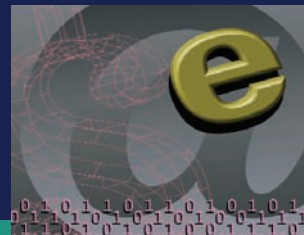
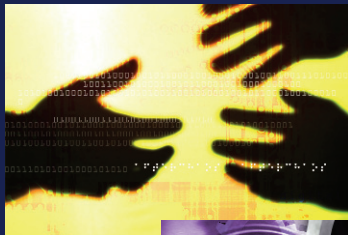


PALINET Strategic Plan 2005-2008



Vision

PALINET is the leader in bringing together its members for mutual benefit, in identifying and introducing innovative programs and services, and in promoting collaboration among state, regional, and national organizations.

Principles

We believe libraries and cultural organizations play a vital role in contributing to a free and informed society, and we support efforts to raise the visibility of these organizations. As a non-profit membership organization providing mission-critical support for the success of its members, we will demonstrate the following principles:

<i>Focus on members</i>	— understanding the needs of members and what they are seeking to accomplish for their users and assisting members to meet those needs.
<i>Commitment to quality</i>	— finding innovative ways to meet and exceed customer expectations.
<i>Customer service</i>	— providing service that is timely, accurate, and courteous.
<i>Effective communication</i>	— helping members understand how PALINET can meet their needs and what value they receive from their membership.
<i>Accessibility</i>	— bringing services closer to the members.
<i>Ease of use</i>	— harnessing technology to permit members and their constituents to receive the benefits technology can offer.
<i>Agility</i>	— responding quickly and flexibly to new opportunities.
<i>Fiscal responsibility</i>	— building a secure financial base through varied sources of income.

Goals and Strategies



Enhance services and strengthen ties to members

- Identify new services and ventures.
- Strengthen relationships with business partners to elevate PALINET's status as priority customer.
- Take a leadership role in working with business partners to secure quality products while decreasing members' costs and time
- Provide information on current trends, and connections to resources and expertise.
- Use technology to reach out to members and reduce costs.
- Communicate the value of membership, gather member input, and educate members about PALINET's services.
- Tailor programs to appeal to different member groups.



Enhance the development of staff in member organizations

- Develop programs to keep staff skills current and efficient.
- Design communications and programs to promote the value of embracing the rapid change of the information environment.

- Provide a broad range of educational offerings with programs targeted to different positions and library specialties.
- Increase access to training at locations throughout the region and via distance learning technologies.
- Collaborate with other groups by co-sponsoring programs.



Provide leadership in fostering collaboration

Among members

- Promote innovation by identifying and sharing best practices among members.
- Create and facilitate physical and virtual communities of interest.
- Increase virtual services and meetings.

With state, regional, and national organizations

- Pioneer establishment of collaborative projects.
- Establish partnerships and ventures that bring substantial benefit to members.
- Broaden access to services by partnering with consortia, state libraries, and related groups.
- Develop services for consortia, state libraries, and related groups.



Enhance position as a leading technology advisor

- Facilitate members' adoption and implementation of new technologies.
- Create internal capacity to move quickly in identifying and delivering new services.
- Identify experts and best practices — those who are using cutting edge technology — in order to make the information available to others.



Increase awareness of PALINET as a multi-state, multi-type organization and reinforce its strong regional identity

- Increase PALINET's visibility and presence.
- Emphasize the value of PALINET's multi-state character — its size, scope and mobility.
- Bring members together from different areas by utilizing technology and regional meetings.

Mission

PALINET furthers the success of libraries and cultural organizations in serving the evolving needs of their communities by:

- Leveraging the power of collaboration and technology.
- Delivering high quality continuing education.
- Guiding members' discovery of innovative and cost-effective solutions.
- Providing leadership that enables members to navigate the diverse information landscape.

About PALINET

PALINET, founded in 1936, is a non-profit membership organization of libraries and cultural organizations. The 600+ members are located primarily in Delaware, Maryland, New Jersey, Pennsylvania, and West Virginia, with some in other states and countries.

PALINET is known for its large and diverse membership of academic, public, special, and school libraries and cultural organizations, and for its array of information products and services. Developing effective relationships with members and other groups to create innovative solutions for libraries, PALINET serves as a recognized clearinghouse for professional development and critical information on best practices and facilitates purchasing of essential information tools to save members time and money.

The complete text and background information regarding the 2005-2008 Strategic Plan process can be read on the PALINET Web site at www.palinet.org, including these documents:

- PALINET Member Survey 2004: Final Report and Survey Instrument
- Findings from Focus Groups and Industry Interviews



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