

SEFLIN Strategic Plan – 2012-2017

Approved by SEFLIN Board of Directors May 18, 2012; Revised approved May 16, 2014; Updated May 22, 2015

Proposed Actions=X; Completed Actions=C

Vision

SEFLIN will be a world-class dynamic library cooperative, guiding collaborative services of value to Southeast Florida libraries and their communities.

Mission

SEFLIN cultivates cooperation and coordination among libraries of all types, nurtures efficient and effective information resource sharing, advances technological innovation, provides staff development opportunities, and advocates for our libraries and their patrons.

Adopted by the SEFLIN Board of Directors – February 10, 2012

Goals

Goal 1 – Digital Resources and Services

Foster greater access to shared digital resource collections and services

Goal 2 – Online Culture and Technology

Promote integration of new online information technologies

Goal 3 – Professional Development

Provide a broad range of learning opportunities for library staff at all levels

Goal 4 – Advocacy and Marketing

Lead Southeast Florida library efforts to increase awareness of libraries

Goal 5 – Resource Sharing

Support Southeast Florida libraries participation in Florida statewide resource sharing programs

Goal 6 – Stable SEFLIN Infrastructure

Provide effective and efficient services to libraries in Southeast Florida

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Goal 1 – Digital Resources and Services

Foster greater access to shared digital resource collections and services

Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Investigate potential cooperative agreements with digital resource vendors	Library customers in Southeast Florida will have access to additional and/or less costly digital resource collections					
1. With SEFLIN members and other Florida libraries, identify needs for digital resources and identify vendors	<i>Digital Resources Exploration Reports presented in May 2013 and August 2013. The 2014/2015 plan to expand the study in cooperation other regions was discontinued. Interest in Cooperative Digitization Programs increased in 2014/2015.</i>	C	C	X	X	X
2. Connect identified digital resource vendors with interested libraries for discounted or cooperative agreements	<i>In 2014, SEFLIN joined with NEFLIN to update and expand a listing for Vendor Discount Programs.</i>		C		X	
3. Annually review existing agreements				X	X	X
Support the Southeast Florida Municipal Libraries Digital Consortium	Public library customers in eligible municipalities of Southeast Florida will use a shared collection of eBooks and audiobooks					
1. Coordinate communication and agreements related to library participation in the consortium (OverDrive)	<i>SEFLIN coordinates the Southeast Florida Municipal Library Digital Consortium for OverDrive services for 13 municipal libraries. Additional members joined in 2014 and 2015.</i>	C	C	X	X	X
2. Investigate and compare vendors and services for the consortium	<i>SEFLIN and consortium members have heard presentations from other vendors – 3M, Brodart, and Recorded Books. In 2015, SEFLIN entered a Zinio subscription including most of the Digital Consortium members.</i>		C	X	X	X
3. Annually review the Digital Consortium services	<i>In consultation with Digital Consortium members, SEFLIN renewed the OverDrive agreement for 2015-2016.</i>		C	X	X	X

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Goal 2 – Online Culture and Technology

Promote integration of new online information technologies

Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Support online meetings and training	Library staff will participate and improve skills for attending and leading online sessions					
1. Provide access to online meeting rooms for SEFLIN members	<i>Nine member libraries, plus FLA, BCLA, and PBCLA use SEFLIN Connect rooms.</i>	C	C	X	X	X
2. Use online meeting format for SEFLIN meetings and training sessions	<i>SEFLIN Connect rooms are used for SEFLIN Committees and SEFLIN Discussion Groups.</i>	C	C	X	X	X
3. Provide training or consulting for online meeting facilitators and hosts	<i>SEFLIN staff provided web-based and phone instructions and orientation for new meeting room facilitators and hosts.</i>	C	C	X	X	X
4. Review and evaluate online meeting platforms	<i>In 2013/2014, SEFLIN transitioned from an enterprise version of Adobe Connect to a hosted version.</i>		C			X
Foster integration of online culture and technology	Library staff will use new technologies to provide services across generations					
1. Feature training on social media, mobile services, cloud applications, and other new communication technologies	<i>SEFLIN Continuing Education Program and Conferences regularly include topics in effective use of new communication technologies.</i>	C	C	X	X	X
2. SEFLIN will increase use of social media and technologies	<i>SEFLIN staff and committee members use Twitter and Facebook to promote conferences, classes and services.</i>	C	C	X	X	X

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Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Assist SEFLIN members to develop and use mobile applications	Library customers will use mobile applications to connect with member libraries					
1. Explore funding and collaboration for assisting libraries to develop or contract for a mobile presence	<i>SEFLIN's 2011-2012 trial for assisting libraries to develop mobile presence was not continued in 2013-2014.</i>	C				
2. Develop or contract for a SEFLIN mobile presence	<i>SEFLIN mobile site is hosted at http://mlibrary.org/seflin/</i>	C	C			

Goal 3 – Professional Development

Provide a broad range of learning opportunities for library staff at all levels

Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Plan, implement, and evaluate workshops and webinars for library staff	Library staff will increase knowledge and skills to support improved library services					
1. Offer a balanced schedule of training topics and formats to support the job-related learning needs of library staff	<i>SEFLIN reports registrations and enrollments monthly to the State Bureau of Library Development</i>	C	C	X	X	X
2. Acquire and provide self-paced learning opportunities	<i>SEFLIN provides self-directed learning through subscriptions to Skillsoft, Education Institute, ALA, and other education providers</i>	C	C	X	X	X
3. Investigate organizations that will provide continuing education credits for SEFLIN member library staff	<i>A 2014 investigation concluded that "credits" other than the SEFLIN certificates of attendance are not feasible or supportable.</i>		C			
Identify and promote leadership, management and mentoring training opportunities	Library staff will acquire the skills and confidence to seek and assume leadership roles within the profession					

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1. Encourage participation in the Sunshine State Library Leadership Institute in 2014/2015 and 2016/2017	<i>The Sunshine State Library Leadership Institute is held annually with locations in South Florida every other year. SEFLIN promotes registration for the sessions.</i>		C		X	
2. Schedule other leadership, management, and mentoring learning opportunities in 2013/2014 and 2015/2016	<i>SEFLIN includes leadership and supervisory topics in the continuing education program, especially in the years when there is no South Florida SLLI location.</i>		C		X	
Plan, implement, and evaluate an annual SEFLIN regional conference	Attendees will experience a high quality library conference					
1. With the Conference Planning Committee, identify and invite national, state, and local presenters for the conference program	<i>Jamie LaRue was keynote speaker 2013 Char Booth was keynote speaker in 2014 Stephen Grubb is keynote speaker in 2015</i>	C	C	X	X	X
2. Manage all aspects relating to the presentations at the annual regional conference	<i>Emerging Library Technologies Conference on July 11, 2013 Riding a Technology Wave on July 24, 2014 Connections: Libraries, Users and Technology on July 23, 2015</i>	C	C	X	X	X
Plan, implement, and evaluate an annual SEFLIN virtual conference	Participants will experience a high quality virtual library conference					
1. With the Virtual Conference Planning Committee, identify and invite national, state, and local presenters for the virtual conference program	<i>Lee Rainie was the keynote speaker in 2013 Michael Stephens was keynote Speaker in 2014</i>	C	C	X	X	X
2. Manage all aspects relating to the presentations at the annual virtual conference	<i>Mobile Devices: Gateway to your Library – Sept. 20, 2013. UX: Seeing the Library Through Your Users' Eyes – Sept.19, 2014 Marketing, Outreach, and Advocacy @Your Library – Sept 18, 15</i>	C	C	X	X	X
Support SEFLIN committees and interest groups	SEFLIN committees and interest groups will use communication tools to promote professional information sharing					
1. Facilitate committee and interest group communication, document sharing, and scheduling through the SEFLIN website and Avectra membership management system	<i>In addition to Board committees, SEFLIN has two standing committees and two ad-hoc committees. All meet regularly.</i>	C	C	X	X	X

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2. Develop streamlined infrastructure and procedures to add new interest groups, support existing groups, and retire groups	<i>Deferred to 2013/2014 – Deferred to 2015/2016</i>				X	X
Manage the Florida Library Jobs service under contract with the Florida State Library and Archives	Florida library employers will have an opportunity for free postings of job openings and Job seekers will identify and apply for available Florida library job openings					
1. Maintain and improve the Florida Library Jobs websites	<i>The Florida Library Jobs website is available 24x7. SEFLIN requested an upgrade for 2013/2014 to update the region maps, and an upgrade in 2014/2015 for responsive design.</i>	C	C	X	X	X
2. Review and approve employer, job, and resume postings	<i>SEFLIN staff review and approve new employers and new postings of jobs and resumes within 24 hours.</i>	C	C	X	X	X

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Goal 4 – Advocacy and Marketing

Lead Southeast Florida library efforts to increase awareness of libraries

Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Assist SEFLIN member libraries in developing their marketing and grant-writing skills	Stakeholders will have an increased awareness of libraries					
1. Provide training and resources for library marketing efforts	<i>The Building Capacity grant provided workshops, consultations and practical Word-of-Mouth Marketing experience for teams from 9 member libraries.</i>	C		X		X
2. Provide a committee for exchange of marketing ideas	<i>An Ad Hoc Advocacy Committee began in 2012/2013. In 2013/2014 a Word-of-Mouth Marketing Discussion Group was formed.</i>		C	X	X	X
3. Provide training and resources for library grant-writing efforts	<i>In 2012/2013, the Building Capacity grant provided consultation, and grant writing readiness review In 2014/2015, Grant Writing consultation was again offered.</i>	C		X	X	
Enhance communication with member libraries in Southeast Florida	Library staff members will have an increased awareness of legislative and policy issues					
1. Communicate news, updates, programs, and announcements through the website, newsletters, social media, and other means	<i>SEFLIN issued a monthly e-newsletter, regular CE bulletins, and quarterly online Town Meetings, in addition to email directly to SEFLIN MemberDirectors and other email lists. SEFLIN communicates with state legislators by letter and email. SEFLIN participated in FLA Library Day in 2013, 2014, and 2015.</i>	C	C	X	X	X
2. Communicate information from professional library organizations relating to library advocacy	<i>SEFLIN shared library issues and advocacy information from ALA's Washington Office and FLA to SEFLIN members.</i>	C	C	X	X	X
3. Offer tools and templates for library advocacy	<i>SEFLIN's Library Advocacy Committee created an Advocacy web site Library Advocacy: As easy as 1-2-3 and continues promotion and maintenance</i>		C	X	X	X
Develop information and marketing tools about SEFLIN	Library community will have an increased awareness of SEFLIN					
1. Promote brand and name recognition through a marketing kit for use on the web, via social media, and in print	<i>Deferred to 2015/2016</i>				X	X
2. Use the marketing kit for member recruitment and partnerships	<i>Deferred to 2015/2016</i>				X	X

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3. Update icons and web graphics to identify SEFLIN services	<i>Deferred to 2015/2016</i>				X	

Goal 5 – Resource Sharing

Support Southeast Florida libraries participation in Florida statewide resource sharing programs

Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Support SEFLIN Member participation in Statewide Delivery , <i>Beginning in 2014/2015 combine with Library Cooperative Grant Services</i>	Library customers will benefit from Southeast Florida libraries' participation in statewide resource sharing programs					
1. Collect delivery information and payments for participants 2012/13 and 2103/14	<i>SEFLIN subsidized statewide delivery services for 32 member libraries. The program continued under the Library Cooperative Grant in 2014 and included SEFLIN and FLIN libraries.</i>	C	C			
Support participation in reciprocal borrowing programs	Library customers will have onsite access to a wider range of library resources					
1. Review and update SEFLIN Library Card Program procedures	<i>In 2013, SEFLIN revised and updated the Library Card web pages and procedures to fit the new SEFLIN web site.</i>	C	C			
2. Explore agreements to expand the Sunshine Library Card program to other counties	<i>Deferred to 2014/2015 when an Ad Hoc Committee to Review Library Card Programs convened to conduct a study and make recommendations</i>			X	X	X
3. Advocate for a statewide library card				X	X	X
Provide services under the Library Cooperative Grant	Library customers will identify and use holdings from a wider range of libraries					

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1. Conduct the Library Cooperative Grant Resource Sharing Needs Assessment annually	<i>Libraries without reported holdings in OCLC were contacted in April 2013. Resource Sharing Needs Assessment conducted, beginning in 2014.</i>	C	C	X	X	X
2. Support FLIN Library participation in the statewide ground delivery service for resource sharing	<i>Expanded from SEFLIN member service to SEFLIN and FLIN service in 2014/15 Beginning in 2015/2016, delivery subsidy is based on ILL rather than operating budget.</i>			X	X	X
3. Guide libraries through the process of adding initial holdings into OCLC's FloridaCat (required through 2013/14)	<i>Deferred in 2012-2013, due to lack of Library Cooperative Grant In 2013/2014, Lake Worth Public Library added holdings.</i>		C			
4. Provide training to support cataloging, ILL and resource sharing	<i>Deferred in 2012-2013, due to lack of Library Cooperative Grant.</i>		C	X	X	X

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Goal 6 – SEFLIN Organizational Management

Provide effective and efficient services to libraries in Southeast Florida

Strategy and Actions	Intended Results	12/13	13/14	14/15	15/16	16/17
Provide efficient and effective member services and benefits	Library staff will receive effective and efficient services from SEFLIN					
1. SEFLIN Staff and Board members monitor policies, procedures, and finances	<i>SEFLIN Board meets in November, February, May and August. In 2014, a SEFLIN Ad-Hoc Committee on Reports made recommendations for streamlining reports to the Board and membership</i>	C	C	X	X	X
2. Identify sources for non-dues revenue	<i>Since 2012/2013, SEFLIN has coordinated sponsorships for the Annual Conference and Virtual Conference, resulting in increased revenue.</i>	C		X		X
3. Maintain accurate and up-to-date office operations, website and Avectra membership management system	<i>These are continual activities for SEFLIN staff.</i>	C	C	X	X	X
4. Enhance SEFLIN staff skills through encouragement of participation in professional development plans	<i>SEFLIN supports staff attendance at workshops and conference. In 2012/2013, Lois Albertson participated in the Sunshine State Library Leadership Institute. SEFLIN staff is active in the ABILA NetForum customer community.</i>	C	C	X	X	X
Increase SEFLIN membership	Library community will benefit from a larger professional network					
1. Actively recruit additional members, including former SEFLIN members	<i>SEFLIN Board authorized free trial memberships in SEFLIN for 2012/2013. Four new members joined. In addition, Ms. Smithee made site visits to Miami Dade College and provided membership information to other libraries. In 2013/2014 four new libraries were accepted to membership, including the University of Miami. In 2014/2015 four small academic libraries dropped membership due to ownership and financial issues.</i>	C	C	X	X	X
2. Develop and promote incentives for new SEFLIN memberships	<i>Trial memberships were offered in 2012-2013. Defer additional campaign to 2015/2016.</i>	C	C		X	