

Minitex

VISION

Flourishing libraries in informed communities

MISSION

We connect libraries and individuals with information, ideas, and experiences to enrich lives and strengthen our communities.

GUIDING PRINCIPLES

We believe effective internal communication is vital, therefore we will create a respectful, inclusive environment that encourages the sharing of thoughts and ideas and values individuals and their contributions.

We believe Minitex services are strengthened by knowledgeable and resourceful staff, therefore we will work to identify individual interests and skills, provide opportunities for development, and support expanded participation.

We are deeply committed to customer service and fostering strong relationships with our participants, therefore we strive to achieve the highest level of efficiency and effectiveness.

We are dedicated to helping participants navigate a complex and ever-changing library environment, therefore we will work collaboratively to develop and share expertise and innovative solutions.

We believe that being affiliated with the University of Minnesota strengthens and adds value to our organization, therefore we will strive to utilize the collections and resources in the most effective way.

GOALS

The six sections below detail Minitex's long-term goals. For each goal, we list the objectives we must meet to show we are reaching our goals. We also laid out the barriers we must overcome and the conditions (known as critical success factors, or CSFs) we must create to meet our objectives.

GOAL 1: Collaboration. Foster and sustain a culture of collaboration

Objectives	CSFs	Barriers	Strategies
<ul style="list-style-type: none">FY15: Engage members of the library community in 75% of all Minitex activitiesFY15: Conduct a baseline survey of library-staff attitudes toward collaborationFY 16: Increase awareness of the collaborative opportunities offered by Minitex by 5% as compared to the FY15 survey	<ul style="list-style-type: none">Positive relationships and strong reputation with potential partnersA clear value proposition on the importance of collaborationInnovative, proactive, strategic, agile and responsive approaches to collaborationOpen dialogues that promote listening and engagement	<ul style="list-style-type: none">Unreliable measures of attitudes towards collaborationConstraints on potential partners (time, financial, etc.)Attitudes towards a specific collaborative effortInsufficient Minitex resources and/or structural limitations	<ol style="list-style-type: none">Implement a network-wide program to increase awareness of Minitex services and the value of collaboration.

GOAL 2: E-Content. Expand access to e-content resources.

Objectives	CSFs	Barriers	Strategies
<ul style="list-style-type: none">FY14 and FY15: Maintain the same level of full-text retrievals in ELM under the new contract over two yearsFY 15: Increase resource sharing requests filled by e-content by 5% by end of the year	<ul style="list-style-type: none">Vendors provide a clean, easy-to-use interface for users (ELM)Vendors provide robust statistical reporting (ELM)Licenses allow ILL of e-content (RS)Easy-to-use mechanism to share and access e-content delivered by ILL (RS)	<ul style="list-style-type: none">Difficulty reaching current and potential users of ELM regarding the new e-resourcesNegative impact on e-resource usage statistics. (ELM)Publishers' unwillingness to negotiate ILL for ebooks (RS)Limited ability to share due to inconsistency of e-content licenses at participating libraries (RS)	<ol style="list-style-type: none">Leverage our influence with the vendor and library community to expand access to e-resources.

GOAL 3: Knowledge. Enhance student, researcher, and lifelong learning experiences and opportunities through shared access to library materials region-wide.

Objectives	CSFs	Barriers	Strategies
<ul style="list-style-type: none">FY15: 60% of workshop attendees indicate that our offerings match their needsFY15: 70% of workshop attendees report what they learned positively impacted their livesFY16: Increase use of each MnKnows service by 5%FY16: 70% of the feedback from users is positive for each MnKnows program	<ul style="list-style-type: none">Libraries are willing to market services to end-usersEnd-users are able to identify and choose training that meets their needsAwareness of lifelong learning offerings that are desired by the communityEducation/training delivery tools that match needsAbility to reliably measure attendee satisfaction	<ul style="list-style-type: none">Lack of time and ability to get our message to all potential usersLack of awareness of what MnKnows offersToo few feedback form submissions	<ol style="list-style-type: none">Develop a comprehensive organizational assessment and evaluation plan to enhance lifelong learning experiences and opportunitiesManage and enhance end-user services to maximize experience and opportunitiesDevelop a means to gather feedback from end-users more effectively

GOAL 4: Library Staff Development. Provide diverse and effective continuing education

Objectives	CSFs	Barriers	Strategies
<ul style="list-style-type: none">FY15: 60% of workshop attendees indicate that our offerings match their needsFY15: 70% of workshop attendees indicate that what they learned positively impacted their jobFY15: 80% of conference-participant feedback indicates that our content was of high value	<ul style="list-style-type: none">Awareness of library staff information needsLibrary staff awareness of our continuing education offeringsEducation/training delivery tools that match the library community's needsAbility to measure improved work habits/skills for follow-up	<ul style="list-style-type: none">Lack of technology infrastructure to implement new formats, programs, and materialsLack of staff time to learn new teaching skills, tools, or methods and develop new programs	<ol style="list-style-type: none">Develop an organizational assessment and evaluation plan to provide diverse and effective continuing education.Implement new learning tools to deliver instruction and other continuing education opportunities to maintain relevancy with library staff.

GOAL 5: Organizational Effectiveness. Maximize opportunities for organizational impact.

Objectives	CSFs	Barriers	Strategies (cont'd)
<ul style="list-style-type: none">FYs 15 & 16: Improve staff perception of the "effective environment" factors in the Eng. Survey by 5% per yearFYs 15 & 16: Add one new revenue stream in FY15 and increase revenue base by \$200,000 in FY16FY16: Increase by 10% the respondents to the Service Satisfaction survey aware of our suite of services	<ul style="list-style-type: none">Users and staff have a clear and understanding of why our services and programs are valuable and what they encompassStaff expertise and time to seek alternative and additional fundingA clear understanding of what the key environmental areas are that would enhance the workplace	<ul style="list-style-type: none">Lack of resources to promote new and or expanded servicesLimited availability of funds for libraries. <p>Strategies</p> <ol style="list-style-type: none">Assess and pursue opportunities for new revenue, grant funding and financial collaborations to identify possible paths for funding diversification and growth.	<ol style="list-style-type: none">Continue the Minitex commitment to excellence by maintaining and improving efficient and effective programs and services.Develop and implement a communications plan in order to increase the effectiveness of our communicationsAddress results of staff surveys and assessment activities

GOAL 6: Digital Collections. Expand the creation of digital collections including locally developed content.

Objectives	CSFs	Barriers	Strategies
<ul style="list-style-type: none">FYs 15 & 16: Increase collections MN Reflections collections 8 projects/yearFYs 15 & 16: Train 40 public library staff in digital lifecycle and exhibit creationFYs 15 & 16: Double the number of public libraries in MN Reflection from 5 to 10Send collections of 3 MN orgs to DPLA via MDL	<ul style="list-style-type: none">Continuation of Legacy funding to support MDLAdequate resources to achieve training and collection-building goalsWillingness of other MN organizations with digital collections to be a part of DPLA	<ul style="list-style-type: none">Support for digital efforts at public librariesLibrary staff awareness of the importance of digital content	<ol style="list-style-type: none">Enhance access to Minnesota's digital resources by building collections in MDL and by collaborating with DPLA and other partners.Expand digital services training opportunities to help libraries and cultural heritage institutions identify, catalog, make accessible, and preserve unique local content.