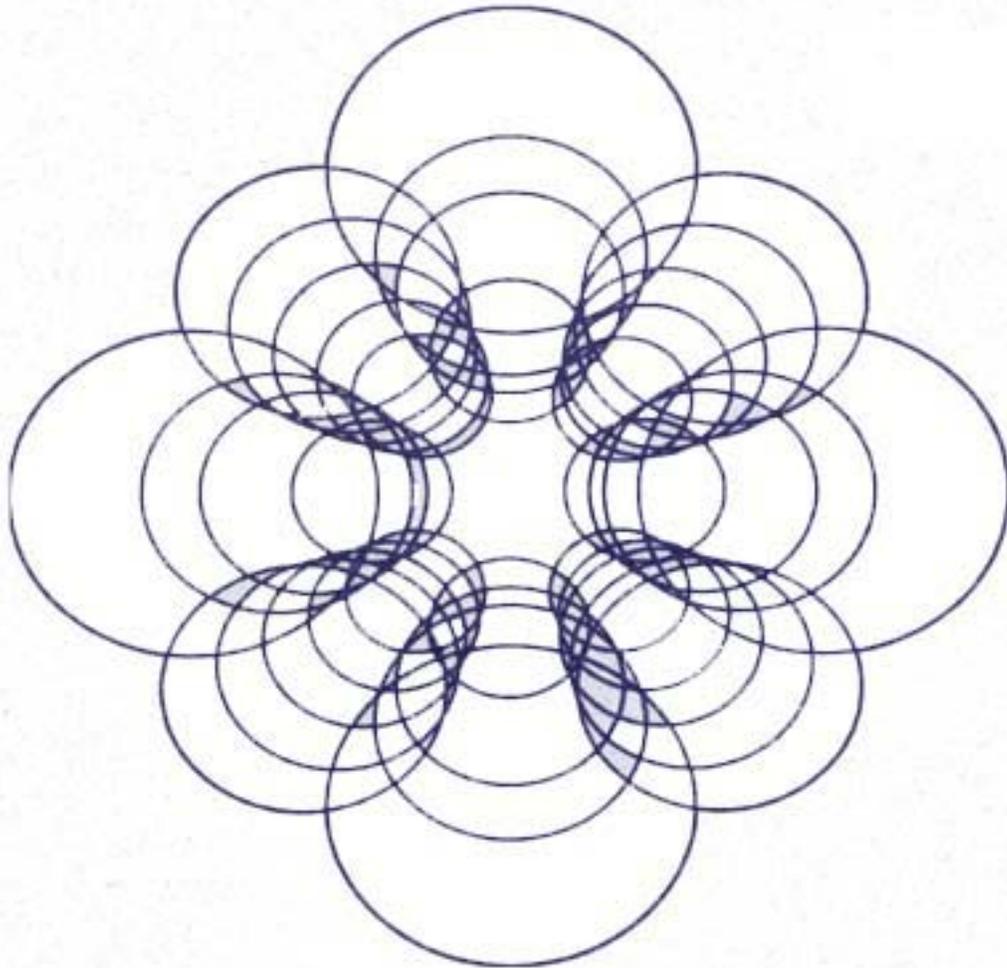


# DESIGNING OUR FUTURE, 2002 - 2007

## Statewide Plan for Washington Libraries



Approved by the Washington State Library Commission  
September 12, 2001

Developed in collaboration with:

Library Council of Washington members  
Washington State Library staff  
and the Washington library community

## **Washington State Library Commission**

Anne Haley, Chair, Yakima  
Wai-Fong T. Lee, Renton  
Marty Gale, Mercer Island  
Erika Lim, Olympia

## **Planning Committee**

John Backes, Shoreline Community College  
Sharon Winters, Pierce County Library System  
Jonalyn Woolf-Ivory, Sno-Isle Regional Library

## **Washington State Library Council**

Neel Parikh, Chair, Pierce County Library System  
*Representing Disadvantaged Libraries*  
John Backes, Shoreline Community College  
*Representing Academic Libraries*  
Susan J. Baker, Bremerton  
*Representing School Libraries*  
Carol Cahill, Pt. Townsend Public Library  
*Representing Public Libraries Under 100,000*  
Nancy Carroll, Lummi Library  
*Representing Cultural Diversity*  
Ann Marie Clark, Fred Hutchinson Cancer Research Center  
*Representing Special Libraries*  
Nancy Graf, Richland  
*Representing School Libraries*  
Laurie B. Miller, Pierce County Law Library  
*Representing Special Libraries*  
Lethene Parks, Stevens County Library District  
*Representing Rural Libraries*  
Linda Pierce, Foley Library, Gonzaga University  
*Representing Academic 4-Year Libraries*  
Michael Scroggins, State Board for Community and Technical Colleges  
*Representing Information Technology*  
Sharon Winters, Pierce County Library  
*Representing Information Technology*  
Jonalyn Woolf-Ivory, Sno-Isle Regional Library  
*Representing Public Libraries Over 100,000*  
Michael B. Eisenberg, Information School, University of Washington  
*Ex-Officio*  
Jan Walsh, Washington State Library  
*Ex-Officio*

## **Washington State Library Staff**

Karen Goettling, Consultant  
Jeff Martin, LSTA Administrative Coordinator  
Linda McMaster, LSTA Administrative Assistant  
Lois Smith, Publications Specialist

# Designing Our Future, 2002-2007

## Statewide Plan for Washington Libraries

### Contents

Introduction.....	4
Purpose and Expectations of Users .....	5
Vision and Values .....	6
Summary of Goals and Methods .....	7
Goals and Strategies	
Online Resources and Services .....	8
Public Awareness .....	9
Universal Access .....	10
Services Focused on Community Needs .....	11
Methods	
Collaboration .....	12
Staff Development and Funding .....	13
Development of Plan .....	14

# Introduction

This plan begins with a list of expectations which the people of Washington have of their libraries, gathered from participants at discussions during forums in 2000.

In the forums and through a survey, participants reaffirmed the vision and values identified in 1997. While the goals and strategies have similar themes, they are updated and reworded to reflect the specific order of priorities and the emerging issues identified by participants in the 2000 forums and survey. The goals of the statewide plan are listed in the order of priority in which participants presented their needs, concerns and issues.

This Statewide Plan provides guidance to Washington libraries as they work collaboratively to achieve mutually supportive goals. In addition, it forms the framework of the Library Services and Technology Act (LSTA) Five-year Plan (2002-2007) that directs how federal funds are used for libraries in the state.

## Implementation

The implementation of a statewide plan that attempts to include the needs of all types of libraries, necessitates action at several levels B local, regional and statewide. Those strategies and activities best accomplished at a statewide level will be implemented by groups and agencies, which work in that arena, including the Washington Library Association, the Washington State Library, the Washington Library Media Association, and others. On a local/regional level, individual libraries of all types, groups of library directors, and informal regional groups will implement the strategies and activities best accomplished at that level. Some actions will be shared between state, regional and local groups--with each taking responsibility for those best implemented at their level.

The activities outlined in this plan were suggested by library staff at the forums and in the survey. These activities are examples and samples of the type of activities to be undertaken to reach the goals of the plan--but action is not limited to the activities listed here. Additional activities will be added as needed. With the fast pace of our society, a five-year plan must be flexible enough to allow the addition, deletion, or altering of activities in response to emerging opportunities, technology, and information.

While performance measures have been developed and will be used to determine the success of the activities, they have not been included in this plan for the sake of brevity.

# Purpose

***The purpose of this statewide plan is twofold:***

1. To provide guidance for libraries in Washington as they work collaboratively to achieve mutually supportive goals.
2. To frame the five-year plan for the use of federal Library Services and Technology Act (LSTA) funds in Washington libraries.

# Expectations of Users

***Library users in Washington will have:***

- Easy and fast access to information whenever and wherever they need it
- Access to traditional materials as well as the newest of electronic services and resources
- Same quality assistance from whatever library (public, school, academic) they visit for any of their needs
- Up-to-date technology
- Services to children and families
- Accommodation of their physical needs
- Remote access to library resources and services at any time of day
- Ability to use other libraries= resources over the Internet
- Access to any library with their library card
- Broad collection of print and electronic materials
- Materials that are relevant to diverse cultures, especially materials in different languages
- AUrban@ level of service in rural areas
- Training on the use of information and technological tools
- Comfortable, safe place to be

*In forums conducted in 2000, library staff and trustees identified that users of libraries have the expectations listed above.*

# Vision

***The people of Washington will have:***

- Customer-centered library resources, services, and facilities that are responsive to community needs
- The opportunity to use library resources and services regardless of cultural background, language, literacy level, age, ability, income level, or geographic location
- Access to ideas and information in a variety of formats, balancing print and electronic resources, with a focus on the most appropriate methods and mediums
- Improved library and information services through widespread cooperative sharing of resources
- The opportunity and ability to learn about, evaluate and use information they need
- Access to information through both physical and virtual libraries electronically connected to the universe of information and knowledge

*This vision is based on the expectations of users for library resources and services in Washington State. In 2000 library staff and trustees reaffirmed, with minor changes, the vision adopted in 1997.*

# Values

***Library staff and trustees believe in:***

- Services based on the needs of the customer and the community, with respect for their diversity
- Lifelong and independent learning
- Basic literacy and information literacy as critical life skills in an electronic world
- Equitable and universal access to information and service by all customers
- Cooperation and sharing of resources among libraries and community organizations
- Intellectual freedom
- Responsible stewardship of public funds
- Reading as a means to education, enlightenment and enjoyment

*Library staff and trustees reaffirmed, with minor changes, these values.*

# SUMMARY OF GOALS FOR 2002-2007

*Together, the library community in Washington will work to:*

1. Increase the ability of the people of Washington to learn how to use and access integrated online resources and services on a 24-hour basis.
2. Increase the appreciation, support and awareness of library resources and services.
3. Increase the ability of the people of Washington to have access to library resources and services in all areas of the state.
4. Ensure that libraries of Washington have resources and services that meet the needs of all segments of their communities.

## Methods to Achieve Goals

- A. All types of libraries will coordinate, collaborate and partner with each other and other groups for increased effectiveness.
- B. Library staff will have the knowledge and skill to provide quality service to their customers.
- C. Libraries will have stable and adequate funding to provide effective library service.

# GOALS AND STRATEGIES FOR 2002-2007

## Online Resources and Services

1. *Increase the ability of the people of Washington to learn how to use and access integrated online resources and services on a 24-hour basis.*

### Strategies:

- Ensure electronic connectivity among libraries
- Ensure equity of access, especially for rural libraries
- Increase access to commercial and locally created electronic resources
- Increase the information literacy of the public
- Ensure libraries have up-to-date technology and adequately wired facilities
- Increase remote access to library services and resources beyond traditional library hours

### Activities:

- ❖ Obtain stable funding and solidify an organizational structure for statewide database licensing project
- ❖ Connect public libraries to the K-20 educational telecommunications Network
- ❖ Develop and implement a cooperative virtual reference service across all types of libraries
- ❖ Work with vendors to streamline and standardize electronic tools and software in support of libraries.
- ❖ Train library staff on the value of access to electronic databases and how to use electronic databases.
- ❖ Train the public to effectively evaluate and use online resources, continuing the information literacy initiative.

## **Public Awareness**

### ***2. Increase the appreciation, support, and awareness of library resources and services.***

#### **Strategies:**

- Promote the value of libraries to the people of Washington
- Educate community leaders and legislators on library issues and the value of libraries
- Enhance the ability of school libraries to increase support and funding for their services
- Increase awareness of intellectual freedom issues

#### **Activities:**

- ❖ Assess the public's perception of libraries and implement a coordinated marketing effort to increase use and support of libraries.
- ❖ Develop training to increase the skill of library staff/trustees in advocacy, marketing, and public relations.
- ❖ Develop appropriate materials and tools for library staff to use in promoting libraries and publicizing their local services.
- ❖ Build and expand on the information literacy campaign with continued marketing, promotion and training.
- ❖ Enhance the statewide web site, Washington Libraries Online (WLO), to increase public awareness of libraries, and to connect them to their local libraries.

## Universal Access

### ***3. Increase the ability of the people of Washington to have access to library resources and services in all areas of the state.***

#### **Strategies:**

- Increase the effectiveness of resource sharing and the speed of delivery
- Reduce the physical, geographic, age, language, literacy and cultural barriers faced by rural and remote libraries and their users
- Increase the ability of libraries to share resources across geographic and legal boundaries
- Promote provision of local public library service for all counties and municipalities throughout Washington

#### **Activities:**

- ❖ Investigate the viability of other models for statewide resource sharing.
- ❖ Work out protocols for providing Aseamless@ library service, including policies, sharing of collections, searching of multiple catalogs, funding, and minimizing jurisdictional boundaries.
- ❖ Enhance Washington Libraries Online (WLO) as a statewide portal for universal access to library catalogs and services.
- ❖ Explore the potential for using common searching tools to enhance access across library web sites.
- ❖ Develop and provide common guidelines and recommended practices for technology-based services, such as metadata and digital imaging standards.

## Services Focused on Community Needs

### **4. *Ensure that libraries of Washington have resources and services that meet the needs of all segments of their community.***

#### **Strategies:**

- Increase the awareness of library staff and trustees to the needs of children, families and culturally diverse populations
- Increase the responsiveness of libraries to unique community needs for specialized resources and services
- Establish partnerships with local businesses, private organizations, non-profit groups and public service agencies to meet the needs of specialized populations
- Establish partnerships with local heritage organizations to identify and preserve materials unique to individual communities

#### **Activities:**

- ❖ Develop training and model programs to assess needs and enhance services to children and their families.
- ❖ Develop training and model programs to assess needs and enhance outreach services to culturally diverse communities.
- ❖ Develop cooperative collections, including practices for the acquisition and lending of specialized collections, such as foreign language materials and materials for the visually impaired.
- ❖ Develop and implement plans for the reservation of unique local and state materials.

# Methods to Achieve Goals

## Collaboration

**A. *All types of libraries will coordinate, collaborate and partner with each other and other groups for increased effectiveness.***

### **Strategies:**

- Develop collaborative efforts among libraries through resource sharing, training, funding, and programming
- Develop collaborative efforts between libraries, community agencies and local government, public and non-profit groups
- Develop partnerships with the private sector, including book publishers, foundations, web service providers, and the business community
- Encourage all types of libraries to hold local and regional meetings (especially public and school libraries) to discuss common concerns
- Use the development of the Statewide Database Licensing project as a model for cooperative efforts
- Use the Washington State Library as the catalyst for statewide collaboration and cooperation

### **Activities:**

- ❖ Include collaboration as a criteria for allocating federal funds to libraries.
- ❖ Coordinate collections and services among libraries in a local area or region including heritage organizations and archives.
- ❖ Expand consortia and cooperative purchasing among libraries, including e-books.

## Staff Development

***B. Library staff will have the knowledge and skill to provide quality service to customers.***

### Strategies:

- Ensure that training for library staff is appropriate to local needs and available in convenient and easily accessible locations, especially for rural and remote libraries
- Improve the ability of library staff to help users learn about information and technology
- Ensure that training is available in support of specific statewide initiatives.

### Activities:

- ❖ Provide training in a variety of subjects including technology, children's services, information literacy, use of electronic services, customer service, assessment, advocacy, marketing, and preservation of materials.
- ❖ Expand training programs based on regular assessment of the training development needs of library staff and the effectiveness of training efforts.
- ❖ Develop and implement training for library staff to help their customers learn about information and the use of technology
- ❖ Provide distance education opportunities for professionals and para-professionals.

## Funding

***C. Libraries will have stable and adequate funding to provide effective library service.***

### Strategies:

- Pursue funding for library resources and services at the state level
- Ensure adequate funding is targeted for school libraries
- Increase assistance and support for libraries to obtain funding from non-traditional sources, grants, and gifts
- Pursue alternative funding for statewide initiatives

### Activities:

- ❖ Develop and implement training for school library media specialists to increase their ability to advocate for support of their resources and services.
- ❖ Develop training and resources to help libraries obtain funds from a broad range of sources at the local, state and national level.

## Development of *Designing Our Future, 2002-2007*

Every three to five years library staff, trustees and citizens are asked to review the library and information needs of the people of Washington and to help determine the future direction of libraries across the state. These ideas are gathered into a statewide plan for Washington libraries.

The state's formally adopted statewide plan, *Designing Our Future*, was developed in 1997 under the guidance and direction of the Washington State Library Commission and the Washington Advisory Council on Libraries.

In 2000, the Library Council of Washington chose to revise the plan rather than conduct a new process for 2002-2007. As a result, the 2002-2007 plan builds on the initial discussions of the library community as they developed the first statewide plan for Washington libraries.

Three methods were used to gather additional ideas, opinions, and suggestions from the library community for inclusion in the revision of this 2002-2007 Statewide Plan:

- An electronic survey of library staff and trustees of all types of libraries (June-September 2000)
- Four regional forums, held in Edmonds, Olympia, Spokane, Yakima (October-November 2000)
- Two interactive video conference forums held in Bremerton, Ellensburg, Kennewick, Lacey, Mount Vernon, Moses Lake, Vancouver, Wenatchee (October-November 2000)

Over 150 people responded with comments, suggestions, and ideas through these opportunities.

## Acknowledgements

Special thanks to the staff of Washington State Library who supported this effort:

### **Consultants Team**

Patty Ayala  
Susan Barrett  
Jeanne Crisp  
Karen Goettling  
Jeff Martin  
Linda McMaster  
Gayle Palmer  
Jeremy Stroud

### **WSL Staff**

Jerri Bennett  
Bobbie DeMiero  
Bob Hudnall  
Tracy Schwent

Please address comments and questions to:

Nancy Zussy, State Librarian  
Washington State Library  
PO Box 42460  
Olympia, WA 98504-2460  
360-753-2915  
Fax: 360-586-7575  
nzussy@statelib.wa.gov

An electronic version of the plan is posted at:

[http://wlo.statelib.wa.gov/services/Statewide\\_Plan/stplan.pdf](http://wlo.statelib.wa.gov/services/Statewide_Plan/stplan.pdf)

This plan was reviewed by the Library Council of Washington on July 12, 2001 and by adopted by the Washington State Library Commission on September 12, 2001

Coordinated by Washington State Library. Funded by Library Services and Technology Act (LSTA) funds from the Institute of Museum and Library Services (IMLS).