

**SAMMIE**  
**STRATEGIC PLAN 2016-2018**

## **GOAL 1: Communicating**

SAMMIE will encourage a sense of community and facilitate connections among its members and with regional library systems.

### **Strategies**

1. Review member contract language to redefine what it means to be a member of SAMMIE.  
FY 2017
2. Develop an outreach plan to reach special libraries and historical societies while continuing services to public, school and academic libraries  
Continuing
3. Actively spread accurate knowledge about SAMMIE and its programs.
  - a. Develop an orientation process that is coordinated with the regional systems.  
FY2017
  - b. Coordinate communication and resource sharing with the regional library systems.  
FY2017
4. Promote area programs supported with funds from SAMMIE
  - a. Build community through social media by sharing stories, promoting dialogue.  
FY2018
  - b. Promote grant recipient activities in local news outlets (community and regional newspapers), with particular emphasis on school library public relations.  
FY2018
5. On the SAMMIE website provide an “Ask SAMMIE” page for members to ask questions and seek assistance.  
FY2018

## **GOAL 2: Continuing Education**

SAMMIE will offer an array of opportunities that provide meaningful educational experiences for its members.

### **Strategies**

1. Conduct an annual survey (within library groups) to identify members’ CE needs.  
Annually beginning in FY2017
2. Provide essential training to school media staff.
  - a. Gather input from supervisors, school superintendents, school boards and principals about training that will benefit school media staff and their schools.  
FY2018
  - b. Engage supervisors in insuring that members respond to training surveys.  
FY2018
3. Provide information about ELM to educate administrators, teachers and parents about its critical relevancy to librarians, students and the public.  
Continuing
4. Create continuing education opportunities for member libraries.
  - a. Find and encourage member library staff to create short YouTube videos on areas of expertise  
FY2018

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- b. Organize annual online library conference  
FY2017
- c. Be the filter and distributor of information about “outside” webinar opportunities.  
Continuing and evolving
- d. Conduct regional workshops or training. Contact library staff directly about recording videos  
FY2017-2019
- 5. Review the “Unconference” concept and determine if the model is viable with modifications.  
FY2017-2018
- 6. Identify connections between types of libraries and provide “cross-training” so member libraries can learn from each other.  
FY2018

### GOAL 3: Advocating

SAMMIE will advocate for member libraries and work to showcase the value of all libraries.

#### Strategies

- 1. Meet with school boards to present the case for the value of school media centers.  
Coordinate w/ SW/SC? FY2018
- 2. Produce advocacy and PR kits, and make them available to all SAMMIE members.
  - a. Provide advocacy kits to school media members that will showcase the value of school media centers including facts, talking points, FAQ’s and compelling stories.  
FY2017
  - b. Create and distribute a PR/media kit on information literacy to highlight the relevance and importance of libraries in our communities  
FY2018-2019
- 3. Focus blog postings, SAMMIE newsletters on advocacy issues.  
FY2017
- 4. Increase awareness of SAMMIE’s benefits to the membership and their communities by creating a marketing plan that identifies effective channels to segment communication to select audiences.

### Goal 4: Funding

SAMMIE will work with member libraries to find alternate funding as needed.

#### Strategies

- 1. Help member libraries seek increased funding for emerging and traditional library technologies. Obtain information grants available to Minnesota organizations and/or subscribe to a Grant database.  
FY2017
- 2. Advocate for increased funding for multitype library systems  
As needed
- 3. Seek grants as necessary for SAMMIE programming. Use tools in #1 to seek funding for new and/or continuing services as necessary.  
As needed