Memo

To: Network Advisory Council

From: Tracy Cook, Library Development Director

Date: October 26, 2018

Re: **Better definition of digital vs. traditional outcome**

Request: Better define what success is when it comes to the desired outcome of library directors, staff, support groups, advisory members, and board members increase their knowledge about library trends in balancing digital and traditional library services.

Background: At the March 13, 2018 NAC meeting, we defined success for several outcomes in the 5-Year LSTA plan. We struggled with the above outcome. I took the discussion the NAC had back to Library Development staff which led to some questions that might help us better define what we mean by this outcome. If needed, we can change the wording of this outcome. It is part of goal 3 – Community Leadership.

Questions for the NAC to consider:
- What are traditional services? What are digital services?
- Does digital mean just digital? Or does it mean innovative?
  - If it means innovative, should this outcome include non-digital services as well?
- Does this outcome mean that we need to focus on gathering and/or helping libraries gather data to make better decisions about what services to offer?
- Or is it about managing the tension between those who have a traditional view of libraries and those who want the latest and greatest?
- Is this outcome really about managing change?
- Is this outcome different for academics, publics, schools, and specials? How so?

Summary: We hope these questions will help us better define what it is we are trying to achieve with this outcome.