LYNX Consortium Strategic Plan

3-5 year plan, Adopted September 18, 2015 by the LYNX Directors

Issue Number 1: How will LYNX! sustain relevant, viable collections and services for member libraries and their customers?

Goal 1. Decision makers, opinion leaders, and stakeholders advocate for and fund the LYNX! consortium.

Strategies/Activities:

- Advocate/Education
    - Annually the LYNX! Consortium should write up a summary of successes and statistics that should be shared with all decision makers, opinion leaders, and stakeholders.
    - Directors in their presentations to their city council/boards/staff/community should relay the importance of the Consortium and the need to meet the standards.
    - Create a LYNX! members customer value and benefit list.
    - Complete a RTO on investment study on individual libraries and consortium.
    - Advocate for state run regional library system through ILA.
    - Communicate history and purpose of LYNX! to staff through a self-directed video.

- Marketing
    - LYNX! website should be updated quarterly with revised statistics.
    - Library members should put a link on their webpage directing their stakeholders to the LYNX! website.
    - LYNX! should take advantage of opportunities to market the Consortium, such as in the Chamber of Commerce publications, community publications, on the open access libraries courier vans, and other venues.

Success will be recognized when the LYNX! Consortium is a recognized, utilized, and supported by all of our decision makers, opinion leaders, stakeholders and staff.

Goal 2. LYNX! cardholders have access to all collections.

Strategies/Activities:

- Resource sharing/Open Access/delivery

- Member libraries will list all their collections as allowable in the online catalog.
- Member libraries will check out materials to other member library card holders as allowable.
- Member libraries will circulate their collections with member libraries.
- Member libraries will work together to build digital collections.
- Member libraries in Ada/Canyon County will participate in Open Access.
- Member libraries in Ada/Canyon County will participate in the courier system.

- Marketing
  - Create a customer value and benefit list for LYNX! libraries.
  - Member libraries will incorporate information about LYNX! and its benefits in new cardholder information pieces.

- Sustainability
  - Open Access Member libraries will work together to ensure funding/support for Open Access and their courier system.

- Technology
  - User services will be at the forefront of considerations for technology enhancements of our online catalog.
    - LYNX! will explore federated searching solutions.
    - LYNX! will explore an enhanced ecommerce solution.
    - LYNX! will explore mobile circulation solutions.
- Upgrade ILS.
- Add shared digital collection platform.

Success will be recognized when all LYNX! cardholders can access the materials they want in a timely fashion.

Goal 3. LYNX! encourages strategic implementation and growth of relevant collections and services/LYNX! libraries seek out opportunities to strengthen collections and services.

Strategies/Activities:

The LYNX! logo and vision statement will be branded for use in all communications regarding

LYNX! activities by January 2016. Directors will make an annual review of digital offerings other than LiLI to identify those with potential for group discount at March meeting.

- Directors will conduct a survey on existing unique collections and services within LYNX! libraries and form and ad hoc committee to make suggestions on collection and service gaps by June 2016.
- Directors will appoint ad hoc committee to gather information on special programming to determine whether there is potential for sharing between libraries by June 2016.
- Strategic partnerships will be developed and nurtured by October 2016.
- Directors will appoint a subcommittee to execute the strategic partnerships.
- Directors will appoint ad hoc committee to investigate strategic collection development within consortium based on results of collections survey by September 2013.
- As a part of every directors meeting, consortium funding opportunities will be reviewed.

Success will be measured by the ubiquitous use of LYNX! logo and vision statement and identification of two strategic partnerships.

Goal 4. Directors will conduct a trends and issues symposium for themselves and managers annually. Chair and vice-chair will organize the symposium.

Success will be measured by regular communication regarding public service trends and staff training opportunities.

Issue Number 2: How will users' needs and habits shape how LYNX! deploys technology?

Goal 1. Users find the LYNX! catalog easy-to-use and reliable.

Strategies/Activities:

- Install and launch the new ILS for LYNX!.
  - o Conduct training for library staff
  - o Conduct demonstration sessions for boards and the public.
- Develop a Survey Monkey survey for all LYNX! catalog users to obtain opinions and desires regarding the LYNX! ILS concurrent with the launch and to be discussed with the Directors.
- Member libraries will continue to work with the ILS Host on ensuring stable connectivity.

Success will be determined based on patron satisfaction survey results of 90% with the new system.

Goal 2. Research and development is a standard practice in LYNX!

Strategies/Activities:

- Member libraries will conduct a technology systems and services assessment that will be reflected in their Technology Plan. –YEAR ONE
- A survey of patrons' general technology use and access will be conducted consortium-wide within the first-year of the plan. The LIT committee will plan and conduct the survey with input from the Directors. A representative of the committee will present the findings to the Directors. –YEAR ONE

- LYNX! Library tech leaders (LIT Committee) will host technology summit.
- LYNX! Directors will develop a list of technology priorities for the consortium when the assessments and surveys have been completed.
- LYNX! Supports member libraries pursuing grants & sponsorships to secure funding for technology initiatives.

Success will be determined when all member libraries are researching new and emerging technologies and implementing them when they can. Each member library is a participant in the technology summit.

Goal 3.   LYNX! develops and supports digital and information literacy.

Strategies/Activities:

- Equip staff with the tools necessary to educate patrons through training opportunities.
- Develop a resource guide to be shared and used by LYNX!
- Provide digital literacy instruction to the public as appropriate for the member library community/system.

Success will be determined by each library performing a self-assessment that asks, "Are our patrons asking for more from us on this topic?"

Issue Number 3: How will LYNX! identify, structure, and support consortial responsibilities and initiatives?

Goal 1. LYNX! organizational structure will support the mission. The organizational structure will be annually reviewed, and any modifications implemented.

Because LYNX! is a consortium consisting of eleven separate taxing entities, committees made up of representatives from each library are vital to the operation of the organization. Meetings provide an uninterrupted, focused and timely sharing of ideas, problem solving, and strategies in all aspects of library service. Meetings also allow for staff from participating libraries to meet each other. When problems occur, staff is able to contact someone they know to work them out.

Strategies/Activities:

- Directors will annually review consortium committees.
- During the December meeting, the groups will be reviewed with the name of the group, the current meeting schedule, regular attendees from each library, and their accomplishments to determine if their goals further the mission of the LYNX! consortium.

Directors– Are in charge of approving committees.

- Directors will establish procedures for new committees by December, 2015.
- Director volunteer will serve as liaison to newly approved committee and write charter.

Communication, cooperation, and collaboration.

- LYNX! committees will submit a schedule of meetings to directors.
- Each committee will provide regular reports to LYNX! Directors.
- Directors and subcommittees will post pertinent information from meetings in a timely fashion to the LYNX! website to ensure all staff has access to information that will support customer services and library missions.
- Directors will provide feedback to ~~sub~~committees as necessary.
- LYNX! committees will have scheduled meetings as determined necessary by committee.

Success is measured by the establishment of designated committees, committee charges, and established regular committee communication.

Goal 2. Staff understands and supports the LYNX! mission and contributes to its achievement.

Strategies/Activities:

Develop and train talented staff.

- Committees will continually seek out valued-added training opportunities.
    - Committees will review and compile a list of training needs for their group.
    - Committees will be encouraged to broadcast to LYNX! consortium libraries identified training opportunities.
        - Utilize the abilities of internal staff to provide workshops, trainings, webinars, and other electronic resources, etc.
        - Utilize external organizations and vendors to provide workshops, trainings, webinars, and other electronic resources, etc.
    - LYNX! Directors will review recommendations and fund or assist with trainings for all committees whenever possible.
- During the course of the LYNX! Strategic Plan, committees will utilize talent-pool management techniques to strengthen and carryout the charge of their group.
    - Committees will maintain ongoing lists of staff throughout LYNX! with interest in or potential to carry out group goals identified in the LYNX! Strategic Plan.
    - Committees will report committee progress to LYNX! Directors on a regular basis.

Success is measured when the LYNX! organizational structure is clearly defined, reviewed, and implemented; the directors will be fully informed about the activities of the committees that are vital to the operation of the Consortium.