

**State Library of Louisiana
Long Range Strategic Plan
FY 2005-2006 through FY 2007-2008**

Mission

The mission of the State Library of Louisiana is to foster a culture of literacy, promote awareness of our state's rich literary heritage and ensure public access to and preservation of informational, educational, cultural and recreational resources, especially those unique to Louisiana.

Vision

The State Library of Louisiana is a strategic leader in bringing information resources to the people of Louisiana through cooperation with government entities, partnership with other libraries, technology and superior customer service.

Values

The State Library of Louisiana, its Board of Commissioners and staff value:

- Equal access to information for all citizens,
- The literary and cultural heritage of Louisiana,
- Intellectual freedom, and
- Reading

Priorities

In the next three years, the State Library of Louisiana will focus its services and resources on five fundamental priorities:

- Continue to serve state government and libraries by collecting and disseminating public information and providing reference services and library materials, while enhancing services through redirection of priorities and efforts.
- Continue to provide training and consulting to public libraries while assisting them in becoming stronger advocates within their communities, integrating digital resources effectively into services and operations, providing educational opportunities to cultivate knowledgeable, capable staff and implementing new technology whenever feasible.

- Continue to meet the informational needs of the blind and physically–handicapped throughout the state as we move into a new realm of delivering information through technology.
- Expand the focus on Louisiana materials by providing extraordinary reference services.
- Develop a coordinated program to promote childhood literacy and a lifelong love of reading among Louisianans that will contribute to the state’s overall economic growth and quality of life.

Goals and Objectives

Goal I: Provide access to and preserve Louisiana’s cultural and literary heritage.

Strategy A: Enhance and expand the Louisiana Collection.

Objective 1: Strengthen the collection by actively seeking additional materials and formats to add to the collection and increasing the availability of materials.

Objective 2: Develop a comprehensive preservation plan during FY05-06.

Objective 3: Expand access to state documents and increase awareness of services and resources for state agencies and employees. (ongoing)

Objective 4: Provide greater accessibility to Louisiana materials through grants, digitization, links on websites, and cooperation with other agencies. (ongoing)

Strategy B: Expand the role of the Center for the Book in promoting the literary heritage of Louisiana and the value of reading.

Objective 1: Nurture and uphold Louisiana’s literary culture by presenting annually the Louisiana Book Festival, by sponsoring the Louisiana Writers Award and by further developing and maintaining the Louisiana Center for the Book website as THE destination for literary information and resources. (ongoing)

Objective 2: Continue to encourage enthusiasm for reading among children and families by supporting the annual Louisiana Young Readers’ Choice Award program and other literary programs which may be deemed appropriate. (ongoing)

Goal II: The Library will expand services to bring information and resources to Louisiana libraries and into the offices and homes of users through greater use of technology and electronic resources.

Strategy A: Use the statewide databases as the foundation for building a true virtual library.

Objective 1: Formalize and brand the virtual library as a valuable tool provided to the people of Louisiana through their local public libraries. (FY05-06)

Strategy B: Continue to supplement the collections of local public libraries through a cost-effective and efficient program of interlibrary loan.

Objective 1: Interface the statewide automated system (LoanShark) with other global library systems for optimum service and functionality. (FY05-06)

Objective 2: Investigate pricing and alternative technologies to improve service and maintain or reduce costs. (FY05-06)

Strategy C: Strengthen information delivery services throughout the state via greater cooperation and / or use of technology.

Objective 1: Investigate feasibility of statewide virtual reference service (FY07-08)

Objective 2: Promote Ask-a-Librarian services and the expanded virtual library to all state employees. (FY05-06)

Objective 3: Work with state agency and department heads to create current awareness service for their staff on topics relevant to their work. (FY05-06)

Goal III: Enhance the quality of life of Louisiana citizens by increasing awareness and usage of the vast array of available resources in Louisiana libraries, thus fostering economic growth, educational opportunities and avenues of prosperity.

Strategy A: Bring greater visibility to all Louisiana libraries through an aggressive program of marketing and outreach.

Objective 1: Work with marketing consultant or public relations firm to develop a comprehensive campaign to increase the usage of and recognition of the value in Louisiana libraries. (FY06-07)

Strategy B: Make greater use of electronic methods of communication to leverage available resources and expand the reach of State Library programs and initiatives.

Objective 1: Continue to improve and enhance State Library web page. (ongoing)

Objective 2: Develop and produce electronic version of newsletters in cooperation with other agencies. (FY06-07)

Objective 3: Implement electronic distribution lists based on need and target audience. (FY06-07)

Strategy C: Develop an intensive program of outreach to state employees in their offices and agencies.

Objective 1: Create electronic distribution list to disseminate information about State Library programs and services on a monthly basis. (FY05-06)

Objective 2: Seek out opportunities to speak about State Library services at other state agency departmental staff meetings, with legislators in their offices, at training events, etc. (Pilot with CRT agencies FY06-07)

Objective 3: Provide State human resources personnel with a presentation about State library services and benefits for all new state employees.

Objective 4: Provide series of “brown bag” lunch programs about State Library resources and services for state employees.

Objective 5: Implement new books list using Horizon functionality (FY05-06)

Strategy D: Develop within children an appreciation for reading and understanding of libraries and their resources

Objective 1: Continue to promote Young Readers’ Choice Award, Summer Reading Program and like events. (ongoing)

Goal IV: Foster the ongoing professional development of library staff throughout the state, enabling them to be well informed and competent to provide superior library services to their constituencies.

Strategy A: Increase convenience, quality, quantity and relevancy of State Library workshops taught throughout the state.

Objective 1: Develop annual comprehensive training schedule based on assessed needs. (Schedule posted July of each year.)

Objective 2: Provide training at locations convenient to all participants, with at least three workshops offered in each geographic region of the state each quarter.

Objective 4: Develop and present middle manager leadership training institute. (FY06-07)

Objective 5: Continue to use the semi-annual Library Administrators' Conference to present current topics of interest to directors.

Strategy B: Partner with other continuing education providers to improve training opportunities for all library staff throughout the state.

Objective 1: Investigate economies of outsourcing training delivery for some topics. ((FY05-06)

Objective 2: Increase capacity of State Library staff to design and deliver more training. (FY05-06)

Objective 3: Implement train-the-trainer program to increase availability of quality trainers throughout the state. (Fall 2005)

Strategy C: Provide consulting to libraries and governing authorities in all areas of library administration including advocacy, strategic planning, building programs, legislative issues, staff development, funding, statistics-gathering and program development.

Objective 1: Continue proactive program of consultative visits to public libraries. (ongoing)

Objective 2: Establish and utilize all means of effective communication with public library staff, especially electronic methods.

Objective 3: Provide expanded hours of support for library staff, especially in the areas of reference and technology. (Begin FY05-06)

Goal V: The Library will identify and serve the needs of special populations.

Strategy A: Partner with government agencies, public libraries, early childhood and literacy organizations, and early childhood education centers to raise the emergent literacy level of children ages birth – 6.

Objective 1: Identify resources and develop tools to assist early childhood educators, public library staff, and parents with developing children's early literacy skills. (ongoing)

Objective 2: Educate library staff, parents and early childhood educators on early literacy development and on the effective use of early literacy tools and resources. (ongoing)

Objective 3: Provide support, guidelines and training to public libraries in developing and circulating literacy resources to early childhood centers using the LET'S READ! project model.

Strategy B: Take a leadership role in provision of library services to the blind and physically handicapped.

Objective 1: Produce at least 3 digital recordings of Louisiana books and magazines in FY05-06.

Objective 2: Provide training and consulting services to libraries in meeting ADA requirements. (FY06-07)

Objective 3: Provide assistive technology devices in the State Library. (FY06-07)

Objective 4: Enroll 1500 new users by July 2008.

Objective 5: Work with the Louisiana Center for the Book to develop and promote enrichment programs for SBPH constituencies. (FY07-08)

Strategy C: Continue to provide information, materials, training, coordination and promotion for children's and teen reading programs, including Summer Reading Program, Teen Reading Program and Louisiana Young Readers' Choice Award Program.

Objective 1: Increase visibility of Summer and Teen Reading Programs through cooperation with educational agencies and media. (ongoing)

Objective 2: Increase the cooperative efforts between public libraries and Schools in promoting the Young Readers' Choice Program. (ongoing)

Objective 3: Seek endorsement from the Department of Education for the Young Readers' Choice program. (FY06-07)

Objective 4: Work with the Center for the Book to find additional financial support for the Louisiana Young Readers' Choice program so that books may be provided to facilitate participation in the program. (ongoing)

Strategy D: Foster a culture of literacy to enhance the value of Louisiana in support of the Cultural Economy Initiative.

Objective 1: With other CRT agencies, conduct economic impact and structural audit. (FY05-06)

Objective 2: Work with Office of Tourism and Retirement Development Commission to promote Louisiana's literary heritage to potential retirees and tourists. (FY06-07)

Objective 3: Work with academic libraries to create study programs focused on the cultural economy initiative. (FY05-06)

Objective 4: With other state agencies, develop information for new civil rights trail/African American Heritage Trail. (FY06-07)

Strategy E: Partner with other agencies and organizations to develop and support adult literacy programs and provide services to institutional users.

Objective 1: Create information sheet and distribute to all workers in institutional libraries. (FY05-06)

Objective 2: Invite Department of Corrections officers to State Library training opportunities. (FY05-06)

Objective 3: Provide links on website to ESL (English as a second language) and adult literacy resources. (FY05-06)

Goal VI: The Library will remain an energetic and relevant organization through continual improvement and ongoing dialog with its users.

Strategy A: Provide State Library employees with the technology, training and tools needed to excel at their jobs.

Objective 1: Implement a staff development plan (FY05-06)

Objective 2: Implement a staff technology training plan. (FY05-06)

Objective 3: Reassess technological infrastructure of the State Library. (FY05-06)

Strategy B: Identify grant opportunities and funding sources for new projects

Objective 1: Provide public libraries with information about grant and funding opportunities. (FY06-07)

Objective 2: Seek grant funding for additional projects. (FY06-07)

Strategy C: Improve communication among State Library staff, between SLL and public libraries and among public libraries.

Objective 1: Develop survey instruments to determine ongoing effectiveness of existing programs and services and to assess future needs. (FY05-06)

Objective 2: Review composition and number of advisory committees. (FY05-06)

Strategy D: Upgrade existing State Library facilities as needed to increase functionality, convenience and attractiveness.

Objective 1: Review space needs and determine appropriate collection sizes. (FY05-06)

Objective 2: Improve appearance and functionality of library building. (FY05-06)

Objective 3: Foster the library as a more functional entity for state employees by providing increased meeting room space and other services.

Potential Evaluation and Performance Indicators

- Goal 1: Output – number of items added to Louisiana Collection
 Output – number of attendees at Book Festival
- Goal 2: Outcome – Fill rate for Interlibrary Loan
 Outcome – User satisfaction rate with use of databases
- Goal 3: Output – Increased usage of libraries (circulation, web-hits, visits
 Database searches, etc.)
- Goal 4: Outcome – Workshop attendees' satisfaction rate
 Output – Number of consultant visits
- Goal 5: Outcome – Use some standard literacy scale
 Outcome – Number of items circulated to blind and handicapped patrons
- Goal 6: Successful completion of various projects.