WPLC Planning Process 2011

The input from discussion below are designed to help us establish clear goals and tasks for the 2011 WPLC year. The groupings include:
- Challenges for public libraries and WPLC
- Library needs, to meet challenges and improve current services, meet future needs
- What can WPLC do this year to make a dent in the above?

There are two addendums
- A tentative plan for Overdrive activities
- A listing of the 2010 planning process goals and tasks

Questions used to initiate Brainstorming
- Help public libraries "survive and thrive" in the future
  - What and how can WPLC help
- What new things do you think are needed?
  - For your library
  - For your patrons
- What new things do your patrons want you to do?
- What is a service "need" that you can't currently offer, but need to?
- What would continue your library as the heart of your community?
- Given sufficient funding, what 3 things would you do immediately?

The brainstorming ideas are listing as generated, no priorities or grouping has been done so far.

Challenges for public libraries and WPLC

Overdrive costs and sustainability

Sustainability of any WPLC project

Broadband

- Availability and penetration
- Delivery of eresources

Patron "ease of use" and education

Staff "ease of use" and education

Technology gap

- Commercial entities v. libraries
- Marginalization of libraries

Political priorities

Libraries, the perception of their relevance

Money - $$$

Staffing levels and skills v. amount of work

Tradition v. Innovation = balance

- Transition of established roles and create new balances
- Serve core traditional services, but need to move without losing those core services
- And pull in new users with new services

Sacred cows

- Is good enough really good enough

Mobile

- No land lines
- Service anywhere

Circulation based mindset

- What about hidden usages
- Influencing policies of funding agents, through statistics
- New value measures

Inter-system cooperation

- Realize efficiencies
- Trust

Haves v. have-nots @ system levels and lower

Can we "share"

Systems, are they a continuing viable entity?

Process

- Leadership > flexibility and agility > execution

Expectations
- High v. reasonable
- What is reasonable?

Free services, as a perception
- ROI and cost benefits

Mission Challenges as transitions
- Projects to production services
  - Retain project leverage?
- Move resources to new projects
- Collaborate creatively

Measuring relevant outcomes

If One library card

Licenses

Promoting, marketing, public relations

One or unified ILS/OPAC

Delivery

Ebooks and eresources

Central technology support
- <Josh volunteered to develop and deliver – grin>

Systemic cooperation

State library leader
- Cabinet level and politically visible

Vision from the state

Marketing strategies, stories

Advocacy

Ubiquitous and affordable broadband

Visioning futures and planning
- Across public libraries, systems and state wide

State-wide inclusive visioning planning process and implementation

Measurement tools that are effective and useful

Capturing stories and using them

Economic value reports and tools

Publisher value and relations

Collections assessment and analytics

More Overdrive money

Overdrive v. Badgerlink analytics

Eserials usability

Project management

Collaborative management

Visioning, planning and implementation of the public library future
- State-wide
- Get to value outcomes

Marketing strategy and plan

Centralize technical and technology support

Organize conversations across systems
- Training and planning, etc

Seek funding and organizing funding
- LSTA block grants
- IMLS
- Make WPLC eligible

Lobbying agent to DPI, Legislature, LSTA committees, etc
- Get on the WLA legislative agenda
- Transmit "stories" to legislature
- Tell value of systems and collaboration
- Adjust attitudes towards libraries

Commit funding

Consensus building
- Commit resources and money
- Complete delivery of products and services ("end game")
- Manage all this

End gaming for sustainability
- Completing projects
- Making into production services

Clear plan process for projects

Specific plan for Overdrive

Process budget shifting
- For example from ebooks to ematerials

Overdrive Plan

WiLS lead

Data gather

Build committee

Next board meeting decisions

- Set date

Contract renewal = April 2011

2010 Goals and Tasks

From the 2009 planning meeting, Future Directions

Projects should primarily concern new and innovative technologies
Need to be Flexible and Agile, therefore:
- Build up reserve funds over 3-5 years
- Assess partners agreed upon amounts

Continue to seek resources for ongoing projects such as Overdrive
Support local projects that serve as trials for whole group
Online training and coordination
Clearinghouse, or portal, for recorded trainings and documentations
Shared production and offering of Webinars, etc
Creation of shared training tools
Cooperative database purchasing
Better metric for calculating use for reimbursement
Patron bandwidth study and information
Licensing and technology study for mobile and remote patrons
Ongoing idea development
Shared Tech support
Shared computer competency guidelines