

Montana State Library Commission – DRAFT Mission Statement and Goals

Montana State Library Commission (MSLC) is committed through leadership, advocacy, service and support to sustain and enhance Montana libraries and information services.

This mission is accomplished through legislation, administrative rule-making, policy adoption and budgetary authority.

Goal 1: Communicate and advocate to sustain and enhance library and information services in the state of Montana.

Tasks	Person Responsible	Timeline
<ul style="list-style-type: none"> ➤ Create and implement a communication plan that targets specific constituents and audiences. <ul style="list-style-type: none"> ○ Target: Governor and Staff ○ Target: State Agency Executives and Key Personnel ○ Target: Legislators ○ Target: Community Leaders ○ Target: Public Library Directors ➤ Define Commission(ers) role in the Communication Plan. 		
<ul style="list-style-type: none"> ➤ Create and implement an external marketing plan that targets specific constituents and audiences. <ul style="list-style-type: none"> ○ Target: Governor and Staff ○ Target: State Agency Executives and Key Personnel ○ Target: Legislators ○ Target: Community Leaders ○ Target: Public Library Directors ➤ Define Commission(ers) role in the External Marketing Plan. 		
<ul style="list-style-type: none"> ➤ Evaluate strengths and weaknesses of the 2005 Strategic Market Plan <ul style="list-style-type: none"> ○ Establish Evaluation Criteria ○ Apply Evaluation Criteria to Prioritize Audience and Message 		
<ul style="list-style-type: none"> ➤ Assess outcomes 		

Goal 2: The MSL Commission, working through the Montana State Library, will provide a supportive infrastructure for Montana libraries that will enable all Montana libraries to provide services and access to information without boundaries which enrich the community and maintain the relevance of the library to its community.

Rationale: Advancement in technology enables rural communities with limited resources to avail themselves to information and collections of a grand scale. Libraries are an important conduit to accessing information beyond the walls of the library and borders of their communities. It is in this

Montana State Library Commission – DRAFT Mission Statement and Goals

manner that libraries remain relevant to their communities. An infrastructure to support the advancement of resource sharing and access to information will include continuing education opportunities to prepare library staff in ways that will enable the usage of statewide resources in the form of digital collections, standardized records for their catalogs and participation in grant funded programs to support the transformation of libraries from local services to doorways to global resources.

Tasks	Person Responsible	Timeline
➤ Conduct environmental scans to assess current levels of services;		
➤ Assess needs and opportunities for technology usage, service development;		
➤ Conduct environmental scans to assess current levels of services;		
➤ Utilize members of the library community and educational community to develop collaborative statewide programs and services;		
➤ Establish base level benchmarks for services and access across the state, annually assess achievement of these benchmarks;		
➤ Commit resources to support programs, services and resource sharing;		
➤ Work with MSL, librarians, legislators and constituencies to insure adequate funding.		

Terms to Define:

Constituents:

- Target: Governor and Staff
- Target: State Agency Executives and Key Personnel
- Target: Legislators
- Target: Community Leaders
- Target: Public Library Directors

Communication Plan

Market Plan

Advocacy:

Miscellaneous other statements/notes:

- Advocate for funding to sustain services;
- Commission to approve program proposals and budgets of state library
- Provided infrastructure for state library's long range plan;
- Provide direction on an ad hoc bases and then evaluate;
- If goal one is a solid funding base we need to say so;
- Everything is a good idea, need to provide reason to say "no"; what to uses as yardsticks to what can be use and what not?
- Need funding to benefit statewide library advancement, programs and services for all Montanans;
- Need to evaluate and prioritize services, need to set sideboards;
- Sustain and enhance resource sharing;
- Libraries are important, economic advantage to communities, without local funding, we can not support it;
- MSL can not and should not run a local library.

Montana State Library Commission – DRAFT Mission Statement and Goals

Montana State Library 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.

Page 3 notes only: Conceptually adopted by Commission, February 19, 2004; written draft prepared March 29, 2004; Reviewed and amended by Commission, April 23, 2005; Adopted by Commission on June 8, 2005