Winnefox Library System
Strategic Plan 2008 – 2010
Goals and Objectives

Throughout 2007, the Winnefox Strategic Planning Committee received input from system staff and member libraries about priority activities for the next three years. Member library directors engaged with staff and with each other in conversations at the annual system meeting and in consultant-led summer focus groups. The planning committee has distilled the year's conversations into the following goals and objectives for 2008 to 2010.

Goal 1. Support the efforts of member libraries to deliver high quality services to all residents.

   A. Objective: Support member libraries' efforts to maintain up-to-date computer technology.

      1. Increase Winnefox subsidy of WALS by $30,000 in 2009 (increasing it from approximately $30,000 to approximately $60,000); increase the WALS subsidy amount by as much as possible in subsequent years.

      2. Help member libraries keep computer technology working smoothly by continuing to offer site visits from Winnefox technology support staff.

      3. Help member libraries create computer equipment replacement plans by creating a plan template by the end of 2009, and by supplying inventory and pricing data, and consulting support upon request.

      4. Help member libraries develop public computing resources by creating a technology development grant program; this grant program will assist member libraries to take advantage of the upcoming Gates Foundation grants and other opportunities.

   B. Objective: Foster cooperation among member libraries.

      1. Establish a system fund of $10,000 per year to be shared among member libraries that lend more items to other Winnefox libraries than they borrow during the 2009 and 2010 budget years.

      2. Implement a system-wide best practices / "good idea" sharing mechanism for Winnefox member libraries by the end of 2008.

   C. Objective: Help member libraries effectively advocate for library services with decision-makers and promote library services to their communities.

      1. Encourage closer relationships with municipal and county boards.

         • Continue discussions of local government issues at Librarian Advisory Committee meetings.

         • As needed, prepare written information for librarians on local government issues.

         • Assist libraries to prepare for presentations to elected officials.

2. Encourage attendance at the Wisconsin Library Association's Library Legislative Day by providing information on the meeting.

3. Eliminate the vacant Marketing Coordinator position and use current staff to provide support to member library public relations efforts.

D. Objective: Promote the value of system services to member libraries.

1. Encourage member libraries to take advantage of system services by providing information at Librarian Advisory Committee meetings, by email, and via the Winnefox extranet.

2. Implement an annual report to each member library on system services received beginning in 2009.

3. Stay in touch with member libraries' events, challenges and concerns with at least one site visit by the Winnefox Director every three years and visits, when requested, by the Assistant Director or other Winnefox staff.

4. Continue to provide consultation services to member library boards upon request.

E. Objective: Ensure that all residents of the Winnefox Library System have access to fast, accurate reference service both online and through the resource library.

1. Continue to provide access, support and training for email and live chat reference services.

2. Working with the Reference and Adult Services User Group, annually evaluate online resources subscriptions to ensure that they are the most useful and usable resources available.

Goal 2. Help the employees of member libraries develop the knowledge and skills they need to provide high quality services to all residents.
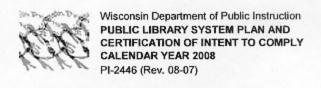
A. Objective: Improve training procedures.

1. Study procedures for initial and ongoing training of member library directors; devise and implement improved procedures by the end of 2009.

2. Continue to offer mentoring program for new directors. The idea for this new program arose from the planning process.

B. Objective: Provide high quality professional development and continuing education opportunities for library directors, staff and trustees.

1. Continue to sponsor at least 10 programs per year.

2. Continue to solicit input from member libraries on topics and quality of continuing education programs.

3. Continue to allow time for special interest user groups (i.e., Circulation) to meet at All-WALS meetings and provide training opportunities at those meetings.

4. Make it easier for member library directors to complete certification forms, by creating forms that include the workshop information.

5. Provide regular training opportunities on SirsiDynix reports and other topics.

6. Make it easier for member library trustees to access orientation and training opportunities.

Goal 3. Be an increasingly open, accountable and responsive organization.

A. Objective: Be an increasingly open and accountable organization.

1. Re-design and enhance the extranet.winnefox.org website to make it easier to use, more interactive, and more comprehensive by September 2008.

2. Improve clarity of WALS financial reporting by December 2008.

3. Discuss improvements to WCTS billing and implement any changes by December 2008.

B. Objective: Be an increasingly responsive organization.

1. Change the governance structure of Winnefox Automated Library Services (WALS) to ensure that all member libraries have input into WALS and Winnefox technology priorities and decisions by the end of May 2008.

2. Communicate with members libraries to ensure that libraries of all sizes feel they have input into system decisions.

3. Implement a project / service request tracking mechanism for printing by December of 2008.

4. Engage member libraries in prioritizing all system services by December 2010.

Adopted by the Winnefox Library System Board of Trustees 3-19-2008

Wisconsin Department of Public Instruction
PUBLIC LIBRARY SYSTEM PLAN AND
CERTIFICATION OF INTENT TO COMPLY
CALENDAR YEAR 2008
PI-2446 (Rev. 08-07)

INSTRUCTIONS: Complete and submit by **October 15, 2007**, to:

WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION
ATTN: AL ZIMMERMAN
DIVISION FOR LIBRARIES, TECHNOLOGY, AND
   COMMUNITY LEARNING
P.O. BOX 7841
MADISON, WI 53707-7841

GENERAL INFORMATION

Library System

Winnefox Library System

Describe demographic, economic, and other facts about your system that influenced the development of this and other system plans.

Winnefox provides support to libraries of widely varying size. While the majority of our libraries are located in communities with populations less than 3,000, we also serve several large and medium size libraries. We are challenged to assist our small libraries in providing services normally found only in large communities while providing our larger libraries with services sufficient to keep them interested in system membership. In order to provide the greatest good to all, Winnefox provides services that are a benefit to any size library such as printing and graphics, electronic infrastructure support, and electronic resources.

The primary economic influence on this plan is the need to deal with continued tight funding for both the system and member libraries. Although we will expect to receive an increase in state funding, it is modest compared with increased costs. Any increases libraries receive from their municipalities and counties have not kept up with increased costs. Payments due under Act 420 are creating additional budget pressure for counties and for those libraries which cannot bill neighboring counties.

Though the population of our member counties continues to be predominately native-born and Caucasian, all report increasing numbers of immigrants. The growth of new ethnic populations is causing our membership to examine what they are doing to serve those for whom English is a second language, or for whom reading is not a traditional family activity.

The Wisconsin Department of Administration projects continued growth for Winnebago & Waushara counties above the state average. Commuters and retirees are moving into the rural counties bringing differing expectation of service. They are used to the resources available at urban libraries. Several of our member counties have large numbers of summer residents who also expect service levels similar to those they receive in their home communities. The fact that much of this the population growth is outside of municipalities that support libraries will have a significant impact on the direction of county funding for libraries.

Describe significant needs and problems that influenced the development of this and other system plans.

Beginning with the director search process in 2005 it became apparent that we needed to take a good look at Winnefox service programs. In some cases there was a perception that libraries were not receiving the services they needed, in the way they needed to receive them. In mid-2006 we developed a strategic planning process which was approved by member library directors and the system board.

In early 2007 a committee of directors, trustees, and staff began to meet. It is expected that the committee will issue their report in late 2007. The report's recommendations will determine, in large part, system activities in 2008 and following years.

No "New or Priority Activities" are listed in this plan. Those will be developed as we complete our planning process.

Describe the planning environment and process under which this and other system plans were developed. (List additional system planning documents with the period covered and attach any planning documents which have not previously been provided to the division.)

In the past, most planning has been carried out at Library Advisory Committee (LAC) meetings and these meetings will continue to be an important part of our planning process. LACs are organized by county and are comprised of the library directors in each county. Each LAC meets several times each year with county board representatives in each county. Meetings between member library directors and county board committees continue to be useful in building support for library services.

Multi-type planning is done in association with the Fox Valley Library Council (FVLC) and the Outagamie Waupaca Library System (OWLS) with the participation of many system and member library staff members.

WLS and OWLS recognize common goals and concerns exist for the two systems. The WLS Director and Assistant Director and the OWLS Director continue to meet to discuss mutual concerns and plan joint activities.

Evaluations of continuing education activities, system staff visits to member libraries, library generated statistics, member library responses to special surveys, and general observations are elements contributing to our planning.

ASSURANCES

The following plan and compliance document provides assurance that your public library system intends to comply with all statutory requirements for public library systems for calendar year 2008. Indicate, with a check, your system's intent to comply with each system requirement and provide the requested information under each system requirement.

S.43.24(2) For a public library system to qualify for and maintain its eligibility for state aid under this section it shall ensure that all of the following are provided:

Membership Agreements

☒ (a) Written agreements to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library, except for the group programming preference authorized under s. 43.15 (4) (c) 4., and to provide for the interlibrary loan of materials among all participating public libraries, as evidenced by agreements with those libraries.

☒ A copy of the agreement with a list of all members signing it will be provided to the division by January 15.

Resource Library Agreement

☒ (b) Backup reference, information and interlibrary loan services from the system resource library, including the development of and access to specialized collections, as evidenced by a written agreement with that library.

☒ A signed copy of the resource library agreement will be provided to the division by January 15.

Reference Referral and Interlibrary Loan

☒ S.43.24(2)(d) Referral or routing of reference and interlibrary loan requests from libraries within the system to libraries within and outside the system.

List ongoing activities related to this requirement.

☐ Provision of full ILL service including an ILL clearinghouse.

☐ Access to the AskAway 24/7 reference service.

☐ Access to online databases, NetLibrary ebooks, and Overdrive digital audio and video.

☐ Maintenance of shared database of member library bibliographic records and holdings

☐ Support, training and assistance at development of library web pages for web access to library information, online resources, and community information.

☐ Free sharing of ILL materials with other OCLC libraries.

☐ Continued acceptance of ILL requests via Email, OCLC, fax, phone or mail.

☐ Continued support of locally produced online genealogical and local history databases.

Indicate new or priority activities relating to this requirement for the plan year.

Because of the ongoing strategic planning process no new or priority activities are listed at this time

Inservice Training

☒   S.43.24(2)(e) Inservice training for participating public library personnel and trustees.

List ongoing activities related to this requirement.

☐   Regular workshops at varied locations around the system.

☐   One-on-one and small group training to directors and other member library staff as needed.

☐   Survey member libraries regarding their training needs.

☐   Provide information to member libraries regarding training/education activities available from other providers as this information becomes available.

☐   Continue to publish Trustee Tales, a quarterly newsletter for library trustees.

Indicate new or priority activities relating to this requirement for the plan year.

Because of the ongoing strategic planning process no new or priority activities are listed at this time

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Delivery and Communication

☒   S. 43.24 (2)(fm) Electronic delivery of information and physical delivery of library materials to participating libraries.

List ongoing activities related to this requirement.

☐   Provide three or five day per-week delivery to all member libraries.

☐   Use fax, e-mail, and interactive chat to answer information requests.

☐   Continued participation in the statewide delivery service.

☐   Continue publication of the Ides our monthly electronic newsmagazine aimed at training library staff in Internet use.

☐   Evaluate the organization and usefulness of the Winnefox Extranet
☐   Continue to inform member directors and trustees of legislative developments that affect libraries.

Indicate new or priority activities relating to this requirement for the plan year.

Because of the ongoing strategic planning process no new or priority activities are listed at this time

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Service Agreements

☒   S.43.24(2)(g) Service agreements with all adjacent library systems

☒   A copy of the agreement with adjacent systems with a list of all systems signing the agreement will be provided to the division by January 15.

Professional Consultation

☒   S. 43.24(2)(h) Professional consultant services to participating public libraries.

ASSURANCES

List ongoing activities related to this requirement.

☐   System staff visits new directors individually to provide a one-on-one orientation to system services.

☐   System staff visits member library directors and trustees to provide consulting regarding budgeting, building expansion, long range planning, personnel issues or other professional concerns whenever requested.

☐   System staff answers questions by telephone and e-mail as they are received. Staff will consult with outside sources, such as DLTCL or colleagues around the state, whenever necessary.

☐   The System Assistant Director attends each county Library Advisory Committee (LAC) meeting with other staff attending as needed.

☐   WALS staff and resource library staff visits member libraries and provide training in the use of the automated system as needed.

Indicate new or priority activities relating to this requirement for the plan year.

Because of the ongoing strategic planning process no new or priority activities are listed at this time

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Services to Users With Special Needs

☒   S.43.24(2)(k) Promotion and facilitation of library service to users with special needs.

List ongoing activities related to this requirement.

☐   Continue to promote electronic information delivery from member libraries as a means to extend traditional library service to those with special needs.

☐   Continue to provide workshops and individual consulting to member libraries on topics related to services to users with special needs.

☐   Continue to network with others throughout the state exchanging ideas and information regarding services to those with special needs.

Indicate new or priority activities relating to this requirement for the plan year.

Because of the ongoing strategic planning process no new or priority activities are listed at this time

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Other Types of Libraries

☒   S.43.24(2)(L) Cooperation and continuous planning with other types of libraries in the system area which results in agreements with those libraries for the appropriate sharing of library resources to benefit the clientele of all libraries in the system area.

☒   The system will have agreements with other types of libraries, or if the system participates in a cooperation agreement with a multitype organization to meet the purposes of this goal, there is established a clear link between the system and the individual members of the multitype organization. A copy of the agreement with a list of all signing libraries will be provided to the division by January 15.

☒   Other types of libraries in the system area have had an opportunity to review and comment on the plan.

Library Technology and Resource Sharing Plan

☒   S.43.24(2)(m) Planning with the division and with participating public libraries and other types of libraries in the area in regard to library technology and the sharing of resources. By January 1, 2000, and every fifth January 1 thereafter, the public library system shall submit to the division a written plan for library technology and the sharing of resources.

☒   Member public libraries and other types of libraries in the system area have had an opportunity to review and comment on the plan.

☒   A copy of the written plan, including any revisions and amendments, for library technology and resource sharing is attached to this document or is on file with the division.

Other Service Programs

S.43.24(2)(i) Any other service programs designed to meet the needs of participating public libraries and the residents of the system area, as determined by the public library system board after consultation with participating public libraries.

ASSURANCES (cont.)

List each "other" service programs individually with ongoing activities and new or priority activities for the plan year under each program. For instance, if the system provides a bookmobile service program, list ongoing activities and new or priority activities for the bookmobile program. (Do not lump miscellaneous activities under a single "other" program.)

Winnefox Cooperative Technical Services (WCTS)

Ongoing Activities:

Because WCTS funding is provided on behalf of the libraries directly from Green Lake, Waushara, and Marquette Counties, WCTS primarily serves libraries in those counties. Winnefox member libraries outside of these counties may contract for services from WCTS at cost.

WCTS provides cooperative book selection and processing for member libraries and sponsors several workshops on materials selection each year. WCTS staff provides "work days" consisting of on-site help and consultation for special projects such as weeding. WCTS contributes towards a computer support position in WALS in order to obtain more frequent on-site technology assistance. WCTS contributions to WALS also helps subsidize annual WALS fees for WCTS libraries.

Administration

☒ The system will not expend more than 20 percent of the state aid projected to be received in the plan year for administration.

☒ The 2007 system audit will be submitted to the division no later than October 15, 2008.

Budget

☒ A copy of your public library system budget by service program category and fund source for the plan year (see attached guidelines) is attached.

CERTIFICATION

WE, THE UNDERSIGNED, HEREBY CERTIFY that to the best of our knowledge, the information provided in this document and any attachments is true and correct, and that the system will be in full compliance with s. 43.24(2)(a) through s. 43.24(2)(m) of the Wisconsin Statutes for the year **2008**.

System Director Signature	Date Signed
➢	

System Board President Signature	Date Signed
➢	

FOR DPI USE
LIBRARY SYSTEM PLAN APPROVAL

Pursuant to Wis. Statutes, the plan contained herein is: ☐ Approved ☐ Provisionally Approved *See Comments.* ☐ Not Approved *See Comments.*	DLTCL Assistant Superintendent Signature ➢	Date Signed

Comments

	PUBLIC LIBRARY SYSTEM 2008 ANNUAL PROGRAM BUDGET				
Program	2008 Public Library System Aid	System Aid Carryover and Interest Earned	Other State and Federal Library Program Funds	All Other Income	Total
Technology, Reference and Interlibrary Loan*					
1. WALS	$29,194	$1,700	$21,800	$995,792	
2. Technology	$303,013	$18,200			
3.Reference/ILL	$99,373	$6,600			
4.					
Program Total	$431,580	$26,500	$21,800	$995,792	$1,475,672
Continuing Education and Consulting Service*					
1. Education & Consulting	$23,069	$1,750			
2.					
Program Total	$23,069	$1,750	$0	$0	$24,819
Delivery Services	$84,519	$5,500			$90,019
Library Services to Special Users	$3,332				$3,332
Library Collection Development	$2,623				$2,623
Direct Payment to Members for Nonresident Access				$3,521,702	$3,521,702
Direct Nonresident Access Payments Across System Borders				$70,520	$70,520
Library Services to Youth	$13,200	$1,200			$14,400
Public Information	$170,223	$11,200			$181,423
Administration	$118,599	$7,200			$125,799
Subtotal	$392,496	$25,100	$0	$3,592,222	$4,009,818
Other System Programs					
1. County Planning/WCTS	$36,625	$2,450		$329,354	$368,429
2. Contractual Services	$68,492	$4,200		$140,353	$213,045
Program Total	$105,117	$6,650	$0	$469,707	$581,474
Grand Totals	$952,262	$60,000	$21,800	$5,057,721	$6,091,783

* These programs may be divided into subprograms at the discretion of the system. If choosing not to use subprograms, enter amounts on line 1.