



WYOMING STATE LIBRARY STRATEGIC PLAN

WHO WE ARE, WHAT WE DO, and WHERE WE'RE GOING

The Mission of the Wyoming State Library is to promote statewide library development, foster library cooperation, and provide reliable information to our customers.

BUSINESS & ACQUISITIONS

WHO WE ARE

We're a centralized source of fiscal and administrative support to libraries throughout the state, offering a broad array of benefits and services that enable libraries to save money and better serve their patrons.

WHAT WE DO

- Offer business office assistance, reducing or eliminating the fiscal burden on libraries and librarians, to include the following services:
 - Manage funds for over 200 individual Central Acquisitions library accounts, totaling over \$2M in transactions annually; includes weekly balancing to ensure accuracy and integrity of the program
 - Provide ordering and purchasing assistance
 - Provide invoice and payment processing
 - Provide customer service to both libraries and vendors whenever issues arise
 - Provide and manage standardized library cataloging supplies for the WYLD network
 - Negotiate with vendors whenever possible to access deeper discounts on items and services than would be possible for an individual library to obtain
 - Provide training to libraries on the use of Central Acquisitions processes, programs, and software
 - Provide detailed reports and statements to Central Acquisitions account holders
 - Provide regular Return on Investment reports to evaluate the cost/benefit ratio of the Central Acquisitions program
- Provide business office services and management support to the State Library for its daily, monthly, and annual activities and responsibilities. This includes close interaction with the Attorney General's Office, the Office of the Chief Information Officer, and the Accounting Office on budget tracking, payment allocation, contract management, and strategic planning.
- Provide in-depth management of the State Library's Institute of Museum and Library Services federal grants, to include purchasing, reimbursement requests, balancing, and reporting to state and federal agencies.



BUSINESS & ACQUISITIONS

WHERE WE'RE GOING

- Continue to conduct regular process evaluations to ensure we are providing services in the most progressive, precise, and efficient manner possible:
- Create a timeline to increase frequency of communications—potential emails to include relevant State Library news, training opportunities, staff bios, requests for feedback, database usage statistics, etc.
- Develop and make available new forms of training, such as short webinars and FAQ documents
- Create a schedule to ensure that all online Central Acquisitions and Business Office information is current and relevant
- Participate in at least two training/continuing education opportunities per year to increase our skills and better serve our libraries and their patrons. Possibilities include Microsoft Office, InfoAdvantage, and other SAO offerings
- Update and maintain staff playbooks to reflect current practices as they evolve in order to ensure continuity of service



INFORMATION SERVICES

WHO WE ARE

We cultivate and curate the State Library's digital and print materials, as well as provide outreach and reference services through the promotion of our collection, resource sharing opportunities, and technical assistance to government agencies and Wyoming residents.

WHAT WE DO

- Catalog and curate over 145,000 diverse materials of interest to state agencies and Wyoming residents, such as state publications, federal documents, patent and trademark
- Cultivate and curate around 960,000 records in the State Library's Digital Collection Suite databases: Wyoming Newspapers, Wyoming Inventors, Wyoming Legislation, Wyoming Places, Wyoming State Publications, and Wyoming Trademarks
 - Prioritize digitization of historic state publications to continuously add to the Wyoming State Publications database
 - Utilize spidering software on 70 Wyoming state agency websites to locate and retrieve digitally born, state-related documents
 - Collaborate with the Digital Public Library of America in sharing more than 53,000 digital records of Wyoming state publications, places, trademarks, and inventors
- Develop a strong knowledge of databases and other resources to support research queries and provide excellent customer service in person and across all modes of virtual communication to state employees, Wyoming libraries, and the larger Wyoming community
- Promote library services and state publications through outreach to 56 Wyoming State Government agencies
- Promote patent and trademark resources through outreach and resources that include a designated workstation providing access to the United States Patent and Trademark Office (USPTO) Web-based Search Systems and the PubEast and PubWest databases, public versions of the online search tools used by USPTO's patent examiners
- Maintain contracts with vendors for resource sharing and interlibrary loan and provide support to 100+ WYLD libraries and 385,000 patrons across the state
- Manage the State Library patron database



INFORMATION SERVICES

WHERE WE'RE GOING

- Assess the organization of the physical collection for improved findability and future needs; ensure consistency in all bibliographic and item records
 - Complete inventory and linking of all tangible materials in the Wyoming State Library collection
 - Make all maps accessible in catalog to state employees and Wyoming residents
 - Update obsolete materials into current formats, ex: VHS items to DVD or other digital formats
 - Preserve and repair unique and damaged items in the collection
- Create a marketing plan for the Digital Content Suite to showcase important documents, programs, and databases
- Evaluate and migrate the Digital Collection Suite to a hosted SaaS interface while maintaining user experience and usability of the Digital Collection Databases.
- Continue to submit digital content to the Digital Public Library of America and expand access to the Wyoming State Library Digital Collection Databases
- Create an institutional policy for metadata standards for digital collections
- Identify and create a systematic plan for digitization of historic state publications, increasing their discoverability and availability both statewide and worldwide
- Identify collaborative outreach opportunities with state agencies to promote WSL services and collections while expanding partnerships to work on current issues as they arise
- Train library staff, agencies, and patrons on federal documents, state publications, and digital collections
- Continue to expand the collection, both with physical material and through metadata / digitization projects
- Provide excellent customer service to patrons and the Wyoming library community through reference and troubleshooting
- Explore possibilities for courses or training that will add skills and increase knowledge, ability, and versatility of staff
- Migrate VDX intrastate interlibrary loan software to the OCLC Group Resource Sharing Solution or to an internal SirsiDynix process
- Update and maintain staff playbooks to reflect current practices as they evolve in order to ensure continuity of service



LIBRARY DEVELOPMENT

WHO WE ARE

We provide leadership, partnership, and resources to assist in the development and enhancement of public, academic, school, and special library services throughout Wyoming.

WHAT WE DO

- Provide training of value to the library community. In a typical year, the state library conducts over 80 training sessions to more than 1,200 library workers, state employees, educators, and residents. Archived training videos are accessed over 11,000 times and watched for nearly 800 hours
- Publish a monthly, nationally-recognized Continuing Education Calendar of free events relevant to library staff in Wyoming and around the nation
- Supply and manage annual federal grant stipends to the 13 state institution libraries. Provide consulting services and training as needed and sustain American Correctional Association accreditation for library services in correctional libraries through professional librarian oversight
- Coordinate the Library Services and Technology Act federal grant to ensure match and maintenance of effort requirements are met and required State Program Report and site visits are completed
- Work with vendors to procure the best library research and recreation products at the best prices. Provide access to those resources to all library card holders on the GoWYLD.net portal, providing equity of access to students and residents alike
- Create, conduct, and facilitate library training programs and support materials to meet the information needs of our state agencies, state institutions, librarians, school library staff and teachers, students of all ages, and residents
- Partner with local, regional, and national organizations and with grant funding partners to bring innovative staff training and fun learning opportunities to libraries and communities
- Coordinate the collection of library statistics to give local libraries the information needed to make informed decisions
- Liaise with state agencies and partner organizations to coordinate library-related conferences, services, and resources across the broadest swath of our resident population



LIBRARY DEVELOPMENT

WHERE WE'RE GOING

- Use a variety of surveys, focus groups, and other methods to prioritize consulting, outreach, partnership, and training activities to meet the changing needs of budget-strapped libraries
- Continually evaluate and customize existing data collection methods to best meet the needs of libraries in a constantly changing environment
- Grow and sustain workforce development partnerships and assist with the upskilling and reskilling resources we make available for Wyoming residents
- Support certified school librarians and library staff in schools with information and professional development opportunities that develop the literacy skills needed by students for vocational education as well as college preparation
- Coordinate special limited-time projects that support creative aging learning with in-depth arts programs for older adults in public libraries, strategic planning for county library boards, and intellectual freedom training for all library workers
- Expand training studio resources and continuing education/professional development output for constituents
- Provide counsel for the Wyoming Library Leadership Institute as it continues to develop and grow library leaders
- Explore and enhance ways to support institutions while facing the reality of constant staff turnover
- Update and maintain staff playbooks to reflect current practices as they evolve in order to ensure continuity of service

MARKETING

WHO WE ARE

We provide marketing solutions that promote WSL services and resources, support Wyoming libraries by building community and collaboration, and offer tools and opportunities for library workers.

WHAT WE DO

- Engage in regular communications
 - Provide professional communications daily, weekly, monthly, and as required, ensuring that the WSL is the central information hub for the Wyoming library community
 - Publish important, timely content on our blog, social media channels, and through our email communications, monthly newsletters, and press releases
- Support the Wyoming library community
 - Work to promote Wyoming libraries because they have limited ability to do so themselves
 - Provide marketing and promotional tools to Wyoming libraries to promote their programs
 - Advertise in local and national publications to keep the Wyoming library community in step with national trends
 - Represent Wyoming and the Wyoming library community at local and national conferences to stay connected with ongoing library developments
- Create original WSL content
 - Research, write, and edit content for the WSL website (blog), social media channels, press releases, and other appropriate sources
- Support and promote WSL literacy programs
 - Support and promote statewide literacy efforts, including Wyoming Reads and Letters about Literature



MARKETING

WHERE WE'RE GOING

- Improve the awareness and usage of all statewide library resources found through the WSL website and the GoWYLD website through current and new marketing campaigns
- Improve the design, organization and usability of the WSL website and the GoWYLD website to assist users to more easily find and utilize news, information and resources
- Train select WSL library staff to use new WSL website content tools
- Improve email communications to the library community through the implementation and usage of new email marketing tools
- Seek grants to support library projects, manage grant funds, and train library workers on how to successfully obtain grants
- Update promotional materials to reflect changes in branding and/or informational content
- Explore new opportunities to promote all services and resources provided by the WSL and the Wyoming library community
- Provide excellent service to customer requests
- Increase overall social media engagement by the implementation and use of consistent branding and marketing practices
- Adjust goals on a periodic basis to achieve continuous improvement
- Update and maintain staff playbooks to reflect current practices as they evolve in order to ensure the continuity of service



WYLD SUPPORT

WHO WE ARE

We provide technical support, training, and consulting for the statewide library consortium of 100+ public, academic, school, and special libraries.

WHAT WE DO

- Support the integrated library system using SirsiDynix Symphony™ software for the management of library materials
- Support and customize public interfaces for patron access and discovery
- Maintain the integrity of the shared bibliographic and patron database
- Provide training and support for library analytics and reporting
- Manage integrations of third party products to facilitate resource sharing among member libraries
- Maintain awareness of library technology trends and evaluate new and innovative solutions for libraries
- Liaise with WYLD Network committees and leadership to assist in setting priorities, advise on policy changes, and coordinate training

WHERE WE'RE GOING

- Implement a new public access catalog and mobile app for the WYLD Network
- Continue to build the knowledge base of technology related articles, frequent questions, and best practices
- Expand our training materials and opportunities for library staff
- Assist in the transition from a legacy solution for resource sharing and interlibrary loan to new software and ensure it is fully integrated into the current library management system
- Continually evaluate and customize our existing technology solutions to best meet the needs of libraries in a constantly changing environment
- Update and maintain staff playbooks to reflect current practices as they evolve in order to ensure continuity of service

