



STRATEGIC PLAN 2003-2005

Additional copies of this Strategic Plan are available from:

NEFLIN
2233 Park Avenue, Suite 402
Orange Park, Florida 32073

This document is also available online at www.neflin.org/plan.

Message from the Director

I am pleased to share with you the 2003-2005 Strategic Plan for the Northeast Florida Library Information Network (NEFLIN).

NEFLIN's new Strategic Plan serves as a guide for future services and a policy-making tool for the Board of Directors, committees, and staff. It will be referred to continually over the next three years, not just put in a file cabinet and dusted off in 2005 when we are ready to update it!



Bradley R. Ward
Executive Director

This document differs from previous long-range plans that NEFLIN has created. Earlier plans dealt with the idea of meeting goals, while assuming fairly static, predictable conditions. We realize that rapid changes in both library services and society as a whole, especially in regards to technology, have made it imperative to update our plan more frequently and so this plan is for three years rather than five. It also is a “strategic” as opposed to a “long range” plan. This strategic plan deals with a rapidly changing environment and unveils new Vision, Mission, Values, and Goals statements, as well as new Strategic Directions for NEFLIN. You could say that this plan was truly built from the ground up.

The planning process gave us an opportunity to evaluate current services by working extensively with our members. Learning more about what services are needed by our members helped NEFLIN plan to move in directions that will meet these needs.

I greatly appreciate the work done over the past year by the Planning Committee, our facilitator Gail McGovern, the Board of Directors, and NEFLIN staff. Thanks for making the planning process exciting, enjoyable, and fun!

Bradley R. Ward
Executive Director



VISION

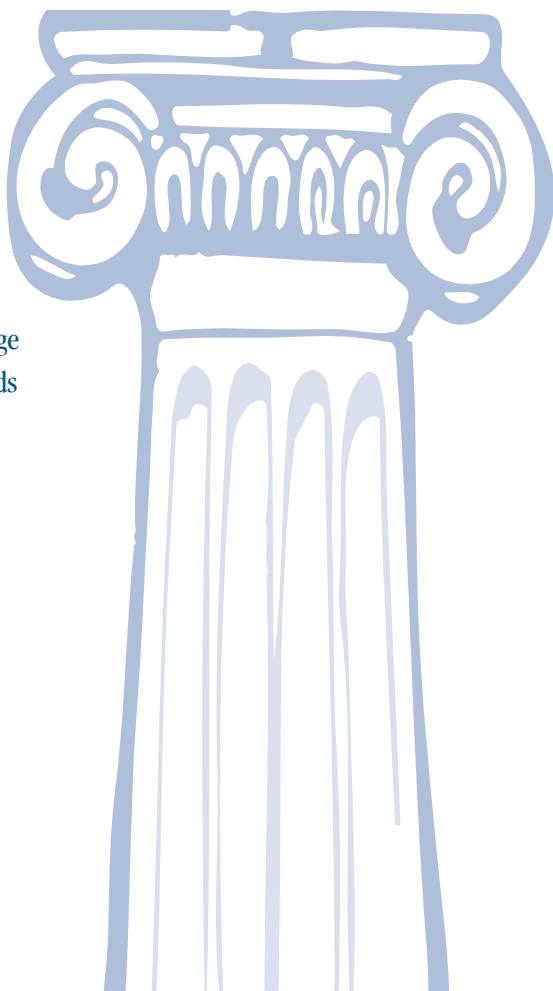
The Northeast Florida Library Information Network (NEFLIN) will provide resources to libraries and information centers of all types in its region, to help them serve and empower their diverse user populations and create a sense of community.

MISSION

The Northeast Florida Library Information Network serves libraries and information centers in 20 counties from coast to coast by providing leadership and support to keep pace with the changing role of information services and technologies.

VALUES

- Creating an environment for sharing knowledge
- Providing services based upon members' needs
- Being innovative thinkers
- Making the best use of resources
- Being accessible and responsive
- Promoting a commitment to lifelong learning
- Supporting freedom of information
- Providing access to information
- Making a difference to the community
- Maintaining a FUN environment



Training: Provide continuing education (CE) for the staff of member libraries and information centers to improve their ability to meet user needs.

1. Assess the CE needs of members annually.
2. Maintain a committee that will actively participate in the planning and evaluation of the CE program.
3. Provide diverse training opportunities that reflect the needs of members.
4. Enhance communication about continuing education issues and trends with representatives from Florida's multitype library cooperatives, the Division of Library and Information Services, and other library organizations.

Resource Sharing: Maximize members' access to resources that will satisfy their information needs.

1. Continue support of interlibrary loan activities between members.
2. Increase the number of members participating in interlibrary loan on OCLC.
3. Ensure all members contribute MARC format bibliographic records to OCLC.
4. Promote reciprocal borrowing agreements currently in place and work to include more members.

Research and Development: Investigate new and emerging innovations in technology and service that will benefit members and their users.

1. Create innovative continuing education services that will keep pace with emerging training methods.
2. Establish committees to investigate new technologies that may benefit members.

Organizational Strength: Maintain and enhance a strong organizational structure.

1. Increase participation by members in the organization.
2. Recruit new members from within the NEFLIN service area.
3. Enhance members' knowledge of NEFLIN services through increased communication.
4. Explore additional sources of funding and support.
5. Secure adequate funding for training and development of NEFLIN staff.

STRATEGIC DIRECTION ONE - CLEARINGHOUSE

Create a clearinghouse to collect information on topics of interest to members.

1

TRAINING

Identify high demand topics and create workshops.

2

RESOURCE SHARING

Collect information on topics requested by members. Develop a list of specialized collections and resources in member libraries and information centers.

3

RESEARCH AND DEVELOPMENT

Investigate technologies and create a clearinghouse.

4

ORGANIZATIONAL STRENGTH

Promote availability of the clearinghouse.

STRATEGIC DIRECTION TWO - CONSULTATION

NEFLIN will provide consulting services on various issues as needed by members.

1

TRAINING

Identify high demand issues and create workshops.

2

RESOURCE SHARING

Put the consultation results in the clearinghouse to be shared by members.

3

RESEARCH AND DEVELOPMENT

Create a database of experts and consultants.

4

ORGANIZATIONAL STRENGTH

Promote availability of consulting services.

The Planning Process

NEFLIN initiated the strategic planning process in May 2001 with the hiring of Gail McGovern of McGovern & Associates as facilitator. Ms. McGovern outlined a planning process and calendar.

The process began at the NEFLIN Annual Meeting on September 21, 2001. Following a review of current NEFLIN services, attendees were given the opportunity to describe new services their own libraries were considering implementing and to dream about possible services that NEFLIN could provide.

Four Strategic Planning Committee meetings were held from October through January. These meetings included a more detailed review of NEFLIN's current services, discussion of how best to obtain additional member input, development of new vision, values, mission, goals statements, creation of new strategic directions for the future, and much laughter and caffeine.

Because NEFLIN values member input, ideas and opinions regarding the needs of member libraries and how NEFLIN can provide services to assist them in meeting these needs were gathered during two separate assessment processes. In early November each member of the Planning Committee conducted several thirty-minute phone interviews with NEFLIN library directors. The entire NEFLIN membership was later invited to participate in an online survey.

NEFLIN's 2003-2005 Strategic Plan was reviewed and approved by the Board of Directors on March 20, 2002.



Strategic Planning Committee

Name	Library
Sharon Jackson	Alachua County Library District
Margie Pace	Blue Cross/Blue Shield
Sheila Evans	Central Florida Community College
Sandy McLuckie	Episcopal High School
Jennifer O'Neill	Florida Times-Union
Gerry Brent	Marion County Public Library
Janet Loveless	Nassau County Public Library System
Sol Hirsch	St. Johns County Public Library
Sherry Millington	Suwannee River Regional Libraries
David Fuller	University of Florida
Vicki Stanton	University of North Florida

Facilitator

Gail McGovern
McGovern & Associates

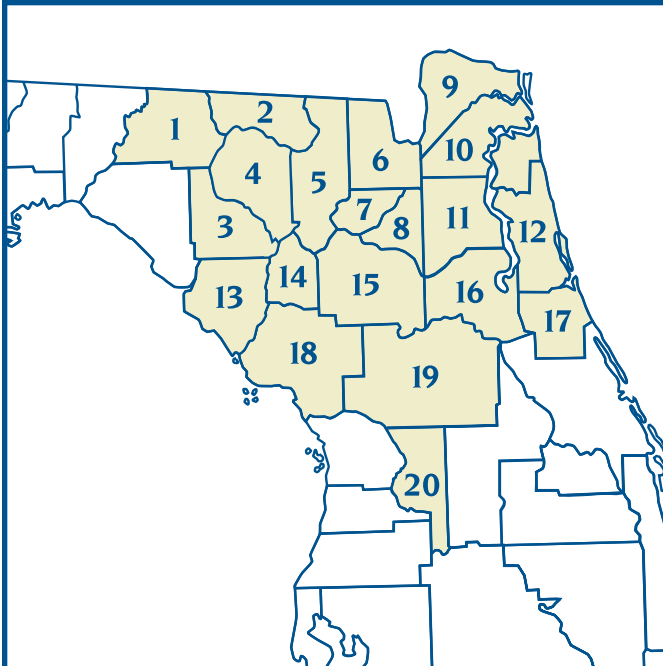
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NEFLIN

NORTHEAST FLORIDA LIBRARY INFORMATION NETWORK

The Northeast Florida Library Information Network (NEFLIN) is a non-profit, multi-type library cooperative committed to serving libraries in Northeast Florida. Incorporated in 1992, NEFLIN's membership currently consists of public, academic, school, and specialized libraries located within a 20 county area in Northeast Florida. NEFLIN is governed by a nine-member, elected, Board of Directors that represents each type of library in the cooperative.

Through grant funding and membership dues, NEFLIN provides members access to training and continuing education, resource sharing, research and development, partnerships for grant funding, leadership opportunities, and additional services through relationships with other organizations.



1. Madison
2. Hamilton
3. Lafayette
4. Suwannee
5. Columbia
6. Baker
7. Union
8. Bradford
9. Nassau
10. Duval
11. Clay
12. St. Johns
13. Dixie
14. Gilchrist
15. Alachua
16. Putnam
17. Flagler
18. Levy
19. Marion
20. Sumter

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Vicki Stanton, President
University of North Florida

Margie Pace, Vice-President
Blue Cross & Blue Shield of Florida

Martha Smith, Secretary
Florida Coastal School of Law

Sol Hirsch, Treasurer
St. Johns County Public Library

Ginny Bird
New River Public Library Cooperative

Ann Farrell
Bursak Biomedical Library at Mayo Clinic - Jacksonville

Cay Gasque
Florida Community College - Jacksonville

Sandy McLuckie
Episcopal High School

Angie Sapp
Clay County Public Schools

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