



STRATEGIC PLAN

2002-2005

DEAR NYLINK MEMBERS

It is with pleasure I share with you Nylink's Strategic Plan for 2002-2005. My thanks to the members of the Nylink Council Planning Committee for developing this plan in consultation with the entire Nylink Council. The strategic plan is vital to Nylink staff in that it helps us focus on activities that are priorities for our members, and is the basis from which the staff develops yearly action plans for meeting your needs. Nylink takes pride in fulfilling its role and purpose, which is to help you to do collaboratively what you could not do individually.

There are many more whom I should thank for their valuable input in the development of the Strategic Plan: thanks to the Nylink Advisory Groups who meet with us annually and guide us with their excellent recommendations throughout the year; thanks to all of you who took the time to respond to the needs assessment survey this past fall--your input is invaluable; thanks to each of you who have contact with Nylink staff throughout the year and give us your advice, your "wish lists," and suggestions; and finally, I must personally thank the Nylink staff, who are bright, dedicated and creative librarians who care deeply about the Nylink member libraries. It is a pleasure and an honor to work with them and to work for you!

Sincerely,



Mary-Alice Lynch
Executive Director

MISSION

Nylink is a not-for-profit membership organization for all types of libraries and information organizations throughout New York and surrounding areas. Its mission is to enhance collaboration and cooperation and to facilitate access to and implementation of quality, cost-effective information technologies, products, and services for its members.

VISION

Nylink, through leadership, innovation, and strategic partnerships, will support and advocate for library services and resources that empower information professionals to anticipate and address the dynamic information needs of diverse constituencies throughout New York State.

STRATEGIC GOALS

Nylink will provide cost-effective and responsive services, support and products to its members.

- ☞ Anticipate member needs and procure quality services and products from a variety of information and technology providers.
- ☞ Support current and future information providers' products and services with professionalism and expertise.
- ☞ Represent member perspectives to OCLC and other providers, and recommend the development and enhancement of products and services.
- ☞ Provide timely responses to requests for information and assistance.

Nylink will offer relevant training, education programs and consulting services.

- ☞ Deliver a broad spectrum of training, education, and professional development programs related to existing and emerging information systems and technologies.
- ☞ Provide planning strategies and customized solutions to assist libraries in meeting their current and future goals.

Nylink will lead collaborative efforts, leveraging the power of membership to bring about synergistic benefits.

- ☞ Create opportunities for members to participate in collaborative efforts and negotiate consortial agreements to lower the costs of and increase access to products and services in a range of formats.
- ☞ Provide forums for members to share expertise and perspectives that will enhance both individual libraries and the greater collaborative.
- ☞ Strengthen and expand relationships statewide, nationally, and globally to enhance member benefits.
- ☞ Strategically influence the information industry in the development of relevant content, delivery models, and publishing trends that will enable libraries to provide enhanced resources and services to their constituents.

Nylink will maintain a strong organizational and operational infrastructure.

- ☞ Advance the quality of its services to its members through a continuous process of needs assessment, evaluation, planning, and communication.
- ☞ Explore options to expand membership, while maintaining long-term financial viability, continuing current services, and accommodating growth and development that is in the best interest of the library community.
- ☞ Retain, recruit, and develop expert staff to support the mission and goals of the organization and share the values of the cooperative.
- ☞ Develop and enhance internal organizational systems and technologies to provide customized, responsive service.

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