

NEO-RLS MISSION, CORE VALUES, STRATEGIC GOALS & OBJECTIVES

--- DRAFT FOR DISCUSSION ---

September 18, 2007

MISSION

NEO-RLS empowers libraries in Northeast Ohio to strive for excellence by building capacity for quality services through professional development, collaboration, and advocacy.

CORE VALUES

NEO-RLS will measure its' success by its adherence to these core values:

EXCELLENCE

Striving for excellence in all that we do

SERVICE

Providing quality services and products that are affordable, relevant and responsive

LEADERSHIP

Lead the library community through innovation and collaboration

INCLUSION

Strive to include and champion all sizes and types of libraries in all that we do with the belief that all citizens in Ohio deserve quality library service

COOPERATION

Strengthen our organization and ensure its effectiveness by cooperating and connecting with others in the library community

INTEGRITY

Operating with the highest level of honesty and respect for ourselves and those we serve

INNOVATION

Seek to be innovative in the creation and delivery of our services and products

ADVOCACY

Actively support and defend the need for excellent libraries to our constituents and decision-makers

STRATEGIC GOALS & OBJECTIVES

GOAL #1:

Build a vibrant NEO-RLS community.

Objectives:

- Launch an intentional relationship-building strategy across the region;
- Support the development of local clusters as the primary mechanism for member recruitment and engagement through networking and learning opportunities;
- Routinely offer membership meetings, continuing education, learning groups and networking opportunities within one hour drive time;
- Organize regional events, conferences and membership meetings on a bi-monthly or quarterly basis;
- Utilize technology to support continuing education and communication;
- Strengthen the staff team and its capacity to serve the needs of the NEO-RLS membership;
- Foster a sense of inclusion and a sense of responsibility to serve the needs of all libraries throughout the region; and
- Coordinate transportation to programs and events for members.

GOAL #2:

Deliver quality services that are relevant to members.

Objectives:

- Conduct on-going assessment of member interests and modify services to meet needs as necessary;
- Support the development of an effective staff team capable of meeting member needs;
- Make necessary adjustments in resource allocation to ensure capacity to deliver on member priorities;
- Establish a special task force to determine the level of technology resources NEO should provide its members based upon the findings of the Listening Campaign; and
- Enhance resources available to deliver continuing education.

GOAL #3:

Design and implement a marketing plan to effectively promote the NEO-RLS mission and programs to every library in Northeast Ohio.

Objectives:

- Clarify the purpose of NEO-RLS and revise the mission;
- Establish core values that guide actions and behaviors;
- Clarify priority programs that meet the needs of most members of NEO-RLS;
- Clearly articulate the benefits of membership including a cost-benefit analysis; and
- Design and implement a comprehensive plan to market the organization to potential members.

GOAL #4:

Design and implement a communications plan to share NEO-RLS organizational and program information with all library directors and staff.

Objectives:

- Identify the most effective means of communicating with library staff on every level of organization; and
- Design and implement a comprehensive member communications plan that reaches library staff at every level.

GOAL #5:

Instill confidence within the membership for the future of NEO-RLS.

Objectives:

- Build a strong inspirational staff and leadership team;
- Establish and implement a successful dues structure; and
- Create a stable funding base.

GOAL #6:

Promote collaboration and collective action with other regional library systems and with other library leadership.

Objectives:

- Establish a health insurance plan available to every library throughout the state;
- Leverage vendor discounts for maximum benefit;
- Advocate together on state library issues; and
- Partner with other Ohio library organizations