

Vision and SWOT exercise from Spring Member Meeting 5/5/2010

Library of the Future

Schools Vision

Linking students globally
make it easier
Mobile – provide guidance with so much information
Distance education that's more connected and facilitated in the library
Deeper experiences with technology and knowledge of the depth
Maintain value of physical space
Human touch available
Flexibility is important
Library recognized by school and administration is important
Teachers/Parents/Board members
Best practices should be modeled in the library

Schools SWOT

Strengths

Captive audience
Cutting edge librarians

Tools: Databases

Weaknesses

No definition of the role of the school library
No time to get everything across
Current model of the K-12 school is broken
Technology Infrastructure
Outdated rules regarding technology

Opportunities

Define the importance of school libraries
Marketing the role of the library within the community and school
Transliteracy -- Formats/Tools/Types/Media
Blank slate of who we want to be

Threats

FUNDING
No mandate for school libraries
"Everything is online"

Publics Vision

Well trained staff
Provide outreach to community
Adequate staff
Materials for the community
Technology

- current
- circulating laptop/IPOD/MP3
- infrastructure to support (Hardware)

Patrons
they will find what they need
they will take what they want for as long as they want
ownership of materials
90% of community have library cards

Publics SWOT

Strength

Community trust/loyalty
Technology
Staff education
Economy

Weakness

Budgets
Technology
Staff education (Lack of willingness to take on MGMT/leadership roles)
Economy

Opportunities

What is the mission?

Technology

Collaboration among libraries and in community

Economy

Budgets - look at new ways to make money

Threats

Budgets

Security

Technology

Staff apathy – resistance to change

Material format (obsolescence)

Economy

Academics and Specials Vision

Target target audience:

- researchers
- reference (instant access), people in a rush
- administrators
- faculty: be proactive with assignments and use of technology

The librarian will be the filter/funnel in a self service world

Corporate world: wants the librarian to do it

Academic world: teach them to do it (depends on the user)

Future: libraries need to be embedded

Academics SWOT

Strengths

Expertise

Customer focus

Service Ethic

Co-op agreements

Weaknesses

Expertise

Marketing

Data collection

Opportunities (EXT)

Accreditation Standards

Technology

Co-op agreements

Use Internet in library

Threats (EXT)

Accreditation Standards

Changing technology

Devaluating of libraries (Internet)

COMMENTS

Programming

Shared space

Video conferencing room

Shared resources

Cooperate on collection development

Staff

Wi fi capacity

Information literacy

Storage – shared

Remote access \$\$

Accreditation to modern times

Skype information

Staffing

IT suggestions

Prepare for future
Wired
Discounts
Children's Library Staff > Reading programs
Learning commons

COMMENTS

Perhaps Physical location of school and public will be co-joined
Duplication of resources between school and public may be eliminated due to funding so that each may direct their funds toward different objectives – share these resources and physical facilities more

\$/accountability for learning
Coordination of efforts/resources to eliminate duplication
Virtual resources allow more pooling resources
Equipment/tools
Print costs vs. electronic costs
Flexible facility and staff
After hours
Collaboration
Sharing monies – resources
Librarian as teacher
Training
Infrastructure
Competition?
Facility wired to the gills –
Tele communication, Wifi, electricity, etc.
Virtual
Learning

COMMENTS

Collaborate on library hours between colleges/public/corporation
Cataloging
Sharing resources between libraries

With funding being cut can we pull our resources together to service the community better
Flexible
School – academic lib partnerships – visits to work on specialized assignments
Diagram of a future perfect library
Collaboration
Literacy
Accelerated reader reading programs
Book group participation
Bus transportation

COMMENTS

SWON as clearing house
Cross advertizing
Electronic outlets
Teammates as we are now
Joint projects and programming
Partners
Sharing space
Team tracking
Collaboration
Partnership
Joint Projects
Share planning of events
Share funding!
Flexible space
Staff knowledgeable
Professionals
Wireless
1 Ohio library card

COMMENTS

Should share resources
More down loadables
Higher customer service
Community Center
People need more management skills
Higher instance of collaborative libraries.
Facility and staff should be flexible
Open space
Red box type circulation
Easier to lean on public

Digital circulation
Actual merging
Closed during school hours

COMMENTS

Shared vision
Shared resources
High social skills
Wear many hats
Modular – like P&G said
Green
High technology skills
Open mind
Building relationships -- Development
Strategic planning *together*

- Coordinated
collection development
- program/service development

Partnership
Info <-> between school & library
Best friends at work and beyond
Serendipitous finding (book displays)
People inviting comfortable space
Supplement, support, shared vision
Public librarians need to educate
“educators” about how we can serve?

Public libraries need to infiltrate (network,
time,\$) school teams/ groups/department
WIIFM -- What’s in it for me?