

SWON STRATEGIC PLANNING
Results of 5/19/2010 meeting

Environmental Scans

Academics

Technology

Robust Digital
Google-like
Consolidated Access
“One Stop Shop” For Info
Self-Service (Problematic) – Things Need
Intervention
Moving Into Email/Chat/Text
(Very limited and limiting)
Shortfall Of Tech and E-Readers

Services

Marketing Traditional Services
High School Students Don't Know
Importance of Library Services To The
Institution

Collections

Impact of Technology on Print/ Digital
Collections
LABS As Content Printers and Producers
Involved in Copyright Issues
Print – Impact Of Google Books On Need To
Purchase and Store Print

Collaboration - Needs To Do More

Libraries As Space

Still A Gathering Space
Change/flexibility
- Collaborative Space
- Study Space

Assessment

Providing Value
Stats – Measurements Of What We Do
Cost Structures of Impact Vs. Outputs

Staff

Fewer People/More Work
- Attrition
- Asked To Do More w/ No Training
Professionals
- IT Vs MLS
- Para Professionals For Maintaining
- Prof. Development
- Tenure

Funding – Shrinking
Materials Cost + 5-10%/year

School Libraries

Technology

Widely Divergent

Tiny Unstaffed / Big Well-Heeled

Digital/Digital/Digital

- "21st Century Learning"
- Global
- Collaborative

What Do We Need To Make That Happen?

- No Warehouse Of Books
- Specialty Labs
- Collaborative Space

Libraries Who Bypassed Tech Are Going Away

Administration/Faculty

Don't Understand Library LMS or Staff Always

- Not Teachers (Aides)
- Don't Understand Required Knowledge/Skills/Abilities

Much Depends on the Progressive Nature Of Leadership

Librarian's Role as Advocate of "21st Century Learning"

Making Yourself Indispensable

Staff

High Tech Skills

- Web 2.0
- Newest Apps

In Ohio, No Requirement For LMS – "5 of 8"
Libraries Are Often Easily Cut During Money Crunches

- (Fewer Teachers Or Fewer Librarians?)

LMS provides Professional Development for Para Professionals

- "Traveling Librarians"

PARAS Full Time – Part Time on Fixed Schedules

- Lunch time/Mornings/After School Times available for CE/meetings

Library Aides Need Love Too!

Services

1 to 1 Laptops

Information Literacy Taught With Teacher In Context Of Their Classes

(English Teachers Especially)

Providing Resources – Print and Electronic
Cultural Shift Toward Collaboration and E-Resources

Classroom Work

Rules Flex For Library As Space

"Heart Of The School"

Curricular Collection Is Gone

"Publics Vs. Schools Libraries"

PUBLICS

Technology

Big Demand From All Patrons
Economics
Divergent Range Of Skills For Patrons
Infrastructure Problems
Maxed-Out Lines
In Kentucky – No Broadband in rural areas
Patrons Need Our Support and Resources
Social Media (Access Issues) and How Does It
Serve Us?
Connecting With Our Users
Obsolescence Of Everything
Digital Resources – Ineffability

Staff

Variants Of Text Skills – Comfort Level
Fewer Qualified Candidates
Hiring Freezes/Attrition
Competition Between Libraries – Salaries
Retention
Staff Burnout – More With Less
Certification – Pros and Cons
Value Of The MLS Degree

Prof. Assn.

SERVICES

Social Drop-In Center
Print – Based
Patrons Needs Are Similar Across Types Of
Communities
Increased Need/Use Of E-Resources
Short Fall Of Technologies
Limited Hours – Resources
Self-Services Vs. High Touch
Children's Programming Demand
Adult Program – Demand/No Demand
Wide Range Of Services Available
More Reliance On Publics For Curricular Support

Administration

- Board Training + Advocacy
- Protectionism – Change Is Hard

Social Demographics

- Security
- Kids/Quiet/Unattended Kids

SWON Libraries Internal Scan

Contributing Members vs. Regional Members

- Some Want to Be Contributing
- Deciding which Services go to which
Members
- Transparency of Membership Structure
- Negotiation?? (Room for it)

Indiana Libraries are Starting to Participate

- Can't be members but can be friends
- Statewide Participation Statewide Online

INCOLSA – OCLC Affiliate

Geographic Definition is getting blurred –
Does it matter?

SWON is NOT State Chartered like the other
regional libraries

Relationships between regional libraries are
shifting and varied

Revenue diversity is central to success

Dues by institutions are usual

Critical Issues

Across Library Types

- Networking (Interest Groups)
- Energizing Staff
- Time/Money to partake of the luxury of Networking
- Giving People (esp. Admin) a reason to be there
- Getting to the fallen away/unbelievers
- The message should be carried by the members
- Every new service has a technology component or is technology based
- Funding Diversity/Funding Challenges
- External Competition
- Other regional libraries are not competitors
- Can – do cooperate with other regional libraries
- OLC, OHIONet – Primary and other CE providers
(Free online Training from ALA)
- Separating ourselves thru Quality
- Associations of specific library types (OELMA, etc)
- Some Funding Opportunities with other entities
- CE is our strength – few provide as much as we
- Other entities (Partnerships and also a market)
 - Historical societies
 - Museums – archives
 - Non-profits
 - Social services

What Members Need/Want – Services

- “Issues in Libraries” – Intellectual exchange and networking
- Each one is Different – customizable menu?
- Organized approach to services
- CE is necessary but tricky to offer – look at all delivery options