



Vision:
Every New Jersey Library -
Connected and Thriving

Mission:
We connect all New Jersey's libraries to each other and
to the resources they need to serve their communities.

LibraryLinkNJ Activity Plan - FY2023-FY2025

Goal 1 - INNOVATION & LEADERSHIP: LLNJ makes innovation and leadership possible by facilitating the sharing and implementation of ideas		
Objective 1.1: Leverage statewide partnerships to coordinate learning opportunities, resources, advocacy, and best practices related to emerging topics that impact all libraries		
Activity	Person/Group Responsible	Timeline
Amplify the advocacy efforts of our partners via our website, social media channels, forums, and email newsletters	Executive Director & CE Team	FY23 - Current
Build capacity for members to collaborate and lead initiatives by organizing informal virtual meetups hosted by members about emerging topics	CE Team	FY23 - Spring
Establish more projects like the TOPCATS initiative as needs arise	Executive Director and Project Manager in coordination with the Executive Board and partner organizations	<i>Determined by need</i>
Objective 1.2: Establish equity, diversity, and inclusion as a core value of all LLNJ's programs and practices		
Activity	Person/Group Responsible	Timeline
Define LLNJ's core values	Executive Board	FY24 - Fall Board Retreat
Develop partnerships with organizations that support equity, diversity, and inclusion by serving underserved populations in NJ	CE Team	FY23 - Current
Examine existing, ongoing initiatives and increase their EDI content, where applicable.	CE Team	FY23 - Spring
Utilize member feedback to design programs and initiatives that afford members a sense of belonging in the organization	CE Team	FY23 - Spring
Expand format, location, and timing options for programs and events, with the goal of making them more accessible to a diverse membership	CE Team	FY23 - Spring
Objective 1.3: Increase mini-grants for pilot programs		
Activity	Person/Group Responsible	Timeline
Seek outside funding to support re-granting program	Executive Director & Fund Development Committee	FY23 & ongoing
Showcase grant projects at annual "Day of Innovation"	Dependent on ability to offer grants	<i>TBD no later than FY25</i>

Objective 1.4: Find more ways to share innovative programs among members		
Activity	Person/Group Responsible	Timeline
Facilitate sharing of best practices for public programs (pros and cons, tips and tricks)	CE Team	FY23 - Current
Create shared calendar & database of public programs	<i>Will need additional staff to expand in this area - Future Digital Programming Specialist position</i>	<i>TBD no later than FY25</i>
Facilitate sharing of best practices for staff development (pros and cons, tips and tricks)	CE Team	FY23 - Current to limited degree
Create shared calendar & database of staff development programs	<i>Will need additional staff to expand in this area - Future Digital Programming Specialist position</i>	<i>TBD no later than FY25</i>
Showcase public and staff development programs in newsletter highlighting "Best practices"	CE Team	FY23 & ongoing
Host lightning presentations about the pros and cons of new programs	CE Team	FY24
Create a Performers & Speakers Database	<i>Will need additional staff to expand in this area - Future Digital Programming Specialist position</i>	<i>TBD no later than FY25</i>

Goal 2 - FACILITATING LEARNING: People working in New Jersey libraries have the knowledge, skills, and tools they need to confidently serve their patrons

Objective 2.1: Create an on-demand learning platform with simple access for members		
Activity	Person/Group Responsible	Timeline
Research LMS to store LLNJ programs	CE Team	Spring FY23
Record all virtual learning activities and store in LMS	CE Team	FY23
Establish guidelines for content creation and development of original programming for platform (internal)	CE Team & Consultant <i>Will need additional staff to expand in this area - Future Digital Programming Specialist position</i>	FY23-FY24
Establish guidelines for selecting programming for platform (e.g. learning content developed by other institutions)	<i>Will need additional staff to expand in this area</i>	FY23-FY24
Develop plan for organizing and weeding LMS as necessary	CE Team <i>Will need additional staff to expand in this area - Future Digital Programming Specialist position</i>	FY23-FY24
Develop original programming	<i>Will need additional staff to expand in this area - Future Digital Programming Specialist position</i>	FY23-FY24

Objective 2.2: Develop learning paths for various library staff career stages and roles		
Activity	Person/Group Responsible	Timeline
Model paths after Super Supervisor	<i>Will need additional staff to expand in this area - Future Program & Outreach position</i>	<i>TBD no later than FY25</i>
Consider mid-career roles and non-traditional roles like safety staff and volunteer coordinators	<i>Will need additional staff to expand in this area - Future Program & Outreach position</i>	<i>TBD no later than FY25</i>
Offer certificates for learning path completion	<i>Will need additional staff to expand in this area - Future Program & Outreach position</i>	<i>TBD no later than FY25</i>
Collect feedback from member staff to understand learning needs and professional goals	<i>Will need additional staff to expand in this area - Future Program & Outreach position</i>	<i>TBD no later than FY25</i>

Objective 2.3: Work to coordinate learning opportunities statewide		
Activity	Person/Group Responsible	Timeline
Establish joint CE committee with NJLA, NJSL, & NJASL	CE Team	FY23
Send programming calendar outline of major events to partners six months in advance - dates and titles - avoid overlapping dates	CE Team	FY23 - Spring
Communicate with partners to avoid duplicate programming	CE Team	FY23 & ongoing
Create and promote a joint CE calendar - See shared calendar above (1.4)	CE Team	Dependent on partner involvement

Objective 2.4: Hold regular member listening sessions to better understand needs and ways to respond		
Activity	Person/Group Responsible	Timeline
Integrate feedback mechanisms into programming, newsletters, and meetings	CE Team	FY23 - Current
Host LLNJ virtual "office hours" when library staff can discuss challenges and needs	CE Team & Executive Director	FY23 - Spring
Host in-person and virtual local meetups to collect feedback and suggestions from member library staff	<i>Will need additional staff to expand in this area - Future Program & Outreach position</i>	<i>TBD no later than FY25</i>

Goal 3 - RESOURCE SHARING: New Jersey residents and students have barrier-free access to the resources they need in a variety of formats

Objective 3.1: Hold a statewide summit to collect input on how to increase resource sharing

Activity	Person/Group Responsible	Timeline
Develop summit agenda with key stakeholders	Executive Director in collaboration with State Librarian	FY24
Maximize summit's accessibility to members	Executive Director in collaboration with State Librarian	FY24

Objective 3.2: Rethink delivery for increased efficiency, sustainability, and equity

Activity	Person/Group Responsible	Timeline
Hire a logistics consultant to recommend a model for state-wide delivery	Resource Sharing Committee	FY23 - Spring
Execute a delivery and resource sharing study with a focus on increasing equity of access to delivery	Resource Sharing Committee	FY24
Agree on estimated timeline to implement improvements to resource-sharing	Resource Sharing Committee	<i>Dependent the above</i>

Objective 3.3: Explore future pathways for sharing eResources

Activity	Person/Group Responsible	Timeline
Map current NJ eBook landscape	Executive Director in collaboration with State Librarian	FY23 - Current
Promote existing resource sharing initiatives in NJ	CE Team in collaboration with Resource Sharing Committee	FY24
Determine potential partners and discuss need for eResources with partners	Executive Director <i>Will need additional staff to expand in this area</i>	<i>TBD no later than FY25</i>
Pilot new eResource sharing programs	<i>Will need additional staff to expand in this area</i>	<i>TBD no later than FY25</i>

Objective 3.4: Pilot a resource sharing program that could lead to a statewide library card

Activity	Person/Group Responsible	Timeline
Map current reciprocal and open borrowing relationships in the state	Resource Sharing Committee	<i>TBD no later than FY24</i>
Facilitate study group that investigates other statewide programs and develops guidelines	Resource Sharing Committee	<i>TBD no later than FY25</i>
Develop a pilot program and agree on metrics for success	<i>Dependent the above</i>	<i>TBD no later than FY25</i>
Engage stakeholders as part of the design process	<i>Dependent the above</i>	<i>TBD no later than FY25</i>

Goal 4 - ENGAGEMENT: New Jersey libraries are connected to each other and LLNJ

Objective 4.1: Find ways to strengthen regional connections among libraries of all types

Activity	Person/Group Responsible	Timeline
Host and sponsor local meetups making sure in-person meetups are equitably distributed geographically	MentorNJ TF	FY23
Develop a local ambassador program	Executive Director	FY25
Re-evaluate and revise MentorNJ's goals and objectives	Programming & Outreach Coordinator and MentorNJ TaskForce	By June 2023
Build a peer-to-peer skill-sharing network via a knowledge-based portal for NJ libraries and library staff	L-TAG CE Team MentorNJ TF	FY23 Current

Objective 4.2: Develop levels of engagement with guidelines for each level leading to increased support of LLNJ's mission

Activity	Person/Group Responsible	Timeline
Develop a member engagement strategy and define levels of member engagement to help guide the internal work of increasing engagement and participation of members	Membership Committee Executive Director CE Team	FY24-25
Determine member engagement metrics	Membership Committee Executive Director CE Team	FY24-25
Develop mechanisms to track and measure member engagement, including surveys and digital interactions	Membership Committee Executive Director CE Team	FY24-25

Objective 4.3: Explore rebranding to better define LLNJ's role and value

Activity	Person/Group Responsible	Timeline
Create statements that differentiate LLNJ from NJLA and NJSL	Executive Board	FY24 - Fall Board Retreat
Define LLNJs values to use in branding	Executive Board	FY24 - Fall Board Retreat
Develop an awareness campaign with help of NJLA and NJSL	Executive Director	TBD no later than FY25
Test new names and branding	Dependent the above	TBD no later than FY25

Objective 4.4: Create a development plan to increase investment from current and prospective funders

Activity	Person/Group Responsible	Timeline
Develop a case statement for vendors and other potential funders/foundations	Fund Development Committee	FY24
Report strategic plan implementation progress to Board, Members, and NJSL	Executive Director & CE Team	Annually at Spring Membership Meeting
Create a sponsorship program for CE and other opportunities	Executive Director & CE Team	FY24