
Jefferson County Library Cooperative Strategic Plan FY2019-2023 Mission & Vision

Who Are We?

The Public Libraries In Jefferson County, supported by the work of the Jefferson County Library Cooperative (the Cooperative) - is a vibrant, collaborative partnership of libraries driving access to shared information resources, services and expertise.

Guiding Principles

- We foster a culture of collaboration and community.
- We support cooperative collection development and resource sharing.
- We provide professional development, training and networking opportunities.
- We adopt those technologies and services which enhance the user experience.
- We practice fiscally responsible stewardship of member library resources.
- We engage all member libraries and respect their diversity.

Goal 1: Strengthen funding streams and fiscal viability

Objective 1: Investigate expanding cooperative memberships and partnerships which reduce costs or add new services

Objective 2: Explore contractual services

Objective 3: Research grant opportunities to fund new initiatives, for example, RFID, marketing

Objective 4: Evaluate current cooperative membership assessment formulas

Objective 5: Design a marketing plan to promote member libraries and cooperative management services

Objective 6: Explore new funding sources within the county

Goal 2: Investigate existing and emerging technologies and services and adopt those which enhance the user experience

Objective 1: Assess cooperative needs for new services and implement relevant technologies

Objective 2: Strengthen cooperative awareness of the features of new and existing products

- Objective 3: Maintain awareness of the Integrated Library System (ILS) marketplace
- Objective 4: Actively participate in product development with vendors
- Objective 5: Foster a continuing discussion on public libraries and service delivery platforms
- Objective 6: Explore relationships with other library organizations
- Objective 7: Stay current with emerging bibliographic technologies

Goal 3: Expand collaborative collection development and resource sharing

- Objective 1: Explore a consortia or regional institutional repository for images and archives
- Objective 2: Investigate software to support the identification of last copies in the cooperative
- Objective 3: Develop partnerships which enhance collections
- Objective 4: Expand and refine gathering and analysis of local and cooperative usage data
- Objective 5: Investigate the future of a more effective JCLC catalog discovery tool for library resources

Goal 4: Foster a culture of collaboration and community which engages all stakeholders

- Objective 1: Investigate new collaborative opportunities
- Objective 2: Support opportunities for sharing expertise in areas of interest, such as instruction
- Objective 3: Continue work to develop a broad marketing plan/ brand and develop Return on Investment (ROI) for different constituents, member library boards, etc.

Goal 5: Provide professional development, training and networking opportunities to meet the needs of the cooperative

- Objective 1: Identify training needs of the cooperative
- Objective 2: Strengthen awareness of training opportunities
- Objective 3: Investigate training videos for JCLC intranet website
- Objective 4: Explore additional Masters Library Information Services (MLIS) scholarships and conference opportunities with large groups like Am. Lib. Assoc./Public Lib. Assoc, Innovative Users Group, AL Lib. Assoc., AL Public Lib. Service (LSTA funds), JCPLA, etc.
- Objective 5: Utilize new and existing partnerships for professional development and networking opportunities