

Montana State Library (MSL) Commission's Strategic Market Plan

TARGET: Governor and staff

Message: The MSL, through the provision of access to mission critical information, is a resource that is essential to the successful functioning of state agencies, as well as businesses, organizations, and individuals who interact with state agencies.

Goal: The governor and staff will be accessible and listen to the State Librarian and/or commissioners and support the MSL mission and budget.

TARGET: State agency executives and key personnel

Message: The MSL is a valued partner, as an information resource and broker enabling and/or enhancing agency success.

Goal: Agency executives and staff will support the MSL's request for budget, recognizing MSL as a valued partner and an enabler of agency mission.

TARGET: Legislators

Message: The MSL mission is three-pronged: To strengthen appropriate local libraries, to serve the information needs of agencies of state, and to serve government-generated information to Montana businesses, organizations, and citizens.

Goal: To garner the goodwill and, ultimately, the support of the legislature for MSL agenda and budget.

TARGET: Leaders in communities throughout the state, including local office holders and professional commodity groups

Message: The MSL meets, and enables local libraries to meet, information needs of local communities and individual citizens, improving the quality of life and strengthening economic development

Goal: To network so as to build grass-root support, with local legislators, for the MSL agenda and budget—and, indirectly, for the budgets and agenda of local libraries throughout the state.

TARGET: Public Library Directors

Message: There is exceptional value in MSL-sponsored statewide contracts and MSL-sponsored staff development, which allow for the effective leveraging of local dollars and improvement of information services.

Goal: Local library directors will understand and support the MSL agenda.