

## Shawnee Library System Strategic Plan 2007-2010

### Mission

The Shawnee Library System leads member libraries and develops partnerships to create and sustain collaborative and innovative services necessary to serve the people of southern Illinois.

### Vision

We envision a future in which all people of southern Illinois enjoy immediate and continuously expanding access to excellent library services and resources.

### Values

#### **Collaboration:**

We believe collaboration expands knowledge and promotes opportunities.

#### **Innovation:**

We value innovation as a means of proactively managing change.

#### **Service:**

We value excellence, integrity, and privacy in provision of service to our constituents.

#### **Intellectual Freedom:**

We believe in intellectual freedom because it respects and supports the values and needs of a democratic and diverse society.

### Needs and Strategic Directions

#### Access, Discovery, and Delivery

#### **Need**

Infrastructures need to be in place for people to locate and obtain desired information, resources, and services in diverse and accessible formats.

*Residents of southern Illinois want the ability to "carry out life online," and they want "access to services from their home." These online services include downloadable music and audio books. The residents also feel disenfranchised when they do not have borrowing privileges at their closest public library. Infrastructures need to be in place for people to locate and obtain desired information, resources, and services in diverse and accessible formats.*

#### **Strategic Direction**

Shawnee Library System will provide leadership in developing, expanding, and maintaining infrastructures to locate, obtain, and deliver library services and resources.

#### **Goals**

- The Shawnee Library System will develop and implement an assertive and innovative program to achieve expanded library services, especially for underserved and unserved populations.
- The Shawnee Library System will ensure timely and efficient delivery of library resources in various formats.
- The Shawnee Library System will support a means for electronic access to the library resources of southern Illinois.
- The Shawnee Library System will support a means of access to the universe of library and information resources.

### Administration

#### **Need**

The Shawnee Library System needs effective management, funding, staffing, and infrastructure to execute the System's mission.

*In order to offer quality services and programs to meet the vision and mission of ShLS, effective management, funding, staffing, and infrastructure must be in place.*

#### **Strategic Direction**

The Shawnee Library System will explore innovative approaches to maximize existing assets and to identify new resources.

#### **Goals**

- The Shawnee Library System will assess and evaluate existing resources in view of the System's mission and funding levels.
- The Shawnee Library System will regularly evaluate services and polices and revise as appropriate.
- The Shawnee Library System will take advantage of opportunities to partner with others in order to maximize resources.
- Shawnee Library System will employ committed and dedicated personnel and support them by providing appropriate resources and staff development activities.

### Advocacy and Marketing

#### **Need**

Many people are unaware of the existence and value of available library resources and services.

*Libraries are competing for the attention of leaders in government at all levels as well as the attention of all residents. This competition makes advocating for libraries and educating people about libraries of the utmost importance. In addition, libraries need to take advantage of developing marketing opportunities in southern Illinois. Because of all of these factors, people are unaware of the existence and value of available library resources and services.*

### **Strategic Direction**

The Shawnee Library System will expand efforts to market and promote library resources and services.

### **Goals**

- The Shawnee Library System will implement a system-wide marketing strategy.
- The Shawnee Library System will provide information to libraries about marketing tools.

### **Strategic Direction**

The Shawnee Library System will be an effective advocate regarding issues impacting libraries.

### **Goals**

- The Shawnee Library System will coordinate efforts to inform legislators about issues affecting libraries.
- The Shawnee Library System will maintain current awareness of library issues and keep the library community informed.

## **Information Literacy**

### **Need**

People need to know how to locate, evaluate, and use information.

*Because there is a lot of information out there, people are often satisfied with what is quickly available. There is a lack of ability to find and evaluate a wealth of information. People need and deserve the same quality of library materials and services regardless of their location. Some people move to rural areas from larger, more affluent neighborhoods; and they expect the same level of library service. The digital divide and the varying degrees of Internet connectivity in different areas of the state definitely impacts information literacy skills of library users. All of this means that people need to know how to locate, evaluate, and use information.*

### **Strategic Direction**

Shawnee Library System will collaborate with members and other organizations to support and advance information literacy.

### **Goals**

- The Shawnee Library System will raise awareness of the need for information literacy.
- The Shawnee Library System will proactively partner with organizations that focus on information literacy.
- The Shawnee Library System will communicate and provide opportunities for members to expand information literacy in their respective libraries.

## *Networking and Partnerships*

### **Need**

Libraries need to maximize resources, opportunities, and partnerships to deliver optimal library services.

*Increased community programs are resulting in additional networking and partnership opportunities. Increasing special populations (aging, home schooling, racially diverse, single parent families, etc.) require networking and partnerships with other libraries and agencies in order to better serve these special populations. Libraries need to maximize resources, opportunities, and partnerships to deliver optimal library services.*

### **Strategic Direction**

The Shawnee Library System will foster opportunities for collaboration and networking.

### **Goals**

- The Shawnee Library System will assist libraries in identifying potential partnerships.
- The Shawnee Library System will identify and create opportunities to share experience and expertise to enhance library services.
- The Shawnee Library System will assist libraries in identifying and utilizing shared programs, services, and personnel.

## *Professional Development and Education*

### **Need**

Knowledgeable governing boards and an appropriately trained workforce need to be in place to provide quality library service.

*One of the most critical concerns for libraries is the "shrinking pool of qualified librarians and certified school library media specialists." The region struggles with a lack of an appropriately trained library workforce. Because of rapid change it is difficult to "keep up," and it is critical to do so to provide quality library service. Knowledgeable governing boards and an appropriately trained workforce need to be in place to provide quality library service.*

### **Strategic Direction**

The Shawnee Library System will make available a diverse range of educational opportunities for the library community.

**Goals**

- The Shawnee Library System will take a leadership role in actively exploring and promoting formal educational program opportunities.
- The Shawnee Library System will provide continuing education in response to member needs and library trends.
- The Shawnee Library System will disseminate information on related continuing education opportunities provided by other agencies.
- The Shawnee Library System will offer consulting services in response to member needs and explore methods of expanding the scope of these services.