

August 9, 2011, The Future of Indiana Public Libraries Conference

Sponsored by IPLA, ILF, and MCLS

Red Group

Internal Issues (final):

Issue: Re-Defining Concept of Service Staff

Strategy: Staff will provide library services that are customer driven, community-minded, using current technology

Action Steps:

1. Secure funding to hire a consultant to mine GLS data and gather information to help identify focus groups. (6 months)
2. Involve entire staff in focus group sessions (3 months)
3. Identify competencies and incorporate them into job descriptions (3 months).

Train-Motivate-Ongoing

Issue: Handling technology/maintenance

Strategy: To be able to maintain and troubleshoot 80% of technological issues with internal sources

Action Steps:

1. Main staff to be able to handle basic troubleshooting and maintenance
2. Form consortia to handle more in-depths repairs
3. Establish and follow an equipment replacement cycle

External Issues (final):

Issue: Funding Sources

Strategy: Stabilize and expand that autonomy of Indiana public libraries.

Action Steps:

1. Replace the appointed board and elected board
2. Establish an annual fund raising campaign and/or event

Issue: Build On Brand for Future

Strategy: Expand community perceptions of library services and resources

Action Steps:

1. Participate in national promotional campaigns such as “Geek the Library” where patrons are encouraged to be library advocates.
2. Hire advertising firm to do library promotion at a statewide level
3. Develop toolkit for libraries that can be used on each level for promotion

Internal Issues (draft):

Issue: Technology

Strategy: Develop consortia and/or collaborative relationships to support strategic technology plans

Issue: Re-defining concept of service for staff

Strategy: Broaden staff members’ attitudes to realize that service is more than desk-based information retrieval.

External Issues (draft):

Issue: Funding Sources

Strategy: Investigate ways to raise funds by other means and raise awareness of current library funding practices

Issue: Build on brand for future

What is our brand?