



Metronet Strategic Plan 2010-2013

In creating the strategic plan for Metronet, the Director reviewed the outcomes of Metronet's programs from 2006 to 2010 (attendance, feedback from program attendees, reactions from Board members, website utilization, and comments from other professional organizations such as MEMO). Metronet has compared its initiatives with those of the other multitype systems, with MELSA programs, and with the continuing education opportunities provided by Minitex. A formal assessment of the needs of libraries in the metropolitan area was not conducted; the evaluative efforts described above provide a sound foundation for this edition of Metronet's strategic plan.

Vision

Metronet will be the major agency for connecting libraries of all types in the metropolitan area by emphasizing their commonalities, synchronicity of values, service quality, innovation, and best practices.

Mission

Metronet serves libraries of all types in the metropolitan area by leveraging existing library strengths and resources to build capacity so as to achieve more collectively than could be attained independently.

Values

Metronet

- places high priority on the effective use of the full range of information, computing, and telecommunication technologies;
- respects the goals, aspirations and service cultures of the libraries it serves;
- believes that collaboration among libraries is essential to the stewardship of public funds and to the delivery of quality customer service;
- believes that barriers to library service and information access should be eliminated to the extent possible.

This plan builds on the work that Metronet has been doing that focuses on information literacy, connecting library media specialists and teachers to a wide range of resources, conducting online continuing education, improving communication among libraries, and providing networking opportunities for all library staff through online and face-to-face opportunities.

Goals 2010-2013

Metronet's goals must generally align with the legislation that created Minnesota's multicounty multitype library systems (134.351 Multicounty, Multitype Library Systems). This legislation states that Metronet's purpose should lead to programs in most of the following areas: resource sharing, planning for cooperative programs, delivery services and programs, database development or purchase, and improved communication among libraries. Within these parameters, Metronet has defined its role in the Twin Cities library community as:

- Building Community
- Creating Connections
- Improving Communication

All of Metronet's goals and programs work to advance one or more of those roles.

In an effort to maximize its resources to reach as many people as possible, the Board is strategic in planning and conducting its work. Programs and initiatives fall into one of three categories: cooperation, coordination, or collaboration. Each of these categories and its characteristics are listed below:

Cooperation

- Short-term
- Lower intensity for resources
- Little risk
- Limited planning effort
- Simple outcomes

Coordination

- Longer-term
- Focus on specific program or effort
- More detailed planning
- May have more players
- Open communication necessary
- More directed outcomes

Collaboration

- Long-term
- Multiple players
- Formal relationships & responsibilities
- Commitment to common goals
- Comprehensive planning
- Communication more formal
- Shared resources—money, time, other assets
- Specific, measurable outcomes

By evaluating its work in this context, Metronet is able to allocate resources—time, money, staff—to maximum benefit for the best results.

Goals for FY 2012

These are Metronet's goals delineated within the legislative requirements and Metronet's defined role in the Twin Cities.

Goal 1. Resource Sharing

Metronet interprets resource sharing to include the sharing of knowledge and information that improves one's ability to perform their duties. Metronet's strength is its staff. The Board has developed a strong, efficient staff that is able to produce vibrant and successful programming with the limited resources available. Metronet relies on developing viable partnerships in order to provide its services to as broad an audience as possible. The Director will continue to develop these partnerships with school districts, state agencies, libraries, and others to leverage Metronet's ability to accomplish its goals and objectives.

Metronet Programs that fall under **Resource Sharing goal** include:

- Metronet Information Literacy Initiative(MILI)
- 23 Things On a Stick
- History Day @ your library
- Camp Read-a-Lot
- Minnesota Library Futures Initiative
- Joint Conference Presentations
- Subscriptions to online services shared with partners

Metronet Information Literacy Initiative (MLI)

Metronet has developed a 10-month training curriculum that focuses on helping teachers and media specialists collaborate in teaching information literacy and research skills in the classroom and media center. The Metronet Information Literacy Initiative is a collaborative program with Minneapolis Public Schools, Spring Lake Park Schools, and Bloomington Public Schools. In addition, Metronet connects academic and public librarians to the media specialists and teachers so they are aware of the depth of resources, both in content and personnel, that are available to them and their students. The Metronet Board has made a commitment to promote and encourage MLI participation as widely as possible, given the resources, so that teaching information literacy skills are included in as many classrooms as possible.

23 Things On a Stick

23 Things On a Stick began as a self-paced online learning program that reached over 1500 library staff from all types of libraries. In its current form, it is a monthly newsletter sent via email to 1400+ subscribers that were involved in the original 23 Things/More Things learning program. Exploration on the next version is under consideration in collaboration with the other multitypes.

History Day @ your library

History Day @ your library is a collaborative project between Metronet, MELSA, & Minnesota History Day. It is designed to introduce teachers, media specialists, and public, academic, and special librarians who work with students participating in History Day to the wide array of resources in Twin Cities and other libraries. History Day @ your library is held annually in November at the Minnesota History Center. Metronet handles soliciting proposals for sessions from libraries of all types, the arrangements at the History Center, and other logistics.

Minnesota Library Futures Initiative

The seven Minnesota Multicounty Multitype Systems (MCMT) directors invited representatives from all types of libraries and library organizations to participate in initiating a focused conversation on the future of Minnesota libraries. The goal of the Initiative will be to address how libraries can meet the changes occurring in Minnesota now and in the future. The key question at this point is, "How do the current and projected political, economic, and social environments affect the delivery of library service in Minnesota?" As part of the process, the participants will describe expectations for library service and propose structures to meet these expectations. The Metronet Director participates as a member of the Executive Committee of the Steering Committee.

Camp Read-a-Lot

This summer workshop is an opportunity for teachers and school library media specialists to read current books that could be used in connection with classroom curriculum. MELSA and Metronet collaborate to present this event. Booklists and camp counselors are managed by MELSA; Metronet manages the logistics of the technology for participants to record their activity and monitors their participation for CEUs.

Joint Conference Presentations

Metronet coordinates the submission and organization of conference presentations that focus on Web 2.0 tools, information literacy, and current topics of interest to all types of libraries. Metronet submits the proposal to the conference, solicits presenters from all types of libraries, and then coordinates and manages the handouts and other logistics. Session proposals have been submitted and accepted at MEMO, MLA, and Library Technology Conference involving 21 library staff from all types of libraries. A pre-conference session has been submitted to MLA. Metronet is coordinating the proposal for an information literacy pre-conference to be presented in collaboration with other Twin Cities library organizations at the national AASL conference in Minneapolis.

Subscriptions to online services

Metronet maintains subscriptions to Constant Contact newsletter service and SurveyMonkey for its work on all projects. It allows partners (MELSA, MEMO, other multitypes, etc.) to use the subscription for their work to maximize the investment.

2. Planning for Cooperative Programs

Metronet has developed on-going partnerships with organizations within and beyond the library community in order to create and implement programming that impacts a broad library and education audience. Partnerships currently in place include:

Partner	Projects
Minnesota Multitype Library Systems	Things On a Stick News Futures Initiative Continuing Education Events Communication website
MELSA	MetroBriefs History Day @ your library Camp Read-a-Lot Continuing Education events
Minneapolis Public Schools	MILI Specific workshop training events
Bloomington Public Schools	MILI Specific workshop training events
Spring Lake Park Schools	MILI Specific workshop training events
Minnesota History Day	History Day @ your library Metro-Area Libraries for History Day planning wiki
Minnesota History Center	History Day @ your library
Minitex	Metro-Area Libraries for History Day planning wiki ELM training & promotion MILI AASL Presentation
Individual public library systems	MILI WindDowns Specific workshop training events
Cooperating Libraries in Consortium	Conference planning WindDowns MILI
MEMO	Conference presentations Internet Cafe at conference AASL conference presentations
MLA	Conference presentations Internet Cafe at conference Membership Committee Communications Committee
Mn Association of Adult Continuing Education	WindDowns
Minnesota Library Futures Initiative	Planning the LFI in collaboration with others on the Steering Committee

Metronet will build upon its experience in partnering to seek other opportunities to engage in collaborative planning with libraries and non-library organizations.

Metronet will sponsor a major annual conference on a current topic that will require collaboration with other groups. Metronet will continue to work with the other multitype systems to develop professional development programs that can be offered at multiple locations in the state or online such as *23 Things On a Stick* and *More Things On a Stick*.

3. Delivery Services and Programs

Metronet focuses its work in this category on the delivery of programming that impacts the ability of library staff and others to more efficiently and effectively do their jobs. This includes continuing education, professional engagement opportunities, conferences, and other forums or initiatives. Metronet's plans the following in 2011—2012:

Cooperation	Coordination	Collaboration
6-8 WindDowns	26 issues MetroBriefs	MILI with up to 3 school districts
3-4 Emerging Librarians events annually	3-5 Joint conference presentations	History Day @ your library
Other networking opportunities	4-5 Training sessions for specific groups, e.g., library system, school, district staff development, community organization	Camp Read-a-Lot
Presentations on Metronet, MILI, Web 2.0 as requested	MLA conference sessions	Planning Committee for Library Technology Conference
	AASL presentations	Minnesota Library Futures Initiative

4. Database Development or Purchase

Metronet has developed and maintains a database of Minnesota Authors and Illustrators and a database of web addresses of Minnesota organizations, including corporations, non-profits, schools, and libraries. Metronet will continue to maintain, update, and add to these databases.

Metronet will work closely with MELSA in planning programs that are relevant to public libraries. These include programs that promote increased cooperation between school, public, and academic libraries and/or display library resources to new audiences.

Metronet will continue to promote the use of other state-funded databases such as the Electronic Library for Minnesota and the Minnesota Digital Library.

Metronet, in collaboration with MELSA, is building a database of individual library staff in order to improve communications with end users of the programming and continuing education opportunities offered by the systems.

5. Improved Communication Among Libraries

Most of Metronet's programs are designed to improve communications among libraries. Metronet will continue promoting better communication among the types of libraries through its professional development programs, newsletter, website, networking and professional engagement opportunities, and any other means possible. Metronet has capitalized on its experience teaching Web 2.0 tools to library staff and others. By using these tools, including wikis, Nings, blogs, online surveys, email newsletters, & similar communication and content tools, Metronet is able to build a broad-based library and education community. These tools make all parts of Metronet's work—resource sharing, communication, planning cooperative programs, program delivery, and database development—possible with the resources available.

MetroBriefs

MetroBriefs is an newsletter collaboration between MELSA and Metronet. It is published every other week, mailed on Monday, to over 300 library staff in the Twin Cities. The Metronet Director serves as the editor/publisher (via the Constant Contact service). She solicits input from staff at Metronet and MELSA, as well as from the library community at large. The goal is to grow the email subscription list and reach deep into the staff at libraries of all types so that all are aware and informed of library news, news about library staff, continuing education opportunities, and other information of value.

WindDowns

WindDowns are informal events focused on current library topics that appeal across the board to libraries of all types. Experts are invited to present at local libraries. Academic, public, & special libraries are the most frequent hosts. Recent topics have included QR Codes, E-Books, Book Blogging and Twitter for Job Seekers. Metronet looks for topics that cross lines of interest for all libraries including: information literacy, copyright, census, Google tools, content development, books and reading, and other topics.

Emerging Librarians Group

Metronet has identified a need to help integrate younger librarians into the greater activities of the Minnesota library scene. To this end, networking and continuing education opportunities will be targeted at this group. Members connect via its Facebook page and a group on WJMN.

Other Networking Opportunities

Metronet coordinates the Internet Cafes at the MEMO and MLA conferences that offer attendees the chance to check email, etc. on a set of computers and have a relaxed, informal setting for discussion at conferences. Metronet has sponsored other informal meet-ups for library staff including events for the Emerging Librarians at conferences.

6. Other

Metronet will continue to play a role in advocating for libraries of all types and encourage change and evolution in library services. To do that, Metronet will:

- Continue to offer scholarships for continuing education or other events to metro area library staff.
- Continue to raise Metronet's profile among area libraries by demonstrating Metronet's value and relevance through its programs.
- Continue to advocate for libraries with Minnesota legislators and other policy makers.
- Act as a catalyst for change, promote the adoption of best practices, implement economies of scale where possible, and advocate for innovation in library services and organization.