

**Southcentral Minnesota Inter-Library Exchange
(SMILE)**

**Strategic Plan
2007-2010**

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STATEMENT OF VALUES

- We believe that every resident of south-central Minnesota is entitled to quality library service which is improved through cooperation among all types of libraries.
- We believe that the sharing of resources involves not only access to bibliographic information with a willingness to share those resources, but also delivery of those resources to the end user in the fastest, most efficient manner.
- We believe that providing on-going educational opportunities for staff development is an essential part of SMILE's service to its member libraries.
- We believe that library service is essential to the quality of life in Minnesota and working with the state and federal government to both provide information about services and communicate needs for financial support is a vital function of SMILE.
- We believe that communication allows increased cooperation and participation among SMILE members and their staffs.

Multitype Library System

SMILE STRATEGIC PLAN

FY2007-FY2010

Vision: SMILE envisions a future where libraries will make new resources available for people in its region through member cooperation and collaboration.

Mission: SMILE seeks to encourage and facilitate cooperative activities among all types of libraries in a continuing effort to improve services.

PRIORITIES:

Resource Sharing

SMILE surveys its members using an annual voluntary survey. The Advisory Committee reviews the results in conjunction with a series of brainstorming sessions, which address the issues, functions, strategic directions and measures of success as required for a strategic plan. Willing and efficient resource sharing among its members is the essence of SMILE's mission.

Goal 1: SMILE will facilitate convenient access to information and materials.

Action Strategy A: SMILE will investigate, implement and encourage use of new technologies and methods to provide easy access to bibliographic records of collections through MnLINK, SMILE Web page or alternative methods.

Measure of Success: SMILE will survey members to ascertain user needs.

Action Strategy B: SMILE will work with the Traverse des Sioux Library System (TdS) to design and implement procedures and to train non-public libraries on these procedures for resource sharing. The SMILE director will be an active member of the committee working on this project and assist as requested.

Measure of Success: SMILE members will respond in the annual survey that they are able to use resource sharing procedures. This will be supported by inter-library loan statistics.

Action Strategy C: SMILE will work with TdS to promote membership in the regional automation system to non-public libraries.

Measure of Success: Expansion of the types of libraries who are part of the regional automation system.

Action Strategy D: SMILE will ascertain and provide electronic resources that supplement resources provided by the state which benefit as much as possible all types of members.

Goal 2: SMILE will deliver information and materials in a timely and efficient manner. Without excellent and consistent delivery services, most of SMILE's other goals would be greatly weakened.

Action Strategy A: SMILE will investigate, implement and encourage use of new technologies and methods to speed delivery of materials and information.

Measure of Success: SMILE will include in the annual survey a means for members to express satisfaction or dissatisfaction with delivery.

Action Strategy B: SMILE in conjunction with TdS will monitor the use of the delivery system using statistics gathered monthly by the inter-library loan staff to adjust the number and type of delivery methods used for individual members.

Measure of Success: Sampling of delivery numbers to show annual changes.

Goal 3A: SMILE and TdS will continue to evaluate a merger of the two organizations.

Action Strategy A: SMILE will continue a committee in conjunction with the State Librarian to work toward a possible structure compatible with state library requirements.

Communication

The SMILE Advisory Committee placed Communication as its second priority which reflects member concerns about SMILE programs and especially about the need to involve and support library personnel new to the region or position. The member survey reaffirmed that SMILE members wish to continue to receive information about current library issues and library activities within the region. SMILE members preferred electronic delivery for its ease of use and speed. Involvement by its member libraries is crucial to an active and successful multitype library system.

Goal 3B: SMILE will provide an increased understanding of SMILE programs, services, and how they relate to current library issues.

Action Strategy A: SMILE will act for the libraries to obtain vendor discounts, movie licenses for schools and a yearly ALA graphics order.

Measure of Success: The use of these discounts and the satisfaction as expressed in the annual survey.

Action Strategy B: All SMILE members will be informed at least monthly of current SMILE programs and services.

Measure of Success: The annual survey will ascertain satisfaction with the newsletter, e-mail bulletins and SMILE Web site

Action Strategy C: SMILE will assist members by searching out grant opportunities and providing assistance with grant application processes.

Action Strategy D: SMILE will provide to all members an information packet each year after July 1 when the fiscal year begins.

Goal 4: SMILE will provide opportunities to discuss best practices with colleagues.

Action Strategy A: SMILE will host an annual meeting of its members to provide for membership networking.

Measures of Success: members will support and attend the annual meeting.

Action Strategy B: SMILE will offer quarterly readers advisory group meetings on topics requested by the group and provide an opportunity to discuss current issues.

Legislative

The SMILE Strategic Plan committee selected the Legislative interaction as third priority due to the importance of informing the legislature and governor of library use and regional cooperation. Information on library issues supports obtaining sufficient funding from the state. SMILE does this by using funds that are not part of the Minnesota State Operating Grant.

Goal 5: SMILE will advocate for its members.

Action Strategy A: SMILE will annually provide all member libraries contact information for the legislators and a map of the legislative districts in this region.

Action Strategy B: SMILE will electronically inform members of pertinent library legislative issues to enable them to communicate with their legislators.

Action Strategy C: SMILE will keep the area legislators informed of current library issues and concerns via appropriate channels.

Measures of Success: SMILE director has personal recognition by area legislators.

Action Strategy D: SMILE will schedule appointments with area legislators for Library Day at the Capitol.

Measures of Success: Increased participation by member libraries in the Minnesota Library Association Library Day at the Capitol

Action Strategy E: SMILE will support a library presence at the State Capitol by sharing in the cost of a lobbyist for library issues using non-state operating funds.

Action Strategy F: SMILE will coordinate a regional program to bring legislators or candidates and SMILE members together to discuss issues and express concerns prior to the election or beginning of the legislative term.

Measures of Success: More participation by SMILE members at legislative activities.

Reference Service

Goal 6: SMILE members will have access to back-up reference service.

Action Strategy A: SMILE will cooperate with Traverse des Sioux Library System and arrange for back-up reference service from MINITEX and promote its use with all SMILE members.

Measure of Success: Obtaining the satisfaction or dissatisfaction with the service through the annual survey.

Action Strategy B: SMILE will continue to explore other sources of back-up reference to supplement existing reference services.

Continuing Education/Training

The SMILE Advisory Committee determined from the annual survey the importance of continuing education/ training from information supplied by its members' professional and para-professional staffs. ITV workshops, teleconferences, and hands-on training in the Conference Room/Computer Lab are coordinated by SMILE to keep costs low and encourage participation.

Goal 7: SMILE will offer training and support for activities in order to assist member library staffs to better serve their clientele.

Action Strategy A: SMILE will ascertain the types and number of training opportunities desired by SMILE members using the annual member survey.

Measure of Success: Attendance at the training sessions, increasing requests for these sessions and satisfaction with training opportunities as expressed on the annual survey.

Action Strategy B: SMILE will attend training as offered by SOCRATES and other agencies to provide on-site workshops for the resources available within the region.

Action Strategy C: SMILE will assist member libraries by coordinating opportunities to underserved populations in cooperation with the State Library and the Minnesota Department of Education.

Measure of Success: Attendance at the Storytimes with American Sign Language interpreters from SOCRATES; satisfaction expressed on the annual survey with distribution of Spanish Language newspapers.

Action Strategy D: SMILE will act as distributor of information, free materials and other offers from other state entities to its members through the use of the delivery system and other contacts.

Action Strategy E: SMILE will provide honorariums to encourage and assist library staff members to attend professional conferences.

Action Strategy F: SMILE will offer incentive grants to encourage libraries of more than one type to work together on a project.

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