

Mideastern Michigan Library Cooperative Work Plan FY 2011-12

Continue our forward momentum by enabling all members to provide and promote premier library service—

Preface: The 2011-12 year will include an increase in State Aid for libraries and cooperatives. MMLC will be on stronger financial footing with this increase and will be able to support libraries more fully. Member libraries will still experience funding losses due to decreased property tax and penal fine revenues; while other tax exemptions that affect libraries will also have a negative impact. Cooperatives will play a vital role in helping libraries sustain and enhance their ability to serve the community by continuing to provide existing service offerings and working to find new ones.

Goal 1: Move the Cooperative forward by maintaining an effective structure.

[...maintaining an effective management pattern and program of service through regular evaluation and validation of services: resource sharing, communication, training, fund development and innovation.]

- Hold business meetings of both the Advisory Council and MMLC Board according to the schedule adopted at the annual meeting
- Follow Goals of Strategic Plan to further organizational objectives
- Conduct regular assessment of services and adapt to changing needs of members
- Continue to review/revise cooperative policies
- Introduce new services and streamline cooperative processes through the use of technology

Goal 2: Move the Cooperative forward by exploring and promoting alliances.

[...fostering cooperation and collaboration with other organizations, both within and outside of the Cooperative area.]

- Work with other cooperatives to provide workshops and opportunities for networking among members
- Find ways to partner with other groups and organizations to further cooperative goals
- **Encourage and foster collaboration among member libraries, including initiatives between different types of libraries**
- **Support libraries by extending their programming opportunities for their communities**

Goal 3: Move the Cooperative forward by the promotion of libraries.

[...promoting library services to the general public to increase public awareness of libraries and public use of library services.]

- Work with other organizations, including MLA, Cooperative Director's Association, ALA, to promote member libraries
- Alert members to ways of enhancing public awareness
- **Support the adoption of new services with opportunities to experiment through "pilot" activities**
- **Make certain that MMLC libraries are included in statewide initiatives**

Goal 4: Move the Cooperative forward by strengthening member libraries.

[...furthering the mission of strengthening member libraries through communication, consulting services, education of library staff members and trustees, support for fund development and grants, and through all forms of resource sharing.]

- Maintain regular contact with members through targeted emails, listserv postings, and direct telephone calls
- Encourage dialog among members to maximize knowledge of existing programs and to enhance individual library opportunities
- **Continue to be available to members for advisement and consulting needs**
- **Keep members informed of what is happening legislatively in the state and at the national level**

Goal 5: Move the Cooperative forward through leadership and innovation.

[...supporting leadership and innovation for the continual development of new services.]

- Explore new initiatives for shared services among members
- Continually look for cost effective ways to promote innovation
- **Negotiate agreements with vendors for improved pricing on services to libraries**
- **Provide new equipment to enhance member delivery of services**

Goal 6: Move the Cooperative forward by encouraging and facilitating professional development.

[...building the skills and knowledge base of the Cooperative by investing in its human resources.]

- Use knowledge of trends and new developments in library field to offer timely, effective programs and workshops
- Attend workshops and conferences to learn about new trends and developments that would benefit members;
- **Encourage members to request attendance at specific programs of interest during conferences**

Goal 7: Move the Cooperative forward by supporting advocacy and advocating for all types of libraries in the membership.

[...recognizing the increasing importance of library advocacy in the 21st century.]

- Increase knowledge of ways to advocate at the local, state and national level; **use that information to help members stay informed on issues**
- Attend Legislative Day activities coordinated by the Library of Michigan
- Sponsor meetings to assist members in learning about candidate's positions on library issues
- **Alert members to efforts to lobby directly with legislators on behalf of libraries**