

Memo

To: Commission Members
From: Darlene Staffeldt, State Librarian
Date: January 30, 2006
Re: State Library Long Range Planning efforts

The staff and I have been moving along on a draft long range plan to share with the library community for their thoughts and comments this spring. We still have some clean up/editing work to be done on the objectives as you see them here, but we hope to go public via the website later this week with a final draft set for public input.

Montana State Library's Plan 2005-2010 DRAFT

Vision

The Montana State Library's information resources are supported by professional librarians, content specialists and information technology professionals who provide state of the art information discovery, visualization and access backed by exceptional customer service and support. We efficiently and effectively provide high-quality user-centric library services and content. We are funded commensurate with our users' needs. We work collaboratively among ourselves and with our colleagues in cooperating agencies and organizations, other libraries, museums, and archives. We partner with other regional, national, and international organizations.

Mission

The Montana State Library will meet the information needs of Montana government agency management and staff, will ensure all Montana citizens' access to information created by their government, will support the role of all Montana libraries in the state's information service network, will work to strengthen local community public libraries, and will ensure that Montanans who are blind and physically handicapped are provided access to library resources.

The Montana State Library Commission, authorized in 22-1-101, MCA and further authorized to provide for a publication distribution center 22-1-212, MCA and a natural resource information system 90-15-101, MCA

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Values, we believe that: Quality information leads to quality decisions; Information produced by government should be easily accessible, widely distributed, and free to citizens; Citizens are entitled to seek information in private without fear of scrutiny; Libraries are the most important collection, management, and distribution centers for authoritative information in a digital age; Libraries are the best source for training regarding information literacy.

Preferred Future

The Montana State Library (MSL) is user-centric; our users (including individuals, state agencies, and libraries) come first. We measure our success against user satisfaction and outcomes. We are funded at a level commensurate with our users' needs. We are one library, working closely with each other, and with other libraries and other partners, satisfying our communities' needs. Collaboration is the tide that raises all our users. We collaborate with other libraries, state agencies, archives, and museums; both in Montana, regionally, nationally, and at times, internationally. We communicate effectively within the Montana State Library, with our users, and with other libraries. We are valued by our users, and perceived as a premier source for quality knowledge content and services. The Montana State Library staff is extraordinarily good at what it does. We are nimble, living in a rapidly evolving environment and thriving on change. We recognize that we are one of many sources for data, information, and knowledge resources. We look outside the library world for promising technologies and practices, and select strategies and resources based on the degree to which they support our mission. We are busy, connecting users to quality information resources and providing value-added library services—turning data and information into knowledge. Montana State Library exist to support Montana libraries' efforts to stay relevant to the communities and to improve the ability of libraries to provide quality library services. Our collections (print and electronic) mirror and meet our community's needs. Our services are timely, relevant, efficiently provided, and effective.

Goals

1. The Montana State Library manages and acquires quality CONTENT relevant to Montana library patrons.
2. The Montana State Library provides CONSULTATION & LEADERSHIP by providing consulting assistance to our customers (clients, users, patrons, etc.)
3. The Montana State Library promotes PARTNERSHIPS & encourages COLLABORATION between and with our customers.
4. The Montana State Library provides ACCESS by: 1. Helping libraries acquire quality cost-effective library services; 2. Providing libraries and end-users convenient access to quality library content and services; and 3. Helping libraries acquire quality cost-effective library services.
5. The Montana State Library is a healthy organization actively participating in self-evaluation and self-improvement.

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Objectives

Objectives for Goal 1 - The Montana State Library manages and acquires quality CONTENT relevant to Montana library patrons:

1. Acquire, catalog and maintain for permanent access the publications of all Montana State Agencies and selected federal publications important to the governance of Montana.
2. Acquire, catalog, and maintain for permanent access information relating to the natural resources of Montana, with special emphasis on water information and biological information.
3. Acquire, catalog, and maintain for permanent access snapshots of the geospatial data layers comprising the Montana Spatial Data Infrastructure as well as other important statewide and regional geographic datasets.
4. Works collaboratively toward developing, managing, presenting, and preserving Montana-relevant digital content.
5. Acquire, develop, preserve and distribute to all eligible Montana patrons improved audio book and machine formats from the National Library Service and Montana recording studios, including digital flash memory cartridges, digital playback equipment, descriptive videos, twin vision Braille books, electronic WebBraille and WebOpac in accordance to the governance of Montana and the National Library Service
6. Add value to data and information obtained from others by integrating it with existing data and information and presenting it in context with related data and information.
7. Receive, catalog, preserve and distribute the best quality audio books for eligible Montana patrons. This collection consists of free recreational and general informational reading material for adults and children at all grade levels in accordance with the governance of Montana and the National Library Service.
8. Maintain a current list for eligible Montana patrons of all free audio periodicals provided by the National Library Service and other U.S. Regional Libraries for the Blind and Physically Handicapped in accordance with the governance of Montana and the National Library Service
9. Maintain a selection of newspapers, periodicals, and reference materials for reference by, and relevant to work accomplished by, state employees.
10. Continue and extend statewide purchase programs.
11. Supply and maintain a Machine Lending Agency within MTBL for distribution for eligible Montana patrons of quality playback equipment and accessories in accordance with the governance of Montana and the National Library Service.

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Objectives for Goal 2 - The Montana State Library provides CONSULTATION & LEADERSHIP by providing consulting assistance to our customers (clients, users, patrons, etc.):

1. Establish and maintain a frequent level of contact with public librarians and public library trustees in order to remain cognizant of their needs and the challenges they face.
2. Actively promotes planning for collaborative and networked activities, to the extent it can, when it appears that these activities will improve the delivery of content and services to Montana library users.
3. Promote the importance of quality local library services to county and city government leadership and provide consulting assistance to help them establish and sustain those services in their communities.
4. Provide consultation to public and other regional libraries, local, state and private sector entities to expand outreach education of MTBL services and the laws that govern these services
5. Provide leadership and agency support in identifying and addressing key information gaps and providing stewardship of Montana state publications, geospatial data, natural resource information and electronic datasets.
6. Provide leadership, training and assistance in the appropriate management and use of all audio books and equipment in specialized formats for use by eligible Montana patrons according to State and Federal requirements
7. Provide leadership, training and assistance in the creation of accurate library catalog records and geo-spatial metadata records
8. Provide leadership, training and assistance in the proper maintenance and distribution of specialized formatted audio books and equipment to maximize use to eligible Montana patrons.
9. Provide leadership, training, and consulting assistance to Montana's public libraries which directly contributes to their overall sustainability as well as their ability to provide a high standard of library service to Montanans
10. Provide training and assistance to other agencies and the public in the use of Montana State Library resources.
11. Remain cognizant of federal, state, local, and other funding and resources that could be useful to Montana libraries, and pursue acquisition of those resources in partnership with the libraries that will benefit.
12. Represent the interests of Montana's public libraries, specifically, and all Montana libraries generally, in appropriate legislative, community, regional, and national forums.
13. Recognized as a primary resource for research assistance and for training others in information access methodology. This staff will be valued and utilized for their knowledge of Montana-related information, especially information produced by and about Montana State Government, and relating to Montana's natural resources

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Objectives for Goal Three - The Montana State Library promotes PARTNERSHIPS & encourages COLLABORATION between and with our customers:

1. Actively coordinate partnerships with public, private and non-profit organizations that serve a common targeted population of blind, low vision, physically and reading handicapped end users.
2. Assist Montana libraries in identifying potential collaborative partners among other libraries, schools, colleges, museums, local governments, tribal governments, non-profit organizations, and the business community; and, facilitate the growth of cooperative projects and activities between libraries and these other community elements.
3. Collaborate with all agencies in order to improve access to public information.
4. Encourage and facilitate information-sharing partnerships among federal, state and local governments, tribes, businesses and citizens.
5. Encourage and support the development of information stewardship capabilities within all agencies to improve access to public information.
6. Libraries work best when they work collaboratively. Where appropriate, MSL encourages libraries (and library partners such as museums and archives) to work together. Collaboration may be between Montana, regional, national, or international partners.
7. Montana Library Network thrives and becomes increasingly perceived by Montana libraries as a consortium of which they are a member, not a program of the Montana State Library.
8. Montana Shared Catalog thrives and grows, providing any Montana library interested in joining with a quality, state-of-the-art integrated library system, membership in a statewide, multi-library consortium and the opportunity for user initiated resource sharing.
9. Assists Montana libraries with 'fulfillment', that is, getting the right library content into our users' hands quickly, efficiently, and at a price libraries can afford. Fulfillment may include a variety of tools and processes, including but not limited to: acquisitions, courier services, shared collections or jointly purchased content, floating collections, collection development, reference, interlibrary loans, and et cetera.
10. Assists the Ask-a-Montana-Librarian cooperative online reference cooperative
11. Helps Montana Memories Project thrive, providing libraries with a means of making Web-accessible Montana-related digital content, and providing Montanans with access to digital collections and items relating to Montana's cultural heritage.
12. Promotes and promulgates library-related automation, data, and networking standards.
13. Promote and assist with the creation and maintenance of collaborative efforts among Montana libraries.
14. Pursue collaborations with other Montana State Library departments, state agencies, other regional and public libraries as well as community organizations to raise the awareness of MTBL services and maximize resources to eligible patrons.
15. Working with Montana libraries of all types, creates a "Montana Library Card" (or its functional equivalent)—a means by which users in participating libraries have convenient lawful access to library content and services in every participating library in the state. From MCA 22-1-301, adding multi-type.
16. Under partnership agreements, carry out specialized work for agencies that make ongoing contributions to the library collection in order to improve access to public information.

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Objectives for Goal 4 which is The Montana State Library provides ACCESS by: 1. Helping libraries acquire quality cost-effective library services; 2. Providing libraries and end-users convenient access to quality library content and services; and 3. Helping libraries acquire quality cost-effective library services:

1. Actively disseminate information using highly effective tools and formats, and provide staff expertise and support to ensure that users can find, interpret, and successfully utilize information.
2. Continually improve the usability of MSL websites and web services through the judicious use of emerging technologies and regular feedback from our patron communities.
3. Maintain a facility where patrons can conduct research, browse the collection, and receive personal assistance.
4. MLNCAT, Montana's union catalog, represents a larger percentage of Montana libraries' holdings, provides users with increasingly personalized unmediated access to a growing variety of content, and increasingly does so over the open Web.
5. Works with others (library vendors, OCLC, shared catalogs, et cetera) to provide users with access to their library's online content (authentication), and this access increasingly includes the option of federated searching, that is, the ability to search multiple content 'containers' with a single search.
6. Web presence evolves to gracefully and adequately meet changing user needs.
7. Provide eligible patrons direct access to services, including telephonic, electronic, public audio media and audio book distribution centers.
8. Publicize Montana State Library's services and resources within MSL patron communities.
9. Secure a variety of avenues for eligible patrons to access a variety of available services indirectly through public and regional libraries, retirement facilities, schools and other appropriate community entities.
10. Work to ensure that Montanans continue to have free access to the Internet provided through their local public libraries.

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Objectives for Goal 5 - The Montana State Library is a healthy organization actively participating in self-evaluation and self-improvement:

1. Accomplish self-improvement by meeting the American Library Association standards for additional staffing as recommended by the National Library Service.
2. Federal Library Services and Technology Act moneys are used to support new MSL projects; ongoing projects are supported by State funds. MSL asks and obtains from State sources funds necessary to deliver quality networked library content and services to all Montanans.
3. Maintains the physical plant and TECHNICAL INFRASTRUCTURE to accomplish its mission, and enjoys administrative resources and agency infrastructures sufficient to support its mission.
4. Has the STAFF RESOURCES necessary to meet the responsibilities of its statutes and mission. It has: 1. Sufficient qualified staff, leaders in what they do, to serve our customers well; and it 2. Provides its staff, end user patrons and library clients with quality, timely affordable TRAINING.
5. FUNDED at a level commensurate with users' needs. MSL: 1. Assists libraries identify (and possibly secure) funding or cost-saving opportunities; 2. MARKETS content and services to MSL primary clients and assists Montana libraries in marketing content and services to their clients; and 3. Helps libraries market themselves and their content and services.
6. Tells its story and markets its services clearly, fairly, persuasively, and to all our clients.
7. Information technology infrastructure provides industrial-strength capacity, throughput, and reliability, supporting mission-critical content and services.
8. Networking Task Force (NTF), Natural Resource Information Services advisory Committee, and other meetings are run in a friendly, productive manner. The groups continues to provide MSL with balanced sage advice about all things cooperative and networked.
9. Offer staff appropriate national and regional education training opportunities to remain current in serving the blind and physically handicapped eligible patrons in accordance with state and federal governance.
10. Self-evaluation of services will be provided through patron surveys. On-going collection space and efficiency of use will be evaluated with experimentation and implementation of the best ideas for improvement
11. Training is designed, delivered, and evaluated with both timely tactical, and strategically focused, client-learning as our goal.