

**Plan of Action for AskMontana
FY 2009/FY 2010**

Goal 1: Increase usage of the service

Objective 1: Increase email and chat transactions combined by 10% by 06/30/10. Lead staff: Betsy Garlish and Tracy Cook

Objective 2: Survey members regarding a marketing program emphasis change such as baby boomers by 04/22/09 . Lead staff: Sara Groves

Objective 3: Increase number of libraries who link to AskMontana by 15% by 06/30/2010. Lead staff: Tracy Cook

Objective 4: Implement Instant Messaging Service by 06/30/10. Lead staff: Tracy Cook and Betsy Garlish

Objective 5: Work with Tom Marino to add metadata to AskMontana that would make it show up in search engines by 5/01/2009. Lead staff: Tracy Cook

Goal 2: Patrons receive excellent service

Objective 1: Practice one on one and visit with 7 libraries in the cooperative by 06/30/10. Lead staff: Tracy Cook, Lauren McMullen, Maggie Meredith

Objective 2: Provide a face-to-face training by 8/1/09. Lead staff: Tracy Cook

Objective 3: Provide a virtual reference session at the annual conference by 4/25/09. Lead staff: Betsy Garlish

Objective 4: Increase the number of email questions and chat follow-ups that receive a response within 1 business day by 5% by 06/30/2010. Lead staff: Betsy Garlish and Tracy Cook

Objective 5: Set up mentoring and/or training between more experienced cooperative members and less experienced cooperative members by 06/30/2010. Lead staff: Tracy Cook

Objective 6: Develop virtual online sessions for librarians by 06/30/2010. Lead staff: Lauren McMullen

Goal 3: Librarians feel comfortable with the software and providing the service

Objective 1: Interview librarians to see what they need to feel more comfortable by 05/01/2009. Lead staff: Tracy Cook

Objective 2: Provide face-to-face training by 8/1/09. Lead staff: Tracy Cook

Objective 3: Consider for implementation two or more suggestions that librarians might have for improving service (if applicable) by 12/31/09. Lead staff: Tracy Cook and Betsy Garlish

Objective 4: Practice one on one and visit with 7 libraries in the cooperative by 06/30/10. Lead staff: Tracy Cook, Lauren McMullen, Maggie Meredith

Objective 5: Have one VR session at the annual conference by 4/25/09. Lead staff: Betsy Garlish

Objective 6: Librarians meet at least once annually to discuss service by 10/30/09. Lead staff: Betsy Garlish

Objective 7: Work with academic libraries to determine how to best implement AskMontana in their libraries by 1/01/10. Lead staff: Tracy Cook

Objective 8: Develop ways to recognize and reward librarians by 07/01/2009. Lead staff: Betsy Garlish and Tracy Cook

Goal 4: AskMontana is sustainable and successful

Objective 1: Discuss with librarians, coordinator, and MSL staff what we need to see in order for program to continue by 3/31/09. Lead staff: Tracy Cook

Objective 2: Interview libraries to find out what they think the cooperative needs to be sustainable by 12/31/10. Lead staff: Tracy Cook

Objective 3: Consider implementing any suggestions from interviews by 06/30/10 (if applicable). Lead staff: Tracy Cook and Betsy Garlish

Objective 4: 4 new libraries join the cooperative by 06/30/10. Lead staff: Tracy Cook

Objective 5: Explore options for increasing funding through the state. This would be laying the groundwork for the next legislative session by 10/17/09. Lead staff: Tracy Cook, Sarah McHugh

Objective 6: Encourage administrators of larger systems to allow more staff to cover. The additional hours will increase the Montana presence and assist our local Montana citizens in reaching a Montana librarian by 12/31/10. Lead staff: Tracy Cook and Betsy Garlish

Objective 7: Administer regular assessment surveys of participating Ask Montana librarians and libraries to provide in-depth feedback on the service for planning purposes, and to assess participation and support for the service in the spring and fall. Lead staff: Betsy Garlish

Objective 8: Administer regular assessment surveys (above and beyond the current exit survey now provided to chat patrons) to provide more information on our service from a patron perspective, as well as demographic data about our users in spring and fall. Lead staff: Betsy Garlish

Objective 9: Redesign and continue surveying patrons with the hopes of discovering how the service benefits them by 07/01/09. Lead staff: Betsy Garlish