

Viking Library System

Strategic Plan
FY2023-FY2026



Viking Library System

... providing local access to the world

"[Viking Library System] is always there to help with what we need."

Member Library Director

"When you can take the library to the people, that's magic."

Member Library Director
about the bookmobile

Why

Viking Library System is deeply committed to the libraries and community members of west central Minnesota. To align its resources with the emerging priorities of its member libraries and community, Viking Library System has undergone a comprehensive strategic planning process with feedback from stakeholders. By implementing a new strategic plan, Viking Library System will be able to focus efforts on engaging stakeholders, strengthening operations, and learning to serve members in new ways.

How

Viking Library System initiated a strategic planning process in the winter of 2022. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in March 2022 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed forming a Planning Team to guide the process, administering bookmobile and member library director surveys, holding staff feedback sessions, conducting a staff and trustee survey, and facilitating member focus groups and interviews. In the Dream phase, the Planning Team discussed possible future pathways for the system. This strategic plan will guide Viking Library System through the Do phase as the system executes its vision for the future.

Process Timeline

March 2022-August 2022

The Planning Team spent six months learning about community and member library needs and developing strategies to advance the Viking Library System mission over the next three fiscal years.

March 2022	Planning Team kick-off
April 2022	Bookmobile survey Member Library Director survey Board and staff input sessions Board and staff survey Member Library Director focus groups and interviews
May 2022	Learning Report Planning Team meeting Board and staff retreats
June 2022	Planning Team retreat Strategic Plan documents developed Executive Committee meeting
July 2022	Governing Board presentation
August 2022	Staff retreat session

Vision

...providing local access to the world

Viking Library System is a dynamic organization connecting our users and our member libraries to the world. In addition to continuing to provide the highest quality traditional library services, Viking Library System will serve as a catalyst for change in the following ways:

Viking Library System will

- be a leader in customer responsiveness.
- strive to increase the visibility of all services.
- remain attuned to the future by responding appropriately to new technology.
- seek to continuously improve all services by identifying and responding to both general and targeted audiences within the regional system.

Mission

Viking Library System will connect, promote, and strengthen public library services in west central Minnesota.

Viking Library System serves the counties of Douglas, Grant, Otter Tail, Pope, Stevens, and Traverse. Our bookmobile and outreach services enrich the lives of our service area's curious community members. Our support services to 11 public libraries ensure operational excellence, accessible collections, and technological innovation.



Viking Library System

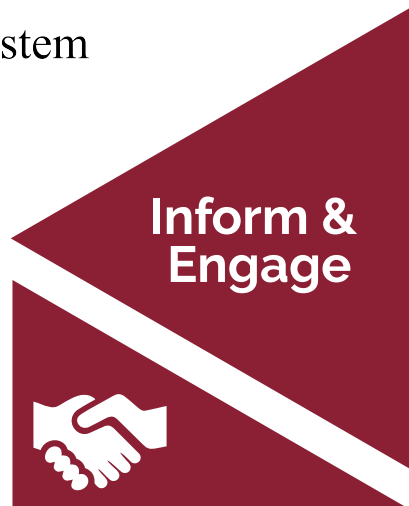
**STRATEGIC PLAN
FY23 – FY26**

VISION

...providing local access to the world

MISSION

We connect, promote, and strengthen public library services in west central Minnesota.



Member library staff are deeply connected to and engaged with Viking Library System.

Patrons value Viking Library System.

Member counties/ cities and area state legislators recognize the value of services provided by Viking Library System.



Viking Library System provides member library staff with the right training and tools to serve their patrons.

Viking Library System staff use what they learn to better serve member libraries.

Viking Library System fosters collaboration and information-sharing among member libraries.



Viking Library System has the correct operational structure.

Viking Library System staff members have high job satisfaction.

Board members are educated in library issues, make effective decisions, and advocate for the mission of Viking Library System.

Viking Library System is a federated regional public library system serving the six west central Minnesota counties of Douglas, Grant, Otter Tail, Pope, Stevens, and Traverse.

Strategic Direction 1: Inform and Engage

1.1

Member library staff are deeply connected to and engaged with Viking Library System.

1.2

Patrons value Viking Library System.

1.3

Member counties/cities and area state legislators recognize the value of services provided by Viking Library System.

Success looks like...

1. Improved mechanisms for cross-communication among and between member library and Viking Library System staff.
2. Effective advocacy for library services by Viking Library System and member library staff and stakeholders.
3. Improved marketing and engagement strategies for Viking Library System bookmobile and outreach services.
4. Increased usage of Viking Library System bookmobile and outreach services.
5. More public funding for Viking Library System and member libraries.

Strategic Direction 2: Learn and Collaborate

2.1

Viking Library System provides member library staff with the right services, training, and tools to serve their patrons.

2.2

Viking Library System staff members use what they learn to best serve member libraries.

2.3

Viking Library System fosters collaboration and information-sharing among member libraries.

Success looks like...

1. Member library staff access to continuing education and training through Viking Library System.
2. Increased member library and patron satisfaction with Viking Library System electronic resource and technology offerings and management.
3. Improved operational efficiency due to increased Viking Library System staff cross-training and information sharing.
4. Empowered Viking Library System staff members who “think outside of the box” and have permission to take risks.
5. Enhanced sharing and leveraging of member library staff skills and strengths throughout Viking Library System.

Strategic Direction 3: Strengthen and Develop

3.1

Viking Library System has the correct operational structure.

3.2

Viking Library System staff members have high job satisfaction.

3.3

Board members are educated in library issues, make effective decisions, and advocate for the mission of Viking Library System.

Success looks like...

1. Strengthened relationships among Viking Library System and its stakeholders.
2. Future service needs are anticipated and developed, while traditional services are strengthened and maintained.
3. A comprehensive review of operational structures and procedures, including a wage study and updated Library Services Agreement.
4. Ongoing professional development and team-building initiatives for Viking Library System staff.
5. Regular educational sessions at Governing Board meetings and review of committee structure.

The Path Forward

Implementation and Evaluation

After the board adopts this plan, staff will develop and implement an activity plan. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and staffing. We will review and adjust the the activity plan regularly.

The director and staff will evaluate the plan continually once implementation is underway and will report regularly to the Board of Trustees.