandated.

> *As part of the 2012 budget process all Winnefox services were looked at. The following were reduced or eliminated:*
- *Summer reading program support*
- *Online databases*
- *AskAway 24/7 reference service*
- *Support for resource library ILL and reference*

b. Winnefox will explore options for charge-backs to libraries for services used by a minority of Winnefox libraries or when there are significant differences in usage based on size of community.

> *This was begun in 2011. Beginning in 2012 libraries will receive a printing credit; any printing done beyond this amount will be charged back.*

4. Winnefox will ensure that library users have easy-to-use and reliable tools.

a. Winnefox will replace the interface for the current online catalog and will explore adding new features.

> *This was begun in 2011. Alternatives for a new catalog interface have been narrowed down to two options which are being compared.*

b. Winnefox will regularly evaluate licensed online resources.

> *Because of reduced state funding Winnefox will not be subscribing to any online resources in 2012.*

c. Winnefox will work with libraries to enhance web sites that better reach the public.
   - o Winnefox will help libraries develop an online student learning resources page.
   - o Winnefox will help libraries develop a reader's resources page.
   - o Winnefox will explore other possible web page enhancements

> *Winnefox has not begun the online student learning resources or the reader's resources pages. These will be discussed with library directors early in 2012.*

> *Winnefox staff regularly works with libraries to enhance and improve their web pages and make them more dynamic and modern. In 2011 we worked with some libraries to create web sites optimized for viewing on mobile devices, such as smart phones, and to integrate sites with social media, such as Facebook and Twitter.*

5. **Winnefox will explore and support methods of measuring library services other than circulation.**

   a. Winnefox will explore methods of counting the use of online resources and wireless access by individual library and by place of residence of the user.

      A method for counting wireless access for libraries has been developed; the possibility of statistics by the user's residence is not being actively pursued at this time. Library use statistics for the Overdrive service is now available and WPLC is talking with Overdrive about programming that would be needed for residence statistics.

   b. Winnefox will work with libraries to educate funding bodies and communities on the broader role of libraries in the community—a role beyond circulation.

      This is an ongoing priority and we continue to do this

   c. Winnefox will work with the LACs to explore other library-use measures for county funding formulas.

      This was discussed in the three counties whose county agreements expired at the end of 2011; the directors in each county decided not to change their formulas. It will be discussed in one county in 2012.