



Northeast Ohio  
Regional  
Library System

School | Public | Academic | Special  
*Maximizing Library Potential Together*

## **FY2016-2018 STRATEGIC PLAN**

Approved November 15, 2016

## **OUR VALUES**

**COLLABORATIVE**

**PROFESSIONAL**

**PROACTIVE**

## **OUR VISION**

**TO BE THE CATALYST FOR MAXIMIZING LIBRARY POTENTIAL.**

## **OUR MISSION**

**TO EMPOWER THE NORTHEAST OHIO LIBRARY COMMUNITY  
THROUGH HIGH-QUALITY STAFF DEVELOPMENT  
AND DYNAMIC COLLABORATIVE OPPORTUNITIES.**

**GOAL #1 – PROVIDE EXCELLENCE IN STAFF DEVELOPMENT**

<b>PRIORITIZE LIBRARY COMMUNICATION</b>	<b>MAINTAIN ADDITIONAL STAFF DEVELOPMENT RESOURCES</b>	<b>CREATE RELEVANT PROGRAMMING</b>	<b>CREATE ADDITIONAL LIBRARY STAFF DEVELOPMENT AND LEADERSHIP OPPORTUNITIES</b>
Visit a minimum of 5 libraries each month to discuss needs	Keep NEO offerings current in CE Ohio	Add objectives and practical applications to Tech Lab information	Implement new networks for Marketing/PR, Directors, Solo Librarians, Deputy Directors and Assistant Directors, Building/Maintenance/Construction
Implement Advisory Groups for CE, YS and e-Tech, IT and Big Ideas	Revitalize and expand NEODOCS for members on website and maintain currency	Add objectives to information for CE workshops and events and for webinars	Implement Tech Chats
Board members follow up with Library Directors after visits from Executive Director	Include information for conferences, etc. from other organizations so that NEO’s website becomes THE information portal	Focus on competencies by linking CE to LSSC and to training requirements as specified in union contracts	Revitalize Mentorship program
Create and continually update talking points for library visits with Board input	Ensure that Handouts and Resources on the website are updated, available to members, and in copyright compliance	Explore new leadership/supervisory curricula available through HRDQ, etc.	Continue providing Career Resources and maintaining ties with KSU’s SLIS
Evaluate Showcase in terms of format, content and frequency with Board input	Ensure that all webinars are archived and accessible	Apply for LSTA Open Grant for Program in a Box ideas	Highlight leadership opportunities on Board and Board Committees to membership
Update MMS with all library contacts	Add scanned pdf’s of book discussion information to website	Apply for LSTA Open Grant for STEAM kits	Board members help recruit new Board members
Conduct member survey biannually to ensure benefits and services align with needs	Create a Speakers/Performers resource list on website for members	Introduce basic tech skills training	

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	Investigate the return of the salary survey	Introduce a New Directors portion to the Directors’ Retreat	
	Investigate new methods of creating webinars	Utilize speakers from outside the library profession on issues of common interest such as poverty, mental health, safety	
	Investigate turning face-to-face events into webinars	Broaden programming to include topics of interest to multi-type libraries	
		Create an annual “Signature” event	
		Have Board members support “Signature” event by bringing a colleague and encouraging a non-member to attend	
		Utilize Programs and Services Matrix annually to evaluate effectiveness of programs	
		Board members make recommendations for programming	

**GOAL #2 – EXPAND COLLABORATIVE OPPORTUNITIES**

<b>PARTNER WITH OTHER REGIONALS</b>	<b>PARTNER WITH OTHER MEMBERSHIP ORGANIZATIONS</b>	<b>ENGAGE WITH ALL LIBRARIES IN REGION</b>
Board members help staff a RLS table at OLC Conference	Partner with ALAO to provide co-sponsored programming for members	Place CE workshops and events in region's libraries
Explore the sharing of webinar creation and content	Partner with SLA to provide co-sponsored programming for members	Utilize region's libraries to beta test ideas and services
Explore options to trade programs in order to expand offerings for all regionals	Partner with OELMA to provide co-sponsored programming for members	Cultivate new speakers from multi-type libraries and organizations such as the Cleveland Archival Roundtable and the Ohio Digitization Group
Advocate together for regionals with State Library of Ohio	Provide 50% discount to members of ALAO, SLA, OELMA for our programs if their library is not a member of NEO-RLS	Highlight region's libraries via eNewsletter, website and other social media outlets
Investigate the viability of offering webinars for free to staff and members of other regionals	Meet with current leadership of other membership organizations to better understand needs	Provide new and renewed vendor discounts to member libraries
Explore the creation of a policy for partnering with other regionals	Help facilitate the New to Libraries Network Ohio	Investigate the negotiation of contracts for authors in conjunction with libraries
Investigate the creation of an overarching strategic plan for regionals	Push communication about NEO's benefits and services out to other member organizations	Board members help ensure that regionals are represented at Legislative Day
	Push other member organization's information out to NEO members	Board members host programs at their libraries in order to introduce others to NEO-RLS
		Board members actively enable Executive Director to engage with Library Directors in the county, various groups, etc.

**GOAL #3 – INCREASE AWARENESS OF SERVICES**

<b>EVALUATE WEBSITE/MMS EFFECTIVENESS</b>	<b>STANDARDIZE BRANDING ACROSS ALL FORMATS</b>	<b>CREATE MARKETING PLAN</b>	<b>CREATE SOCIAL MEDIA PLAN</b>
Create and implement new combined website and MMS	Implement new logo across all formats in order to achieve visual branding	Establish consistent messaging and communicate to libraries and other organizations via appropriate formats	Establish criteria for social media
Assign specific website maintenance responsibilities among staff and reflect in position descriptions	Include web address on all information	Establish stylebook for describing all programs and services and implement across all formats	Investigate new outlets for social media
Perform an annual functionality assessment of the website and MMS	Utilize new logo in office and training room	Include Values, Vision and Mission on website and in annual report	Maintain currency and consistency of all social media outlets and messaging
Train all staff on use of website and MMS	Extend new logo to website	Include modified Strategic Plan on website with visually interesting elements	Establish procedures for social media, assign responsibilities among staff and reflect in position descriptions
		Establish marketing procedures, distribute responsibilities among staff and reflect in position descriptions	Utilize the Remind app to push out information
		Work with other regionals on a marketing piece to explain the work of the regionals to legislators	Board members create “textimonials” on services, programs they have used
		Create targeted marketing plans	
		Board members actively promote services and programs to others	

**GOAL #4 – ACHIEVE ORGANIZATIONAL SUSTAINABILITY AND EXCELLENCE**

<b>MAINTAIN EXCELLENCE IN GOVERNANCE</b>	<b>EXPAND CONSULTING SERVICES</b>	<b>ALIGN STAFF SKILLS WITH ORGANIZATIONAL NEEDS</b>	<b>MAXIMIZE FUNDING OPPORTUNITIES</b>
Work with Finance Committee and Board to establish target deficit reduction goals for each of next 5 years	Utilize staff skill sets to expand consulting services into new areas such as Fiscal Officer searches	Evaluate current job descriptions to determine if positions are accurately represented and rewrite as needed	Develop new income sources outside membership dues
Evaluate dues and fees structure annually to determine ongoing viability	Offer and promote customized consulting expertise for long and short-term situational needs including grant review, Fiscal Officer training, assistance with collection planning	Encourage and financially support continuing professional development for staff in order to further work of organization	Apply for maximum number of LSTA Open Grants each year
Evaluate member benefits and services annually to determine if result in retention and recruitment	Proactively position proposals before libraries for Strategic Planning and Board Development consulting	Create a volunteer/intern base to meet routine office tasks	Investigate non-SLO funding sources including grants from Foundations such as the Cleveland Foundation and the Knight Foundation
Create an Intellectual Property Policy	Proactively promote Staff Day planning	Provide staff training in Office 365	Propose collaboration with libraries in the region on grants for programming and services
Continue emphasis on Board Development	Investigate expanding into event planning for libraries		Create a proposal for submission to potential individual donors to underwrite programs or special events
Encourage Board membership by establishing term limits and promoting membership	Investigate adding IT support, Marketing/PR support, Grant writing support		Investigate the possibility of joint grant opportunities with the other regionals