



## *Connecting Libraries in Southwest Minnesota*

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Strategic Plan FY2009 – 2011

### **Vision Statement:**

SAMMIE is the catalyst for strengthening all types of libraries in southwest Minnesota.

### **Mission Statement:**

SAMMIE empowers member libraries through:

- Sharing information, ideas and resources
- Educating staff for traditional and emerging roles
- Leading advocacy for all types of libraries
- Providing tools in support of members' missions
- Connecting individuals and libraries

### **SAMMIE'S Goals and Strategic Focus**

#### **SAMMIE is a CONNECTOR - Overarching Goal (Key Result) #1**

Strategic Focus Areas:

- a. Bring members together
- b. Provide an information-rich and relevant website
- c. Research and share best practices

#### **SAMMIE is an ADVOCATE - Overarching Goal (Key Result) #2**

Strategic Focus Areas:

- a. Teach effective local-level advocacy
- b. Provide state-level advocacy
- c. Market the work of SAMMIE

#### **SAMMIE is a RESOURCE - Overarching Goal (Key Result) #3**

Strategic Focus Areas:

- a. Serve as an effective communication link
- b. Provide continuing education
- c. Provide consulting for individuals

<b>Strategies</b>	<b>Goal(s)</b>	<b>Timeline</b>
Explore the advisability of a name change for SAMMIE	2	FY2009
Support & develop Teen Coop program	1	FY2009 - FY2011
Dialogue with members to fully understand their needs and wishes for the SAMMIE website & "Ask SAMMIE" link	1 & 3	FY2009
Provide assistance to members working with local officials	2	FY2009 - FY2011
Explore the feasibility of schools joining a hosted automation system & assist in implementation	1 & 3	FY2009 - FY2010
Work with Public Library Systems to develop a plan to bring more ITV or online meeting access to the region	1 & 3	FY2009
Stay current with Library & Media center best practices & communicate to members	1	FY2009 - FY2011
Work with Regional Public Library Systems to provide board training opportunities	2 & 3	FY2009 - FY2011
Collaborate with Regional Public Library Systems & local media to advocate for libraries	2	FY2010
Provide support for grants, policies, and procedures	3	FY2009 - FY2011
Conduct needs assessment with members to understand their continuing education needs	3	FY2009 - FY2011
Provide members with electronic lists	3	FY2009 - FY2011
Keep members informed of relevant issues	2	FY2009 - FY2011
Conduct events that will allow members to connect and explore shared interests	1 & 3	FY2009 - FY2011
Continue to utilize the SAMMIE newsletter for broad communication	1 & 3	FY2009 - FY2011
Periodically attend Advisory Group meetings to increase awareness of SAMMIE and to understand member needs	2	FY2009 - FY2011
Assure a well-informed SAMMIE staff	3	FY2009 - FY2011

### **Strategic Planning process FY2009-FY2011:**

The SAMMIE strategic plan was developed over a six-month period with extensive engagement from members, the SAMMIE Member Council, and the SAMMIE Governing Board.

A series of six focus groups were held with more than fifty participants. Participants were asked to discuss the following:

- What are your hopes and dreams for your individual libraries?
- How can SAMMIE help you achieve those dreams?
- How is SAMMIE doing? What's going well? Where are the gaps?
- SAMMIE has the good fortune of some new monies – what do you see those additional resources accomplishing?
- What problems do you encounter in your service to teens? How can SAMMIE help?
- Any ideas about the most effective delivery methods for continuing education?

### **Overview of the Focus Group Themes**

Following is a very brief overview of the themes that surfaced through all groups.

#### **1. *What are your hopes and dreams for your individual libraries?***

Overwhelming, participants expressed a desire that all libraries remain open, relevant, and well-utilized.

We also heard from the schools that they seek a stronger connection to other libraries and that their media centers are well-utilized by both teachers and students.

#### **2. *How can SAMMIE help you achieve those dreams?***

Very few new ideas emerged. Participants have appreciated the services offered by SAMMIE – and want more of the same.

Services that continue to hold the most interest are: continuing education, assistance with advocacy, individual consulting services (help with grants, policies, etc.), and adding to their data bases, to name a few.

#### **3. *How is SAMMIE doing? What's going well? Where are the gaps?***

There were many positive comments about the work of SAMMIE. Participants appreciate both the skills of the staff and the willingness to jump in and serve. People have especially appreciated the newsletter as a great source of information.

Few gaps were identified. However, participants expressed a concern that the general awareness of SAMMIE (even on the part of members) is still weak.

#### **4. *SAMMIE has the good fortune of some new monies – what do you see those additional resources accomplishing?***

Participants had a broad range of ideas.

The strongest theme was a message to SAMMIE that they'd like to see the Multitype choose an area and really focus – regardless of what the area might be. Many agreed that the schools seem to be very isolated and that any services that might help them to connect more effectively would be a good use of resources.

#### **5. *What problems do you encounter in your service to teens? How can SAMMIE help?***

Most participants expressed the worry that it's very hard to get teens engaged because of their very busy social and after-school schedules.

Requests were very concrete: give us some help with book lists and establishing and running books clubs for teens.

**6. Any ideas about the most effective delivery methods for continuing education?**

Two strong messages emerged about continuing education: a) relevant courses and b) convenient access. While this appears very straight forward, it does present some challenges to SAMMIE. "Relevant" can mean something different for everyone and "convenient access" was described as "close to me", "face-to-face", "web-based", etc.

Participants:

SAMMIE Staff

SAMMIE Governing Board

SAMMIE Member Council

Plum Creek Advisory Council

Pioneerland Head Librarians

School Media Specialists at 2 Focus Group sessions