

## *Collaborative, Innovative and Cost-effective Programs*

The Superiorland Library Cooperative serves 26 public libraries in the central and western Upper Peninsula. The Cooperative also contracts with UPRLC, Inc. to provide automated system management, cataloging, technical support, and training to 63 school, public, and academic, tribal and special libraries in the Upper Peninsula.

**Mission:** The Cooperative develops and sustains innovative programs that are cost effective because all types of libraries collaborate in shared, economy-of-scale activities. Cooperation among members makes better library service possible and growth sustainable.

In 2005, Superiorland trustees and directors met to determine our 'Values and Vision' for the Cooperative.

The following 'top 7' services in our current service plan are ranked from the highest number of votes for a Valued service to the lowest. Numbers in parenthesis indicate how many people voted this service to be one of their top 7 most valued services.

- Technology: Training, on-site support, innovative leadership (20)
- Continuing education for library staff (17)
- Securing cooperative-wide grants/grant writing assistance (13/12)
- Professional consulting by director and staff (12)
- Resource sharing (ILL, PII, OCLC) (12)
- Cataloging: Training, original cataloging, database maintenance (10)
- Group discounts: Books & A/V, supplies, database subscriptions (9)

12 respondents indicated they value "libraries and staff being treated fairly & equitably no matter the library's size or location;" 9 valued information & idea sharing meetings; 7 valued USF assistance; 5 valued library advocacy activities.

The following 'top 7' services represent our collective Vision for future collaboration and development. Numbers in parenthesis indicate the number of people who selected this service as one of their top 7 priorities.

- Funding/budget assistance: Penal fines, millage, grants (18)
- Cooperative-wide programs (18)
- On-site training for staff & general public (16)
- Strategic planning: Community analysis, library restructuring (15)
- Public relations/marketing support, including printing (15)
- Information meetings for groups of staff who have similar jobs (12)
- More building space for cooperative facilities (10)

8 people thought the cooperative should evaluate the rotating collections; 8 asked for more cooperation with education; 8 saw a need for more cooperative staff; 4 liked the idea of a satellite office in the western U.P.; 3 wanted to improve the phone system; 2 wanted more visits by the director; and 1 recommended evaluating the future of the U.P.LBPH as a NLS machine-lending subregional.

## **Superiorland Library Co-op Strategic Plan, 2006-2009**

**The following goals reflect our VISION for the Co-op.**

**The VALUED services will be sustained.**

**Goal #1:** **To consult with library directors and trustees on funding, budget, governance, and restructuring issues.**

**Activities:**

Assist directors to identify and secure alternate sources of funding, including grants and millage if appropriate.

Assist directors to evaluate current sources of funding, such as penal fines

Assist directors with community analysis and strategic planning activities

Assist district library establishment committees

**Resources needed:**

Access to a Foundation Center Cooperating Collection

Strategic planning training for directors & co-op staff

Budget for legal advice re district library establishment

**Goal #2:** **To support local library staff.**

**Activities:**

Assist staff with programming for children and adults

On-site training for staff and general public

Meetings for groups of staff with similar jobs

**Resources needed:**

Staff for programming (explore U.P.-wide programs & shared programming staff with Hiawathaland Library Co-op)

Staff for on-site general public training (classes have already been developed)

Wireless training lab in the western U.P.

**Goal #3:** **To assist each member library's effort to communicate the value of the library to the community.**

**Activities:**

Support members that participate in ALA's Smartest Card public relations program

Develop sound byte messages that library staff & champions use to advertise library services by word of mouth

Support state-wide library advocacy activities

Aggregate local printing jobs to get volume discounts

Print generic bookmarks, stickers, t-shirts, buttons and table-top displays that promote resource sharing and other collaborative projects

Investigate ways to deliver our message, including redesigned web pages and billboards

**Resources needed:**

Printing budget

Staff with graphic arts skills (explore contract with professional ad agency or Hiawathaland Co-op)

**Measurable objectives to meet these goals will be determined annually by our Board & Advisory Board of Librarians and published in the "Schedule of Services and Fees."**