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 (known as critical success factors, or CSFs) and barriers we must address to achieve the goals.

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

OBJECTIVES
- FY15: Engage members of the library community in 70% of all Minitex activities
- FY15: Conduct a baseline survey of library-staff attitudes toward collaboration
- FY 16: Increase awareness of the collaborative opportunities offered by Minitex by 5% as compared to the FY15 survey.

CSFs
- Positive relationships and strong reputation with potential partners
- A clear value proposition on the importance of collaboration
- Innovative, proactive, strategic, agile and responsive approaches to collaboration
- Open dialogues that promote listening and engagement

Barriers
- Unreliable measures of attitudes towards collaboration
- Constraints on potential partners (time, financial, etc.)
- Attitudes towards a specific collaborative effort
- Insufficient Minitex resources and/or structural limitations

STRATEGIES
1. 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
- FY 14 and FY 15: Maintain the same level of full-text retrievals in ELM under the new contract over two years
- FY 15: Increase resource sharing requests filled by e-content by 5% by end of the year

CSFs
- 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 IL (RS)

Barriers
- Difficultly reaching current and potential users of ELM regarding the new e-resources
- Negative impact on e-resource usage statistics (ELM)
- Publishers’ unwillingness to negotiate Ill for ebooks (RS)
- Limited ability to share due to incompatibility of e-content licenses at participating libraries (RS)

STRATEGIES
1. Leverage expertise and 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
- FY15: 60% of workshop attendees indicate that our offerings match their needs
- FY15: 70% of workshop attendees report what they learned positively impacted their lives
- FY16: Increase use of each MnKnows service by 5%
- FY 15: 70% of the feedback was from users positive for each MnKnows program

CSFs
- Libraries are willing to market services to end-users
- End-users are able to identify and choose training that meets their needs
- Awareness of lifelong learning offerings that are desired by the community
- Education/training delivery tools that match needs
- Ability to reliably measure attendee satisfaction

Barriers
- Lack of time and ability to get our message to all potential users
- Lack of awareness of what MnKnows offers
- Too few feedback form submissions

STRATEGIES
1. Develop a comprehensive organizational assessment and evaluation plan to enhance lifelong learning experiences and opportunities
2. Manage and enhance end-user services to maximize impacts
3. Develop a means to gather feedback from end-users more effectively

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

OBJECTIVES
- FY15: 60% of workshop attendees indicate that our offerings match their needs
- FY15: 70% of workshop attendees indicate that what they learned positively impacted their job
- FY15: 80% of conference-participant feedback indicates that our content was of high value

CSFs
- Awareness of library staff information needs
- Library staff awareness of our continuing education offerings
- Education/training delivery tools that match the library community’s needs
- Ability to measure improved work habits/skills for follow-up

Barriers
- Lack of technology infrastructure to implement new formats, programs, and materials
- Lack of staff time to learn new teaching skills, tools, or methods and develop new programs

STRATEGIES
1. Develop an organizational assessment and evaluation plan to provide diverse and effective continuing education
2. 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
- Fy 15 & 16: Improve staff perception of the “effective environment” factors in the Eng. Survey by 5% per year
- Fy 15 & 16: Add one new revenue stream in FY15 and increase revenue base by $200,000 in FY16
- Fy 15: Increase by 50% the respondents to the Service Satisfaction survey aware of our suite of services

CSFs
- Awareness of our library staff information needs
- Library staff awareness of our continuing education offerings
- Education/training delivery tools that match the library community’s needs
- Ability to measure improved work habits/skills for follow-up

Barriers
- Lack of resources to promote new and or expanded services
- Limited availability of funds for libraries

STRATEGIES
1. Develop an organizational assessment and evaluation plan to provide diverse and effective continuing education
2. Implement new learning tools to deliver instruction and other continuing education opportunities to maintain relevancy with library staff.

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

OBJECTIVES
- Fy 15 & 16: Increase digital collections MN Reflections collections to 8 projects/year
- Fy 15 & 16: Train 40 public library staff in digital lifecycle and exhibit creation
- Fy 15 & 16: Double the number of public libraries in MN Reflections from 5 to 10
- Send collections of 3 MN orgs to DPLA via MSL

CSFs
- Continuation of legacy collections MDL Reflections collections
- Adequate resources to achieve and sustain collection-building goals
- Willingness of other MN organizations with digital collections to be a part of DPLA

Barriers
- Support for digital efforts at public libraries
- Library staff awareness of the importance of digital content

STRATEGIES
1. Enhance access to Minnesota’s digital resources by building collections in MDL and by collaborating with DPLA and other partners.
2. Expand digital services training opportunities to help libraries and cultural heritage institutions identify, catalog, make accessible, and preserve unique local content.

Content by 5% by end of the year

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