

LTLS Strategic Plan 6/16/2006

Information is the great equalizer.

Mission

Lincoln Trail Libraries System connects the people of East Central Illinois to information through cooperation.

Vision

Lincoln Trail Libraries System envisions a future where collaboration between libraries and organizations results in easy access to information anytime, anywhere.

Values

The following are the core values for Lincoln Trail Libraries System:

Democracy

We value every individual's right to explore, learn and question.

Collaboration

We value collaboration between libraries, cultural organizations, and information agencies.

Confidentiality/Privacy

We value confidentiality and privacy for all individuals.

Intellectual Freedom

We value freedom of access to information for all individuals.

Diversity of Community

We value the diversity of our members and their communities.

Guiding Principles

These guiding principles and our values direct the interactions of Lincoln Trail Libraries System staff with others.

- ❖ Good of the whole - The collective needs of the whole remain at the forefront of all interactions.
- ❖ Technology/Innovation - Technology and innovation are the foundations for collaborative information service.
- ❖ Partnerships - The basis for future innovation and collaboration begins with strong partnerships.
- ❖ Respect - Respect for individual contributions of all members creates a positive environment for collaboration.
- ❖ Customer Service - Exceptional customer service is vital to quality information services.

Lincoln Trail Libraries System envisions a future where collaboration between libraries and organizations results in easy access to information anytime, anywhere.

In order to accomplish the vision for LTLS, the following needs are identified: Education; Marketing and Communication; Partnerships; Information Discovery and Delivery; and Management and Development.

Need 1 (Education)

Librarians and library staff people must remain informed and up-to-date on the latest information available in the profession. An informed and knowledgeable board and user population are equally integral to the success of libraries.

Need 2 (Marketing and Communication)

Open channels of communication are fundamental to the success of a library system. Communication between members, advocates, the public, and the library system must foster a positive image of all types of libraries within the community. The information services being offered as well as the concept of working in collaboration need to be marketed at all levels.

Need 3 (Partnerships)

Partnerships are important and potentially productive avenues for Library Systems. The most productive partnerships position two or more parties to fulfill a need.

Need 4 (Information Discovery and Delivery)

A stable technological infrastructure must be in place in libraries to make information available anytime, anywhere; to preserve our rich heritage, and to establish the framework for continuing to develop rich collections. Information and materials must be delivered to clients by utilizing innovative and effective delivery mechanisms.

Need 5 (Management and Development)

In order to meet the needs and accomplish the vision LTLS needs an efficient management infrastructure that supports the programs as well as sufficient funds to achieve the vision.

Strategic Direction 1: Lincoln Trail Libraries System will serve as an educational conduit for improving people's discovery and delivery of information.

Achieving the vision set forth in this plan requires that the customers of LTLS—governing officials, librarians, library users, and residents of the area—people associated with LTLS members have a variety of opportunities to learn and develop. LTLS is well suited to take a primary role in that learning and development.

Goals:

- A. Create opportunities for high quality educational programs.
- B. Support opportunities for networking with other information professionals.
- C. Provide opportunities for one-on-one consultation.

Strategic Direction 2: Lincoln Trail Libraries System seeks to increase awareness of information services through marketing and communication.

In order to fulfill the vision of LTLS, we must vigilantly ensure that all communication is honored and respected by creating channels that encourage and foster two-way communication with our clients. We must continually market our services and champion the benefits of working in a collaborative environment.

Goals:

- A. Increase awareness of the information landscape by library staffs, advocates, and users.
- B. Create a clear message for library advocacy.
- C. Increase usage of information services and resources.
- D. ~~Market the power of~~ Promote the impact of collaboration and its impact on user services.

Strategic Direction 3: Lincoln Trail Libraries System will form strategic partnerships to achieve our vision.

~~Our surrounding environment informs our work.~~ We recognize that we do not work in a vacuum nor can we realize our vision alone. Partnerships infuse our work with new ideas and leverage our work with the work of organizations and agencies that share common goals. Creating partnerships positions LTLS as a key organization in the community we serve and allows us to both impact and benefit from our involvement in the community.

Goals:

- A. Expand LTLS participation in local, regional, state, national, and international partnerships.
- B. Expand the scope of partnerships beyond libraries to include cultural, educational, museum and other organizations and agencies.
- C. Educate staff and governing officials of libraries on the potential benefits of partnerships and encourage cooperative ventures.

Strategic Direction 4: Lincoln Trail Libraries System will foster discovery and delivery of information resources.

In order to achieve our vision, LTLS must seek out the most innovative methods available for ensuring the discovery and delivery of information.

Goals:

- A. Provide easy discovery of information resources through support of an online, integrated environment.
- B. Maximize access to and delivery of information resources.
- C. Provide leadership on new technologies that connect people and information.

Strategic Direction 5: Lincoln Trail Libraries System will support a management structure to meet its vision and direction.

To make our vision a reality, LTLS must have well-informed staff who are passionate about providing exemplary service to system customers while adhering to our common values and following the guiding principles.

Goals:

- A. Employ dedicated and well-trained personnel and expand staff development initiatives.
- B. Continually evaluate service programs and policies
- C. Seek funds from a variety of sources to support cooperative endeavors.
- D. Maintain a stable infrastructure.

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