

Southwest Michigan Library Cooperative Strategic Plan 2005 - 2009		
Mission: Help members develop and grow.		
Vision: Serve as a unifying force and advocate, impacting relevant library policy and reflecting the larger library environment.		
ADMINISTRATION		
Goals	Tactics	Progress
Derive 30% of revenue from outside sources Ability to withstand state funding valleys, resources to respond to member demand, more legitimate market test, greater independence.	Analyze all current revenue sources	
	Task force brainstorm for new external sources	
	Feasibility study high potential sources	
	Pilot test 2-3 new revenue sources	
	Co-op benefit plan	
	Mass custom training	
	Explore cost/service reduction	
SERVICES		
Goals	Tactics	Progress
Discover leading edge services and practices for member adoption	Mechanism for identification of target practices/services with member participation	
	Procedure for evaluation/suitability/recommendation	
	Dissemination plan	
	Member feedback loop	
	Follow up reporting	
EDUCATION		
Goals	Tactics	Progress
Mass customized training on demand quality insured, standardized instruction and targeted training with minimal member effort, one-stop shop for training, info resources, purchasing power advantage, forum for member training and sharing	Scout current national/state training foci	
	Survey members for training demand	
	Initiate training curricula/standards development	
	Schedule mass custom training quarterly	
	Develop instructor/consultant referral list	
	Training coordinator position	
	Annual recruiting/membership drive	
	Goal establishment by type, size and geography	
	Define annual participation by current members, set annual goal with strategies to achieve	

PUBLIC POLICY		Progress
Goals	Tactics	
No relevant library legislation passed without SMLC input, Political Connectedness in Lansing, Aggregated strength of membership, Tangible benefits, Information source, forum	Establish ongoing working relationship with appropriate legislators and staff	
	Mechanism for early access of pending relevant library legislation (PRLI)	
	Mechanism for member input to PRLI	
	Communication mechanism to build consensus & support from members on specific issues	
	Process for member participation in lobbying legislature	

Short Term Objectives	Progress
New management team to compensate for experience loss and capable of new direction	Accomplished
Alternate sourcing for Purchasing Power identified	
Co-op benefit plan available to all members	Co-ops working together at state level
Long Range Objectives (Secondary)	
Establish legitimacy(relevance) of libraries with public	
Coop speak on behalf of members	
Policy positions developed as member advocate	Mirror MLA, ALA
SML perspective	
SML presence with legislators/influencers	
No cost elimination of delivery service	Accomplished