

1

Strategic Goals

- more clearly defining the role of MSL in order to communicate to IT staff
- turning the commission into a catalyst for this management issue.
- MSL, by knowing more about the IT culture, can build trust & work better with the IT people.
- Make clear what the purpose, goals, & values are – to build support.

2

Strategic Goals

- Increased focus on services to children from MSL.
- Build on already successful programs
- Identify, coordinate information/marketing on programs for new parents

3

Strategic Goals

- public relations to let people know about services & collections
- MSL can model PR & share it with libraries
- Re-look at Bruce's strategic marketing document & legitimate it – sure it gets formalized
- **And part B → public version of Bruce's strategic marketing document**

4

Strategic Goals

- training for librarians, trustees,
- ongoing access to common resources
 - politics, schmoozing, distance learning
 - develop a clear understanding of possible funding sources & develop a plan related to this

- OPI conference studio – use to deliver classes, story times.

5

Strategic Goals

- disaster-preparedness -- a plan
 - a communications plan
 - as advisory to state government
- articulate the distinctions between “appropriate” restriction & “inappropriate” restriction

6

Strategic Goals

Background

- also? Citizens & businesses
- MSL mandate – “serves state government & public libraries”
- Activities currently a priority are not sustainable for much longer
- “go where the money is” & serve as the library to “corporation.”
- Consulting to public libraries – as brokers, agents, as experts, as data compilers and help public libraries be more independent/autonomous
- The MSL “mindset” as a kind of public library

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7

See #6

- The shape of MSL articulate the shared values and work back from there
 - Cannot do anything for any on group alone.

8

Strategic Goals

See # 6