

**MOBIUS Strategic Planning Meeting
Stoney Creek Inn
September 29 – 30, 2004**

**GUIDING PRINCIPLES
(Top five)**

MOBIUS ACTIONS SHOULD...

- Result in increased service to our users
- Promote seamless access to information (even with non-III products)
- Be based on clear priorities and be subjected to cost-benefit analysis
- Encourage use of best practices
- Not compromise core functions

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STRENGTHS & WEAKNESSES / CHALLENGES

MOBIUS Strengths

- Popular with patrons
- Wider access/depth of material
- It works!
- Quick delivery
- Collaboration
- Brand recognition
- Increased reliability of system
- Support from administration and legislature
- CLP is cost-effective
- MCO staff
- Cooperative relationships with others in the state
- Inclusiveness of members / encourages participation
- Members' leadership and participation

MOBIUS Weaknesses/Challenges

- Under funded
- "Me-first" mentality
- Communication on all levels
- Predominance of small institutions (with fewer resources available)
- Changing leadership / former champions gone
- Expense-control mentality instead of service mentality
- Limited knowledge of other types of libraries
- Cluster structure and operations – how to keep all moving forward
 - communication and involvement
 - not equally strong
 - complacency
- Academic librarians not active/permitted to participate in legislative process
- How to integrate other types of libraries without losing our identity
- Governance – MOBIUS Council (directors) not as engaged as they could be
 - participation in Advisory committee
 - need to include on committees/task forces
 - Ask those who haven't participated to be involved
 - Cooperation fatigue
 - Develop new initiatives with payoffs
- Paying for ILL service not being used

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OPPORTUNITIES & THREATS / REALITIES

MOBIUS Opportunities

- Planning process-Step back to get broader look
- Increasing capability of technology
- Moving beyond text
- Public libraries interested in working with MOBIUS
- Window during which we can change the way we do business
- Further collaboration/cooperation within state
- Partner with library schools to shape future librarianship
- Special libraries as potential partners
- Digital imaging [of special library collections] available through MOBIUS CLP
- Life Sciences initiative
 - State-wide access to life sciences databases (state funded?)
- Thinking of 'one collection'
 - Other "oneness"?...staff
 - One catalog to maintain
 - One patron category
- Centralize routine behind-the-scenes activities
 - Could provide opportunity to re-allocate staff
- Coordinated collection management and de-selection
- Union catalog as free "Amazon®.com" : Include all formats
- Membership for non-patrons or former patrons (graduate students)
- Mentoring, professional development for library leaders (IMLS grants)
- Make things findable on Google®
- Improved state revenue
- Targeted initiatives funding

MOBIUS Threats/Realities

- End-user changes in habits and needs (Google) Reading ↓ Gaming ↑ - Expect seamless access to everything
- Staff unwillingness to accept end-user habits
- Information overload – lack of knowledge
- Competition
- Last-mile connection from institution to backbone - capacity and cost (network)
- Cost of new technology
- Loss of expertise to outsourcing (cataloging)
- Collectibility of "friend" loans
- Leadership turnover
 - Directors / legislators
- Competition for funding
- Funding new services