

**Focus Area #1 ~ Explore and Utilize Emerging Technologies.**

Lead: Connie

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
<b>1) Assure technology needs are clear and prioritized.</b>	a) Develop a comprehensive technology plan.	a) Technology Plan approved by the LARL Board & submitted to the State.	4/17/2007 Completed	Anne, Brenda, Connie, Helen, Josh, Mary, Sharon.
	b) Develop a comprehensive staff training plan.	b) 04/17 - specific training tasks were extracted from grid on pgs 21-26; these will be considered by Hub Supervisors and integrated into the regional training matrix.	07/01/07	Ann, Anne, Connie, Mary, Sharon.
		06/20 - Ann, Anne, Connie, Mary, Sharon met to review the proposed training matrix and to propose training topics by category. ZoomText training will be given to all public service staff (including subs) in August. Josh is finalizing the wireless troubleshooting document & Andrew is working on the document for burning data to disks.	ZoomText training week of Aug. 20, 2007	Ann, Anne, Connie, Mary, Sharon.
<b>2) Increase the options for transfer of information.</b>	a) Obtain card readers if needed.	a) Installed & available to the public.	4/17/2007 Completed	Josh, Sharon - Input from Hub Supervisors and branches.
	i) Ensure consistent operability.	i) 06/20 - Card readers work. Response to the memory card, flash drive, etc. varies depending on the type of computer (this is noted in the instructions).		Connie, Josh, Sharon.
	b) Provide downloadable formats such as eAudio & ebooks.	b) 06/20 - A suggestion was made that we explore more ways to promote the service as well as reduce the barriers in regard to equipment.		Helen, Josh, Rose, Sharon.
	c) Wireless.	c) 06/20 - Wireless will be installed at LINK sites & documentation completed by July Coordinating Team Meeting. -- 4 sites left.		Andrew, Josh.

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<b>3) Implement new technologies.</b>	a) Print, computer management.	a) 04/17 - Going well except for DL; CR printing is going well.		Josh, Sharon, Hub Supervisors, Public Service Supervisors.
	b) Self-check out.	b) 06/20 - Self-checkout soon ready for implementation at other branches.		Josh, Sharon, Hub Supervisors.
	c) Phone notification (Teleforms).	c) June 27 - began testing in Barnesville. Expanded Aug. 6 to MH.		
	d) Library of Future – BV, CR.	d) 06/20 - Update from Shaw: we decided this would be a 3-phase project and to get started on fund raising. Phase 1 is decompress and remodel interior. Phase 2 is add all purpose meeting room/north entrance. Phase 3 would be reading room if all goes well with first 2 phases. So, far - easy area has been painted pale yellow and old curtains taken out - new primary color children's table and bench added. Junior area has been painted light purple and booth added. Computer room has been painted tan and teal. Old bank desk removed - which left holes in carpet so new squares in teal, purple and olive green were added in a random pattern.		Anne, Kathy, Shaw, Library of the Future Task Force.

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	e) Library of Future – BV, CR. (continued)	Community loves the expanded, new hours and wireless Internet. BV is test site for Teleforms (customers so far are liking it). They are also excited about self-checkout that will be installed at some point.		Anne, Kathy, Shaw.
	f) Explore Web 2.0 & Library 2.0 tools.		12/31/08	Coordinating Team.
	i) IM for reference service.	i) Liz is going to explore what others are using & Trillian software; MINITEX is exploring statewide virtual reference.	12/31/07	
	ii) Explore use of blogs, wickis, RSS feeds, Flickr, etc.	ii) 06/20 - The committee decided to table spending time on a blogging policy until the CT has time to explore some of the Web 2.0 tools. CT decided to explore 3 features of Web 2.0: #1 Read about the Program & Watch a quick tutorial on 7 1/2 Habits of Highly Successful Lifelong Learners < <a href="http://www.plcmc.org/public/learning/player.html">http://www.plcmc.org/public/learning/player.html</a> >. #2 Set up and register your own blog. #3 Explore Flickr.		Coordinating Team

**Focus Area #2 ~ Enhance library services, programs, and resources to align with customer needs.**

Lead: Liz

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
<b>1) Understand our customer's wants and needs.</b>	a) Conduct focus groups with key audiences to determine wants & needs. Use MH as pilot for project.	a) Collect and analyze recommendations for enhanced programming and services.	Five focus groups held. 5/31/07	
		Second focus group planned for Aug. 6, 2007 in MH, fulfilling Latino Outreach Grant.		
	b) Implement "No Lists".	b) Collect and analyze "no cards", resulting in: 100% of "No Card" training issues resolved. * Non-policy driven suggestions reviewed by MH supervisors.	Quarterly analysis of "No Cards", ongoing.	
		Next collection of "No Cards", in Aug. 2007. Occasional "no" cards end up in Liz's mailbox, which usually result in resolving training issues.		
	c) Produce online form to gather info. from online/remote users.	c) Collect and analyze recommendations for enhanced programming and services.	Ongoing by 09/01/07	
		Rose and Liz will work on this in Sept.		
	d) Outreach to local organizations.	d) 100% of program attendees (LARL residents) sign up for LARL cards and use materials and services promoted.	Twelve organizations reached quarterly. Ongoing.	
		Except for school visits, outreach has been minimal this summer. We will prepare to get out to the community again in the Fall. Two speaking engagements are currently planned. MH has seen an increase of circulation and event attendance in 2007. This may be due to outreach efforts?		

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
	e) Gather input from customers currently attending programs, such as computer class evaluations, teen events, parents at children's events.	e) Collect and analyze comments and recommendations for future programming.	02/15/07	
		Staff are collecting comment cards at many of the MH events. We are working with event groups to "give them what they want", i.e, Garden Club, Cookbook Club, Pizza and Pages, etc.		
	f) Analyze process used in MH and develop a region-wide plan for gathering the information/conducting focus groups.	f) Region-wide plan developed.	09/01/07	
<b>2) Provide a depth &amp; breadth of programming for all ages.</b>	a) Develop mechanism for replicating quality programs region-wide.	a) Mechanism developed.	02/01/07	Hub Supervisors, PIO, Liz, branch staff, & customers.
	b) Implement program ideas resulting from customer input from above strategies.	b) Increased variety of programs offered to MH customers - five new programs offered to focus group audiences. (middle school students, Hispanic population, elderly, etc.)	Start 8/1/07 and Ongoing.	
	c) Develop a strategy for sharing program ideas region-wide.	c) Strategy developed and ideas shared.	03/15/07	
	d) Identify and track programs region-wide.	e) Program matrix developed and distributed to branches.	09/01/07	
	e) Develop strategy for utilizing volunteers, Friends, community members.	f) Strategy developed and volunteers utilized.	05/31/07	

**Focus Area #3 ~ Increase awareness of all the Library has to offer.**

Lead: Rose

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
<p><b>1) Marketing – To increase awareness of LARL by marketing a consistent brand and message across our 7-county region.</b></p>	<p>a) Create a marketing plan for LARL including the current marketing situation, an analysis of strengths, weaknesses, opportunities and threats, a marketing tactic, action programs, budget and controls.</p>	<p>a) Draft of plan.</p>	<p>12/31/07</p>	<p>Kathy, Sadie.</p>
	<p>b) Determine three key audiences within the LARL region to target with messages.</p>	<p>b) Audiences &amp; why chosen</p>	<p>01/01/07</p>	<p>Liz.</p>
	<p>c) Actively market LARL's services and materials using new methods as well as improving current promotion strategies and determining most effective. Determine where and how information is received.</p>	<p>c) 07/07 - LARL now has 5 display boards which were very busy in the spring and expect them to be again in the fall. Ordered magnets this spring to promote eAudiobooks. Some branches have partnered with local fitness clubs to highlight this service. Also have magnets with regional map. Program evaluation forms are being used in the Hubs. Million circ - chance to reach 1 million items circulated in 2007 - using to highlight library marketing at sites. Updating brochures/bookmarks. Display/event calendar updated regularly. Brainstorming.</p>		

**Increase awareness of all the Library has to offer,**

Lead: Rose

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
<b>2) Public Relations – Increase awareness of 3-5 services and/or materials the Library offers using public relations.</b>	a) Work with the focus area that strives to “enhance library services, programs and resources to align with customer needs” to determine focus areas. Key audiences & why?	a) Focus campaign to Latino/Hispanics/Spanish-speaking populations in the LARL region (Crookston & Moorhead). Campaign Plan presented at Reporting Meeting on July 18, 2007.		
	b) Create public relations campaign based on knowledge gained from previous two strategies.	b) Plan in place to communicate with and engage target audiences(s).		
	c) Execute campaign objectives and strategies.	c) Programming carried out.	Hispanic Heritage Month: Sept. 15-Oct. 15, 2007.	
	d) Evaluate campaign.	d) Did the campaign meet the intended objectives?		
<b>3) Advocacy – Increase awareness among key decision-makers and elected officials of the importance of public libraries through advocacy</b>	a) Provide easy ways for staff, board members, and library advocates to present information about the importance of library services.	a) Others are empowered to speak on our behalf & able to present the Library's message.		
	b) Empower, support and encourage community members to promote the Library, its services and materials to key decision-makers by providing tools and resources.	b) Book Notes quarterly newsletter, I Love My Library stories & booklet to legislators, legislative effort packets, Rural Library Sustainability Training, display, library information brochures for staff and public.		
	c) Get out of the Library! Reach new customers and audiences by getting out into the community and connecting with our communities in new ways. Work with focus area #2 to build partnerships between the Library and the community.	c) In Sept. 2006 - branches & LINK sites got out into their communities. LARL's new display boards were popular tools as well as back-to-school letters. An outreach letter was created for MH which can be adapted to work for other locations. Plan to continue efforts and improve upon in 2007.		Hub Supervisors, branches, LINK Sites.

**Focus Area #4 ~ Assure that customer focused and streamlined processes are in place.**

Lead: Helen

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
<p><b>1) Improve access by breaking down barriers to services, information.</b></p>	<p>a) Determine most critical access needs from the perspective of the customer and public service staff.</p>	<p>a) The Walk-around/inventory committee will visit each library with appropriate Hub Supervisor and branch staff to establish new inventory procedure and survey the community as well as the library building for layout, collections, displays and general appearance. Visits to date include Ada, Climax, Crookston and Fertile with dates for Barnesville and Breckenridge set for Aug. and Sept.</p>		<p>Hub Supervisors, Brenda, Helen, Kathy.</p>
	<p>b) Hold "barrier" busting sessions; establish how and why we say "NO" to our customers.</p>	<p>b) Gathered comments.</p>	<p>12/31/06</p>	<p>Public Service staff, including Sr. Eileen, Jeanne, Liz, Deb W.</p>
		<p>Each identified need will be considered from the institution's policy or procedural perspective, and minimized or eliminated as much as possible. Where identified needs relate to staff training or attitudes, specific training sessions will be instituted.</p>	<p>12/31/07</p>	<p>Helen, Kathy, branch librarian and Hub Supervisor.</p>

Objective	Strategy	Measure/Progress denoted by *	Target/Status	Who else to be involved?
<b>2) Improve key internal processes.</b>	a) Form ad hoc committee to address Floating Collection plan.	a) Floating Collection committee met to plan which parts of the collection will float, when the plan can be implemented, and any related staff training needs.	07/31/07	Hub Supervisors, Sharon
	b) Explore delivery options for faster and more dependable service.	b) Exploring the options regarding adding delivery stops to each branch for each open day. Explore adding stops for LINK sites and/or implementing mail delivery.	7/31/07	Brenda, Kathy.
	c) Continue to streamline processes in Collection Development Department.	c) Dropped "unprocessed" accounts with Ingrams (vendor) in order to move more materials to pre-processed.	12/31/07	Collection Development staff.
	d) Purchase multiple copies of high-demand titles to fill requests in a timely manner.	d) *EXPRESS! Collection implemented in Hubs and reviewed for next tier of libraries.		
		Added Bagley and Fosston and completed procedures for Intranet.	06/30/07	
	e) Customers may apply for library cards online.	e) Online registration form implemented.	06/01/08	Josh.