

STRATEGIC PLANNING

Presented at “Research Help Now” Annual Meeting

April 13, 2012

Washtenaw Community College

Strategic Planning

- Background
 - MCLS – 2007?
 - WCC currently working on Strategic Plan
 - Spoke with key members at WCC
 - Planning Process
 - Data Analysis
 - Finished a non-credit Strategic Planning course at EMU

What is a Strategic Plan?

Successful strategic plans are working documents that explain where you are going and promote the constructive change that will get you there.

- Three elements
 - Where are we now? -- See handout
 - Where are we going?
 - How will we get there?

The result of this effort, the strategic plan, serves as the basis for action that directs all resources toward that future. The plan, which must be practical and flexible, guides daily decisions.



Why develop a Strategic Plan?

Why Now?

1. The Collaborative needs to identify its values
2. The Collaborative needs a vision statement
3. The Collaborative needs direction
4. The Collaborative must be sustainable



Strategic Plan Phases

- Phase One: Analyze
 - SurveyMonkey– completed
 - Follow up to group– two more questions
 - Option to interview outsiders who are not part of collaborative
 - What are our threats?
- Phase Two: Plan
 - Identify Values
 - Create Vision statement
- Phase Three: Implement
 - Identify goals to implement vision statement
- Phase Four: Measure
 - 2013-2014
 - How?



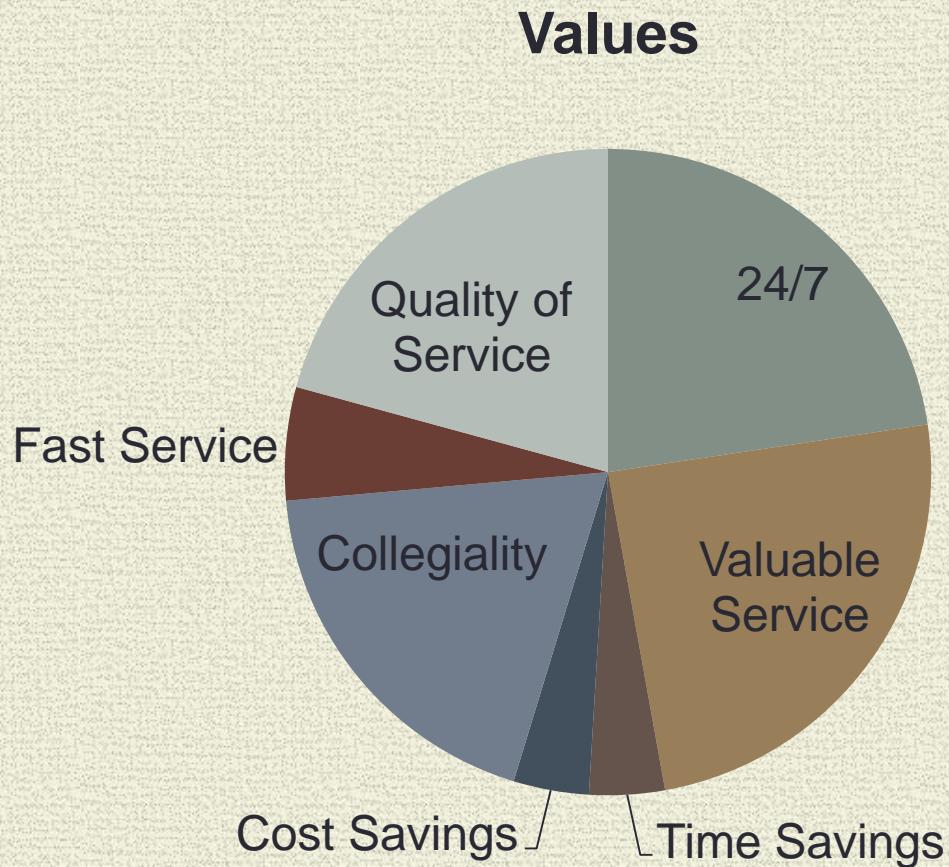
Preliminary Review of Survey Monkey

Background

- Survey Monkey was sent out via our VR listserv on February 1, 2012
- Survey closed on March 1, 2012
- Collected 33 responses, 71 librarians are part of VR listserv- 46% response rate
- Not everyone answered all five questions
- Some provided multiple answers
- Five questions:
 1. What do you think we value most as a collaborative?
 2. What do you think are Research Help Now's greatest strengths?
 3. What do you think are Research Help Now's greatest opportunities for growth?
 4. What do you think the top 3 priorities should be for the collaborative over the next 2-3 years?
 5. If one thing could be improved with the collaborative over the next year, what would it be?

Data: Question 1

- *What do you think we value most as a collaborative?*
 - Common Themes

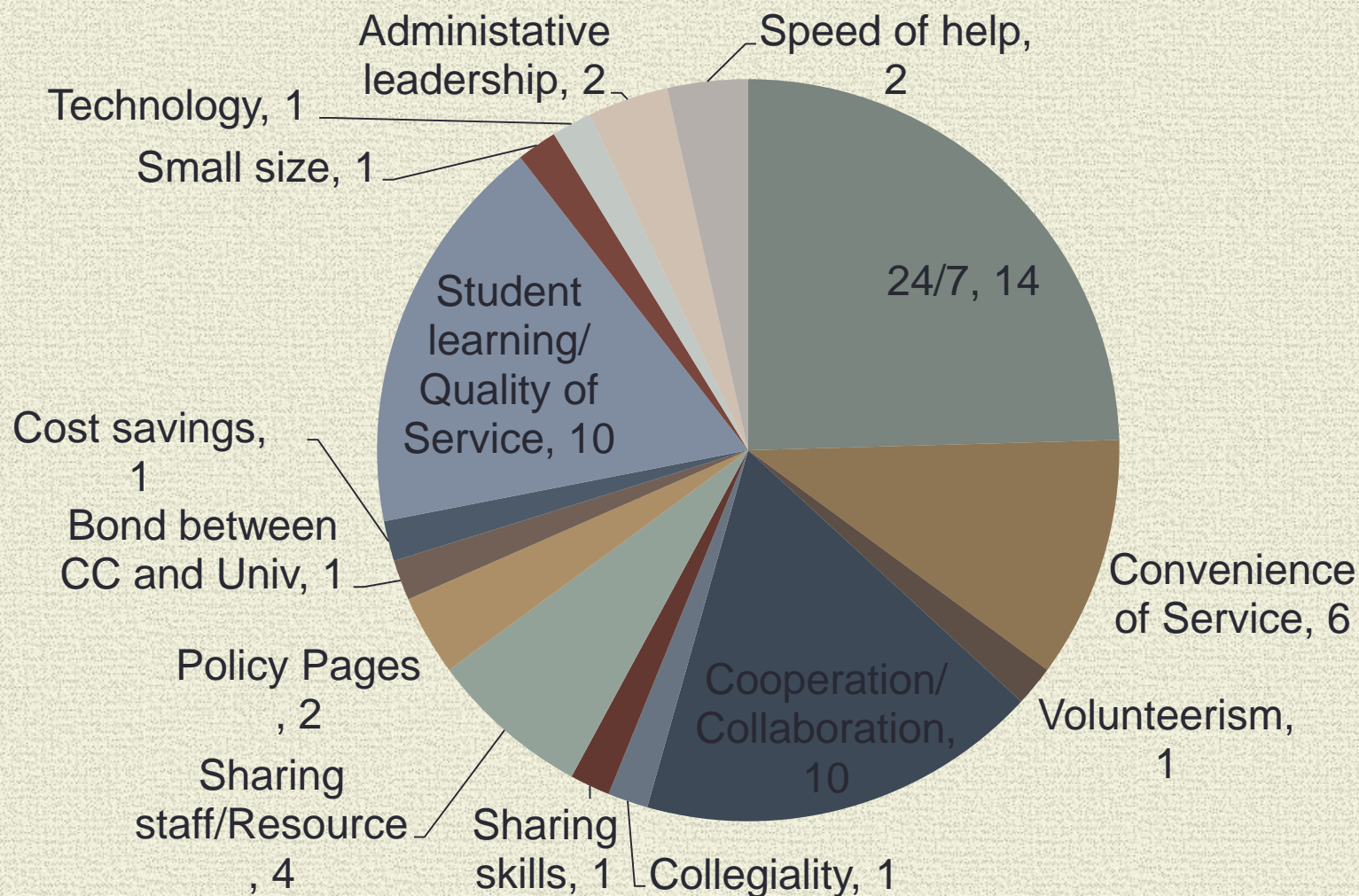


Data: Question 2

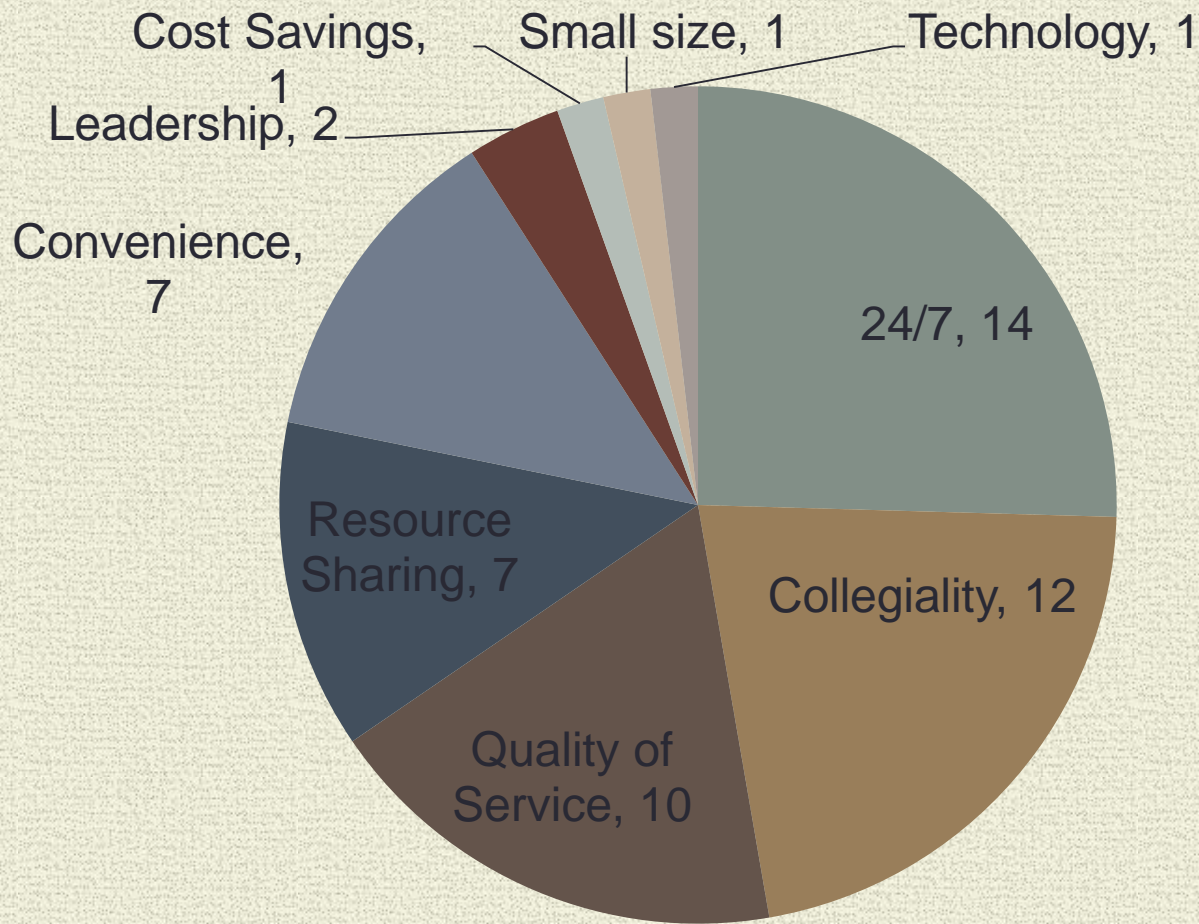
What do you think are Research Help Now's greatest strengths?

- *Common Themes*
 - *Next slide*

Greatest Strengths



Data: Question 2 Combined Themes

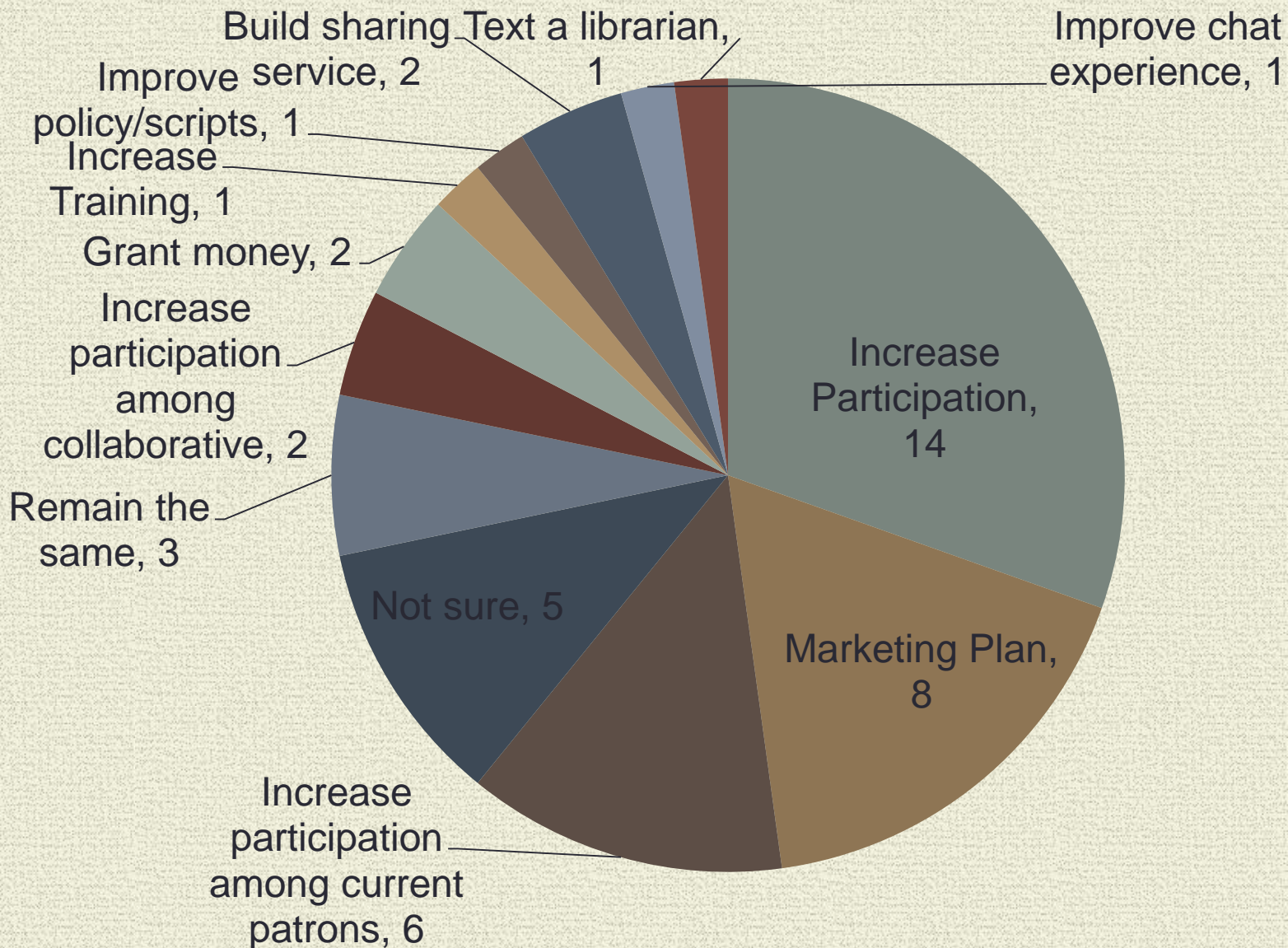


Data: Question 3

What do you think are Research Help Now's greatest opportunities for growth?

- *Common Themes*
 - *Next slide*

Growth



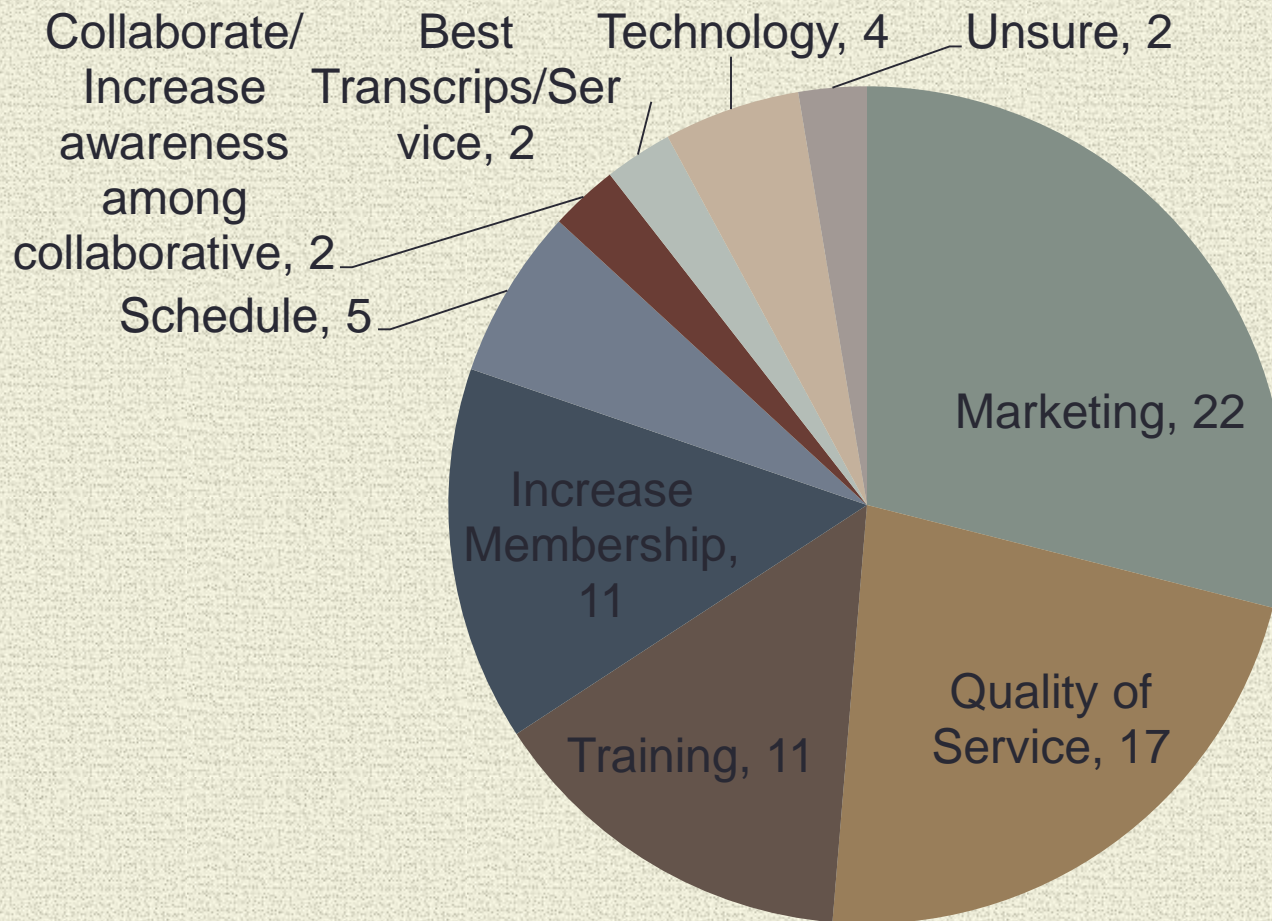
Data: Question 4

What do you think the top 3 priorities should be for the collaborative over the next 2-3 years?

- *Common Themes*

- *Training*
- *Marketing*
- *Quality Control/Best Practices*
- *Increase best transcripts/service*
- *Increase participants*
- *Increase membership*
- *Increase awareness of service to our administrators*
- *Scheduling*
- *VR Documentation*
- *Get QP to improve software*
- *Improve technology*
- *Policy Page/Scripts*
- *Unsure*
- *How to handle increased chat traffic*
- *Identify subject experts*
- *Annual meetings*
- *Collaboration*
- *Websites*
- *Cost*
- *Analysis of Collaborative*
- *Increase awareness of our libraries to each other*

2-3 Priorities

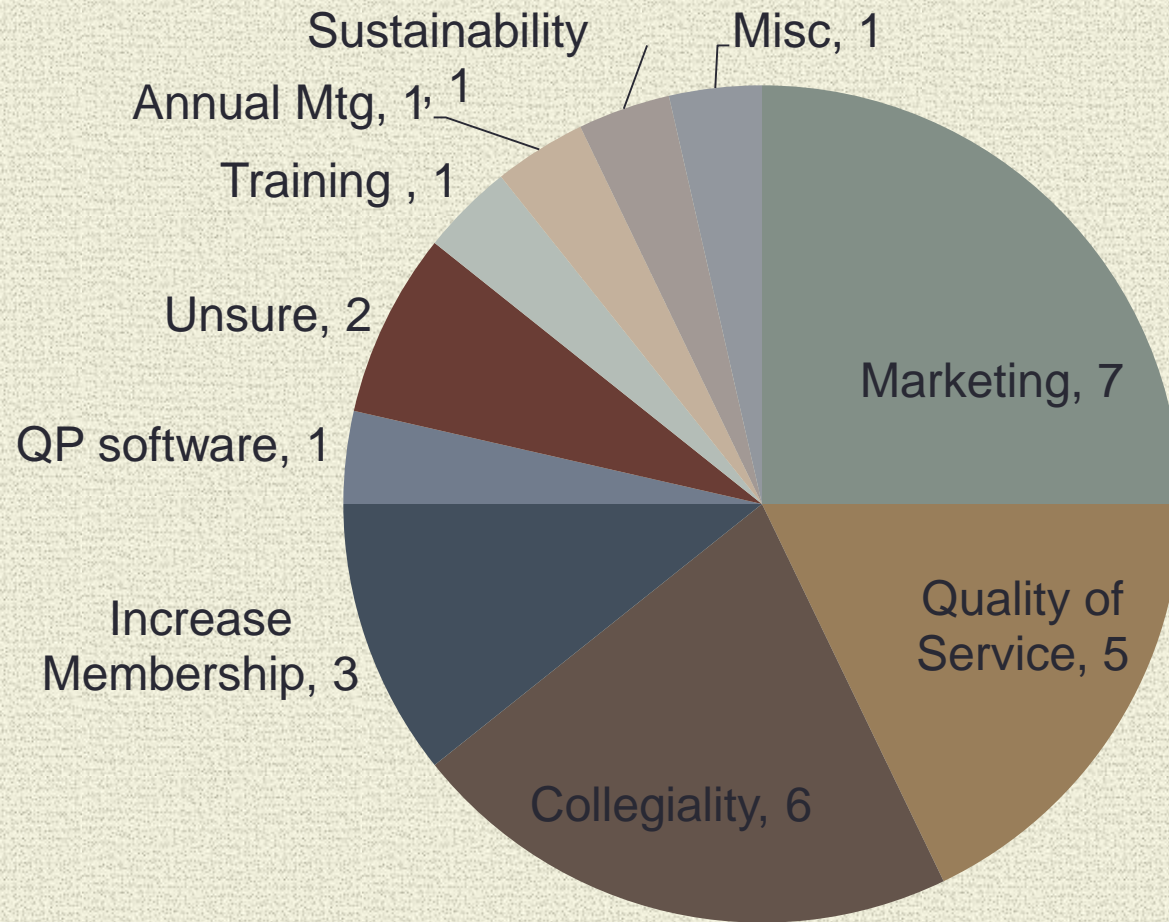


Data: Question 5

If one thing could be improved with the collaborative over the next year, what would it be?

- Common Themes
 - Marketing- 5 votes
 - Quality of Service- 3 votes
 - Increase membership- 3 votes
 - More involvement from collaborative membership- 2 votes
 - Best Practices- 2 votes
 - Increase use by patrons- 2 votes
 - Increase MI librarians online- 2 votes
 - Unsure – 2 votes
 - More time to spend w/own student- 1 vote
 - QP software- 1 vote
 - Training Material- 1 vote
 - Better communication among collaborative- 1 vote
 - Annual Meeting at different location- 1 vote
 - Sustainability- 1 vote
 - Not a response for improvement – 1 vote

One Improvement for Next Year



Follow Up Questions

1. What are the core factors that give life to this organization, when it is at its best?
2. If you had a magic wand, and could have any three wishes granted to heighten the health and vitality of this organization, what would it be?
3. What do you foresee as our threats?

Where do we go from here?

- Identify what Research Help Now **values**
 - Time frame?
- Identify **vision** statement for Research Help Now
 - Time frame?
- Work on **one area for improvement** over the next year
 - Marketing
- Strategic Plan
 - Work in progress
 - **Meet in fall**? At MLA Annual Conference?
- What else?

