

Mideastern Michigan Library Cooperative Work Plan 2016-17

Submitted by Denise Hooks, Director

Vision Statement: Continue our commitment to the advancement of library service by assisting all members in providing and delivering valuable, cost effective services to their library communities.

Preface: MMLC is in a very good position to provide another year of quality services for our members. Funding is stable again this year with the legislature passing cooperative and library State Aid, Renaissance Zone reimbursements, and Mel.org at the same level as last year. Some serious challenges for libraries did occur over Michigan Tax Tribunal actions related to dark store taxation and also sharing information prior to a millage vote. In both cases, grassroots and organized advocacy efforts have been successful in positively educating legislators.

Goal 1: Move the Cooperative forward by maintaining an effective structure.

[...calls for the Cooperative to maintain an effective organizational structure and program of services through regular evaluation and validation of services. Providing core and unit cost services are the focus of this effort.]

- Hold business meetings of both the Advisory Council and MMLC Board according to the schedule adopted at the annual meeting.
- Follow goals of Strategic Plan document to further organizational objectives; continue to audit plan goals against Work Plan objectives for efficacy and completion.
- Conduct regular assessment of services and adapt to changing needs of members; survey members throughout year for new ideas and seek opportunities to introduce members to innovation.
- Continue to review/revise cooperative policies as required.
- Introduce new services and streamline cooperative processes through the use of technology; **review Technology Plan for validation and currency.**

Goal 2: Move the Cooperative forward by exploring and promoting alliances.

[...puts a high priority on cooperation and collaboration with other organizations, both within and outside of the Cooperative area. The search for partnerships is intended to encourage growth and development of services as well as to identify opportunities to increase funding.]

- Work with other cooperatives to provide workshops and opportunities for networking among members.
- Find ways to partner with other groups and organizations to further cooperative goals; **develop plans with cooperatives in geographic proximity to MMLC.**
- Encourage and foster collaboration among member libraries, including initiatives between different types of libraries; **continue to monitor and enhance existing collaborations.**
- Support libraries by providing year round programming opportunities for their communities; widen the scale of programming by offering service to libraries outside of the cooperative service area; **gradually increase the number of libraries served outside of the cooperative.**

Goal 3: Move the Cooperative forward by the promotion of libraries.

[...makes the promotion of library services to the general public a priority for the Cooperative. The purpose is to increase public awareness of libraries and public use of library services.]

- Work with other organizations, including Cooperative Director's Association, Library of Michigan, Midwest Collaborative for Library Services, MLA, and **MiALA** to promote member

libraries; serve on statewide continuing education committees and **remain active in the conversation for the purpose of shaping the agenda.**

- Alert members to ways of enhancing public awareness; provide ideas for marketing through new avenues; **continue to** offer library promotion grants to each public library member.
- Support the adoption of new services with opportunities to experiment through “pilot” activities; **engage members in the final evaluation; encourage members to assist MMLC in the decisions related to end-of-pilot sunset.**
- Make certain that MMLC libraries are included in statewide initiatives.

Goal 4: Move the Cooperative forward by strengthening member libraries.

[...reaffirms the role of the Cooperative in furthering its mission of strengthening the member libraries through communication, consulting services, assistance with fiscal management, Board development, and through all forms of resource sharing.]

- Maintain regular contact with members through targeted emails, listserv postings, and direct telephone calls.
- Encourage dialog among members to maximize knowledge of existing programs and to enhance individual library opportunities; conduct conference calls to provide access to other members for new ideas and the exchange of information.
- Continue to be available to members for advisement and consulting needs.
- Keep members informed of what is happening legislatively in the state and at the national level; devote a section of the Director’s Report to current legislative action.
- When possible, offer “value-added” options such as Director Search opportunities; **Irene will continue her work on QuickBooks with libraries already in process and help manage the transition from township to library fiscal management system for another member.**

Goal 5: Move the Cooperative forward through leadership and innovation.

[...is a commitment by the Cooperative in support of leadership and innovation for the continual development of new services. The Cooperative will foster innovation through pilot projects that introduce new service methods, ideas and emerging technologies.]

- Explore new initiatives for shared services among members of MMLC; continue the practice of offering shared consortia level services and support TLN efforts to offer statewide library discounts.
- Continually look for cost effective ways to promote innovation.
- Negotiate agreements with vendors for improved pricing on services to libraries; investigate consortium pricing **if neither TLN nor MCLS offers that vendor’s product.**
- Provide new equipment to enhance member delivery of services; invest in innovative equipment for trial use; **survey members for new technologies to explore.**

Goal 6: Move the Cooperative forward by encouraging and facilitating professional development.

[...is a broad effort to build the skills and knowledge base of the Cooperative by investing in its human resources through education of library staff and trustees.]

- Use knowledge of trends and new developments in library field to offer timely, effective programs and workshops; continue to provide workshops on relevant topics in conjunction with Advisory Council meeting; **focus attention during this fiscal year on marketing.**
- Attend workshops and conferences to learn about new trends and developments that would benefit members; attend MLA, PLA, Rural Libraries Conference, and ALA as offered.
- Provide follow-up reports, share information, and post ideas on MMLC website.

Goal 7: Move the Cooperative forward by supporting advocacy and advocating for all types of libraries in the membership.

[...is a recognition of the Cooperative's advocacy role and the increasing importance of library advocacy in the 21st century as libraries face legal, financial, and legislative issues.]

- Attend Legislative Day activities coordinated by the Library of Michigan; provide funding opportunities for others in cooperative to attend; conduct training sessions prior to the Washington D.C. NLLD event and collect evaluations post-trip in order to report to Board.
- Sponsor meetings to assist members in learning about candidate positions on library issues; hold Meet the Candidate meetings during election years.
- Alert members to efforts to lobby directly with legislators on behalf of libraries; regularly provide updates on MLA and ALA strategic plans for advocacy and scan MIRS and District Dispatch for information to share; send specific Call to Action emails when needed.
- **Work with MLA to provide an avenue for libraries to understand the process of legislative lobbying and ways to educate new legislators.**