

# **SEFLIN Strategic Plan for 2003-2006**

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## **Mission**

SEFLIN believes that libraries can make a difference in people's lives. Our mission is to work cooperatively with our members and the community to promote the collection and sharing of library resources, to facilitate training, to increase public awareness, to provide leadership, to encourage the joint use of technology and to support activities that enhance an individual library's ability to meet the informational, educational and cultural needs of its primary users and Southeast Florida residents.

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## **Vision**

SEFLIN member libraries are committed to working cooperatively and using the SEFLIN organization to assist libraries in meeting their individual service missions.

SEFLIN will position SEFLIN libraries as major leaders in the information structure of Southeast Florida by working cooperatively with libraries, educational institutions, information agencies, area business and government agencies. SEFLIN will enable libraries to transcend political boundaries and empower people to receive the information they need when they need it. SEFLIN libraries will affirm the social value of libraries as key contributors to the community's social and economic well-being and quality of life. SEFLIN libraries will facilitate the joint use of technology to provide residents of Southeast Florida with links to local, state, regional and global information resources.

To accomplish this, SEFLIN will remain a cooperative membership organization that provides an organizational structure that facilitates:

- the delivery of a wide range of services to meet specific regional needs;
- sharing of traditional library materials and electronic information resources;
- continuing education and training of library staff to accommodate changing roles and technological advances;
- leadership and advocacy for the advancement of libraries;
- experimentation and innovation with new technologies designed to improve the delivery of library service.

**GOAL 1 - SERVICES TO LIBRARY CUSTOMERS WILL IMPROVE DUE TO THE SEFLIN COMMUNITY OF LEARNING PROGRAM (CLP).**

**OBJECTIVE 1.1 - Library customers will receive exceptional services due to library staff participation in the CLP.**

<b><u>Strategies</u></b>	<b>FY 03/04</b>	<b>FY 04/05</b>	<b>FY 05/06</b>	<b>Responsibility Assigned</b>	<b>Resources Required</b>
1.1.1. Survey library staff that attends <i>CLP</i> classes to determine what percentage report improved library services due to <i>CLP</i> participation.	X			Associate Director & CE Team	SEFLIN Staff, Member Library Staff, Consultant
1.1.2. Survey supervisors of library staff that attend <i>CLP</i> classes to determine what percentage report improved library services due to <i>CLP</i> classes.	X			Associate Director & CE Team	SEFLIN Staff, Member Library Staff, Consultant
1.1.3. Sample survey the larger SEFLIN library community to determine what percentage report improved library services due to the <i>CLP</i> .		X		Associate Director & CE Team	SEFLIN Staff, Member Library Staff, Consultant
1.1.4. Conduct targeted <i>CLP</i> classes for a selected group of library staff and pre/post survey library customers to determine what percentage report improved library services.			X	Associate Director & CE Team	SEFLIN Staff, Member Library Staff, Consultant

**OBJECTIVE 1.2 - Library staff, at all levels and in all types of libraries, will have the opportunity to participate in lifelong learning opportunities provided through a variety of formats.**

<b><u>Strategies</u></b>	<b>FY 03/04</b>	<b>FY 04/05</b>	<b>FY 05/06</b>	<b>Responsibility Assigned</b>	<b>Resources Required</b>
1.2.1. Plan, implement, and evaluate an annual regional conference for library staff.	X	X	X	Associate Director & CE Team	SEFLIN Staff, Member Library Staff, Contracted Services
1.2.2. Plan, implement, and evaluate an annual regional leadership institute for library staff.	X	X	X	Associate Director & CE Team	SEFLIN Staff, LAM Committee, Member Library Staff, Contracted Services
1.2.3. Plan, implement, and evaluate continuing education “tracks” for library staff.	X	X	X	Associate Director & CE Team	SEFLIN Staff, Training Administrators, Contracted Services
1.2.4. Conduct a feasibility study to determine the need to offer an existing certification program(s) of a SEFLIN member institution(s) to library staff through the SEFLIN <i>CLP</i> .		X		Associate Director & CE Team	SEFLIN Staff, SEFLIN Board & Associate Members
1.2.5. Based on the feasibility study, develop a partnership with a SEFLIN member institution(s) to provide a certification program(s) through the SEFLIN <i>CLP</i> .			X	Associate Director & CE Team	SEFLIN Staff, Selected SEFLIN Members, Contracted Services
1.2.6. Conduct a feasibility study to determine the need for a certification program for library support staff.			X	Associate Director & CE Team	SEFLIN Staff, SEFLIN Board & Associate Members
1.2.7. Conduct a comprehensive review of the SEFLIN committee and discussion group structure.		X		Associate Director & CE Team	SEFLIN Staff, SEFLIN Board & Associate Members

**OBJECTIVE 1.3 - Library staff will have improved access to the *Community of Learning Program (CLP)* via a Web service that provides electronic linkages among and between all types of libraries.**

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
1.3.1. Develop and support a Web based service that provides comprehensive information about and personalization of the <i>CLP</i> for library staff.	X	X	X	Associate Director, CE Team, VL Team	SEFLIN Staff, Contracted Services

**OBJECTIVE 1.4 - SEFLIN member libraries will select the type and quantity of *Community of Learning Program (CLP)* services that provide their library staff with lifelong learning and access to educational resources in a variety of formats.**

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
1.4.1. Survey library staff to determine continuing education and professional development needs.	X			Associate Director & CE Team	SEFLIN Staff, Member Library Staff
1.4.2. Survey SEFLIN member libraries to determine the content and delivery methods for the <i>CLP</i> that best meets the needs of library staff and their library environment.	X			Associate Director & CE Team	SEFLIN Staff, SEFLIN Board & Associate Members
1.4.3. SEFLIN member libraries will select content and delivery methods that best meet the needs of library staff and their library environment.	X			Associate Director & CE Team	SEFLIN Board & Associate Members
1.4.4. Provide the <i>CLP</i> to SEFLIN member libraries based on their individual selections of content and delivery methods.		X	X	Associate Director & CE Team	SEFLIN Staff, Member Library Staff, Contracted Services

**OBJECTIVE 1.5 - SEFLIN will play an important, central role in providing continuing education services (CE) by building partnerships with member and non-member library organizations.**

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
1.5.1. SEFLIN will provide CE services on a contractual basis to member libraries for providing to parent institutions.	X	X	X	Associate Director & CE Team	SEFLIN Staff, SEFLIN Board & Associate Members, Contracted Services
1.5.2. SEFLIN will provide CE services to non-member library organizations on a contractual basis.	X	X	X	Associate Director & CE Team	SEFLIN Staff, Non-Member Libraries, Contracted Services
1.5.3. SEFLIN will seek partnerships with the Division of Library and Information Services to assist in the implementation of the plan <i>Gateway to Information through Florida Libraries: An Outcomes Plan, 2003-2007</i> .	X	X	X	Associate Director & CE Team	SEFLIN Staff, Division Staff, SEFLIN Board, Contracted Services
1.5.4. SEFLIN will seek grant-writing services to support funding of SEFLIN CE services.	X	X	X	Executive Director & Administrative Team	SEFLIN Staff, SEFLIN Executive Committee, Contracted Services

## GOAL 2 – ACCESS TO LIBRARY SERVICES WILL IMPROVE DUE TO THE SEFLIN ACCESS FOR ALL VIRTUAL LIBRARY PROGRAM

### OBJECTIVE 2.1 – Library customers will have improved access to library services through *MyLibraryService.org* and *MiServiciodeBiblioteca.org*.

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
2.1.1. Continue the demonstration of <i>MyLibraryService.org</i> and <i>MiServiciodeBiblioteca.org</i> .	X	X	X	Executive Director & VL Team	SEFLIN Staff, Contracted Services
2.1.2. Conduct surveys of users to determine level of use, satisfaction with service, and unmet needs.	X	X	X	Executive Director & VL Team	SEFLIN Staff, Member Library Staff, Consultant
2.1.3. Conduct useability study to measure the quantitative and qualitative experience of user's experience with <i>MyLibraryService.org</i> and <i>MiServiciodeBiblioteca.org</i> .		X	X	Executive Director & VL Team	SEFLIN Staff, Selected Member Library Staff, Consultant
2.1.4. Conduct an information campaign to promote <i>MyLibraryService.org</i> and <i>MiServiciodeBiblioteca.org</i> .	X	X	X	Manager of VL Resources & VL Team	SEFLIN Staff, Contracted Services

### OBJECTIVE 2.2 – SEFLIN member libraries will demonstrate the joint use of technology to enhance and expand virtual library services.

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
2.2.1. Plan and demonstrate a project with a member library to demonstrate customized single search services.	X	X	X	Executive Director & VL Team, Selected Member Libraries	SEFLIN Staff, Selected Member Library Staff, Contracted Services
2.2.2. Plan and demonstrate a project between selected member libraries to demonstrate customized integrated interlibrary loan services.		X	X	Executive Director & VL Team, Selected Member Libraries	SEFLIN Staff, Selected Member Library Staff, Contracted Services
2.2.3. Plan and demonstrate a project with a member library to demonstrate a customized local application of SEFLIN's <i>Library Directory &amp; Maps</i> service.	X	X	X	Executive Director & VL Team, Selected Member Libraries	SEFLIN Staff, Selected Member Library Staff, Contracted Services
2.2.4. Implement and support SEFLIN's <i>Southeast Florida Library Staff Calendar of Events</i> .	X	X	X	Executive Director & VL Team	SEFLIN Staff, Member Library Staff, Contracted Services
2.2.5. Plan and demonstrate a project with a member library to demonstrate a customized local application of SEFLIN's <i>Calendar of Library Events</i> service.		X	X	Executive Director & VL Team, Selected Member Libraries	SEFLIN Staff, Selected Member Library Staff, Contracted Services
2.2.6. Implement a regional <i>Calendar of Library Events</i> service.		X	X	Executive Director & VL Team	SEFLIN Staff, Member Library Staff, Contracted Services
2.2.7. Conduct a feasibility study on providing a <i>Calendar of Community Events</i> via <i>MiServiciodeBiblioteca.org</i> .			X	Executive Director & VL Team	SEFLIN Staff, Selected Member Library Staff
2.2.8. Facilitate discussions and partnerships between SEFLIN members on licensed resources.	X	X	X	Executive Director & VL Team	SEFLIN Staff, Selected Member Library Staff
2.2.9. The SEFLIN Board will appoint an ad hoc committee to work with SEFLIN staff to conduct a feasibility study for regionally offering a Web based library service quality assessment survey.		X	X	SEFLIN Board, Executive Director	SEFLIN Staff, Ad Hoc Committee

**OBJECTIVE 2.3 – SEFLIN will plan, implement, and evaluate jobs and resume service for the Division of Library and Information Services to enhance the recruitment and retention of library staff.**

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
2.3.1. Implement contract with the Division of Library and Information Services for a statewide jobs and resume service.	X	X		Executive Director & VL Team	SEFLIN Staff, Division Staff, Contracted Services
2.3.2. Develop proposal and seek funding for enhancements to the Division's statewide jobs and resume service.		X	X	Executive Director & VL Team	SEFLIN Staff, Division Staff, SEFLIN Board

**OBJECTIVE 2.4 - SEFLIN will play an important, central role in providing virtual library (VL) services by building partnerships with member and non-member library organizations.**

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
2.4.1. SEFLIN will provide VL services to member libraries on a contractual basis.	X	X	X	Executive Director & VL Team	SEFLIN Staff, SEFLIN Board & Associate Members, Contracted Services
2.4.2. SEFLIN will provide VL services to non-member library organizations on a contractual basis.	X	X	X	Executive Director & VL Team	SEFLIN Staff, Non-Member Libraries, Contracted Services
2.4.3. SEFLIN will seek partnerships with the Division of Library and Information Services in the implementation of the plan <i>Gateway to Information through Florida Libraries: An Outcomes Plan, 2003-2007</i> .	X	X	X	Executive Director & VL Team	SEFLIN Staff, Division Staff, SEFLIN Board, Contracted Services
2.4.4. SEFLIN will seek grant-writing services to support funding of SEFLIN VL services.	X	X	X	Executive Director & Administrative Team	SEFLIN Staff, SEFLIN Executive Committee, Contracted Services

**GOAL 3 – LIBRARY CUSTOMERS WILL HAVE ENHANCED SERVICES DUE TO A REGIONAL VIRTUAL BORROWER'S CARD.**

**OBJECTIVE 3.1 – The SEFLIN Library Card Program will be studied.**

<u>Strategies</u>	FY 03/04	FY 04/05	FY 05/06	Responsibility Assigned	Resources Required
3.1.1. The SEFLIN Board will appoint an ad hoc committee to work with SEFLIN staff to conduct a study of the <i>Library Card Program</i> .		X		SEFLIN Board, Executive Director, Manager of Administrative Services	SEFLIN Staff, Ad Hoc Committee
3.1.2. Recommendations of the feasibility study will be reviewed by the Board and recommendations approved implemented.			X	SEFLIN Board, Executive Director, Manager of Administrative Services	SEFLIN Staff, Selected SEFLIN Member Libraries

**GOAL 4 – COOPERATION BETWEEN SOUTHEAST FLORIDA LIBRARIES WILL BE EXPANDED.**

**OBJECTIVE 4.1 – SEFLIN will recruit new member libraries.**

<b><u>Strategies</u></b>	<b>FY 03/04</b>	<b>FY 04/05</b>	<b>FY 05/06</b>	<b>Responsibility Assigned</b>	<b>Resources Required</b>
4.1.1. The SEFLIN Membership Committee and SEFLIN staff will develop a feasibility study for identifying and recruiting new SEFLIN members.		X		SEFLIN Membership Committee, Executive Director	SEFLIN Staff, SEFLIN Membership Committee
4.1.2. Recommendations of the feasibility study will be implemented.			X	SEFLIN Board, SEFLIN Administration Team	SEFLIN Staff, SEFLIN Board & Associate Members

**GOAL 5 – COOPERATION BETWEEN SEFLIN MEMBER LIBRARIES AND LIBRARIES OF LATIN AMERICA, CARIBBEAN, AND OTHER REGIONS OF THE WORLD WILL BE ENHANCED.**

**OBJECTIVE 5.1 – SEFLIN member library staff will participate in activities that focus on cooperation between libraries of different countries.**

<b><u>Strategies</u></b>	<b>FY 03/04</b>	<b>FY 04/05</b>	<b>FY 05/06</b>	<b>Responsibility Assigned</b>	<b>Resources Required</b>
5.1.1. Provide Web based information on international library activities of interests to Southeast Florida library staff.	X	X	X	SEFLIN Executive Director & VL Team	SEFLIN Staff, Selected Staff from Member Libraries, LAM Committee, Contracted Services
5.1.2. Provide participation grants to assist SEFLIN members in attending the IFLA General Conference, August 20-27, 2004, Buenos Aires, Argentina.	X			SEFLIN Associate Director	SEFLIN Staff, Selected Staff from Member Libraries, Contracted Services
5.1.3. Provide participation grants to assist SEFLIN members in attending the 2005 ACURIL Annual Conference.		X		SEFLIN Associate Director	SEFLIN Staff, Selected Staff from Member Libraries, Contracted Services
5.1.4. Plan and implement an “International Track” for a SEFLIN hosted regional conference on technology.			X	SEFLIN Associate Director	SEFLIN Staff, Selected Staff from Member Libraries, Contracted Services
5.1.5. Support the interest and activities of SEFLIN members in cooperating with libraries of different countries.	X	X	X	SEFLIN Executive Director and Administrative Team	SEFLIN Staff, SEFLIN Board and Associate Members

**GOAL 6 – SEFLIN WILL BE MORE EFFECTIVELY AND EFFICIENTLY ADMINISTERED.**

***OBJECTIVE 6.1 – SEFLIN operations will be enhanced through the planning and implementation of improved personnel practices, Board operations, office operations, and strategic planning.***

<b><u>Strategies</u></b>	<b>FY 03/04</b>	<b>FY 04/05</b>	<b>FY 05/06</b>	<b>Responsibility Assigned</b>	<b>Resources Required</b>
6.1.1. The SEFLIN Personnel Committee, the SEFLIN Executive Committee, and SEFLIN staff will develop and implement a SEFLIN staff compensation plan based on revenues generated by contracts with non-member libraries.	X	X	X	Personnel & Executive Committees, Executive Director & Administrative Team	SEFLIN Staff, Personnel & Executive Committee Board Members, Contracted Services
6.1.2. The SEFLIN Personnel Committee, the SEFLIN Executive Committee, and SEFLIN staff will develop and implement a flexible benefits plan for SEFLIN staff.		X	X	Personnel & Executive Committees, Executive Director & Administrative Team	SEFLIN Staff, Executive Committee Members
6.1.3. The SEFLIN Executive Committee and SEFLIN staff will develop a grant writing service description and SEFLIN will contract for grant writing services.	X	X	X	Executive Committee, Executive Director & Administrative Team	SEFLIN Staff, Executive Committee Members
6.1.4. The SEFLIN Executive Committee and SEFLIN staff will review Board meeting goals, recommend a schedule of Board meetings/events that support Board goals, and implement Board's decision about Board meetings/events.	X	X	X	Executive Committee, Executive Director & Administrative Team, Board	SEFLIN Staff, SEFLIN Board
6.1.5. The SEFLIN office space will be adjusted to accommodate the new configuration of BCL's 7 <sup>th</sup> floor.	X			Executive Director & Administrative Team	SEFLIN Staff, Contracted Services
6.1.6. SEFLIN staff will develop a loss of lease relocation plan for Executive Committee and Board review.	X			Executive Director & Administrative Team	SEFLIN Staff
6.1.7. The SEFLIN Board and SEFLIN staff will develop a strategic plan for FY2006-2009.			X	SEFLIN Board, SEFLIN Executive Director & Administrative Team	SEFLIN Staff, SEFLIN Board, Contracted Services
6.1.8. SEFLIN staff will develop and annually review a 3-year SEFLIN technology plan.	X	X	X	Executive Director & Administrative Team	SEFLIN Staff