



Building on Success: Strategic Directions 2009-2011

BUILDING ON SUCCESS:

STRATEGIC DIRECTIONS 2009-2011

Background

Public Library InterLINK (InterLINK) and its predecessor, the Greater Vancouver Library Federation (GVLf), have been serving the citizens of the southwest corner of British Columbia for over three decades. The first, and largest, library federation in the province, the GVLf was established by an Order-In-Council in October, 1975. InterLINK membership reached its current number, eighteen, in 2007.

From the early days of InterLINK's existence, when 70,000 books were delivered amongst the member libraries, to today, when over 2.5 million items move from library to library in a year, Public Library InterLINK's member libraries have worked collaboratively to:

- provide seamless access for all residents in InterLINK's service area;
- develop shared programs and service efficiencies; and
- provide a strong voice for public libraries, while respecting the autonomy of each library.

While InterLINK continues to develop new services and efficiencies to benefit its member libraries, seamless access remains its core mission.

Since its inception, InterLINK has pioneered programs and partnerships that have become models for the rest of the province. The Children's Services Committee is an example of how dedicated library staff have pooled their efforts and expertise to the benefit of all. InterLINK has a proven track record of innovation and leadership. The Summer Reading Program and consortial purchases of online databases are examples of InterLINK projects which have now grown into provincial programs.

Mission

Public Library InterLINK: Strong local libraries in proactive partnership, serving their communities.

Values

- *Autonomy – Public InterLINK member libraries are answerable first to their local boards, while working cooperatively in the best interests of the federation.*
- *Collaboration - Public InterLINK member libraries work together on projects of mutual benefit. Collaboration is voluntary and implemented where most effective.*
- *Equality - Public InterLINK member libraries have equal voice in the decision making process at the InterLINK table.*
- *Accountability – Public Library InterLINK is solely accountable to the boards of its member libraries.*
- *Respect - Public Library InterLINK values the voice of each member library.*

Public Library InterLINK has a proven track record of providing excellent service to its eighteen members and of working in collaboration with its members to continue to work to improve its services.

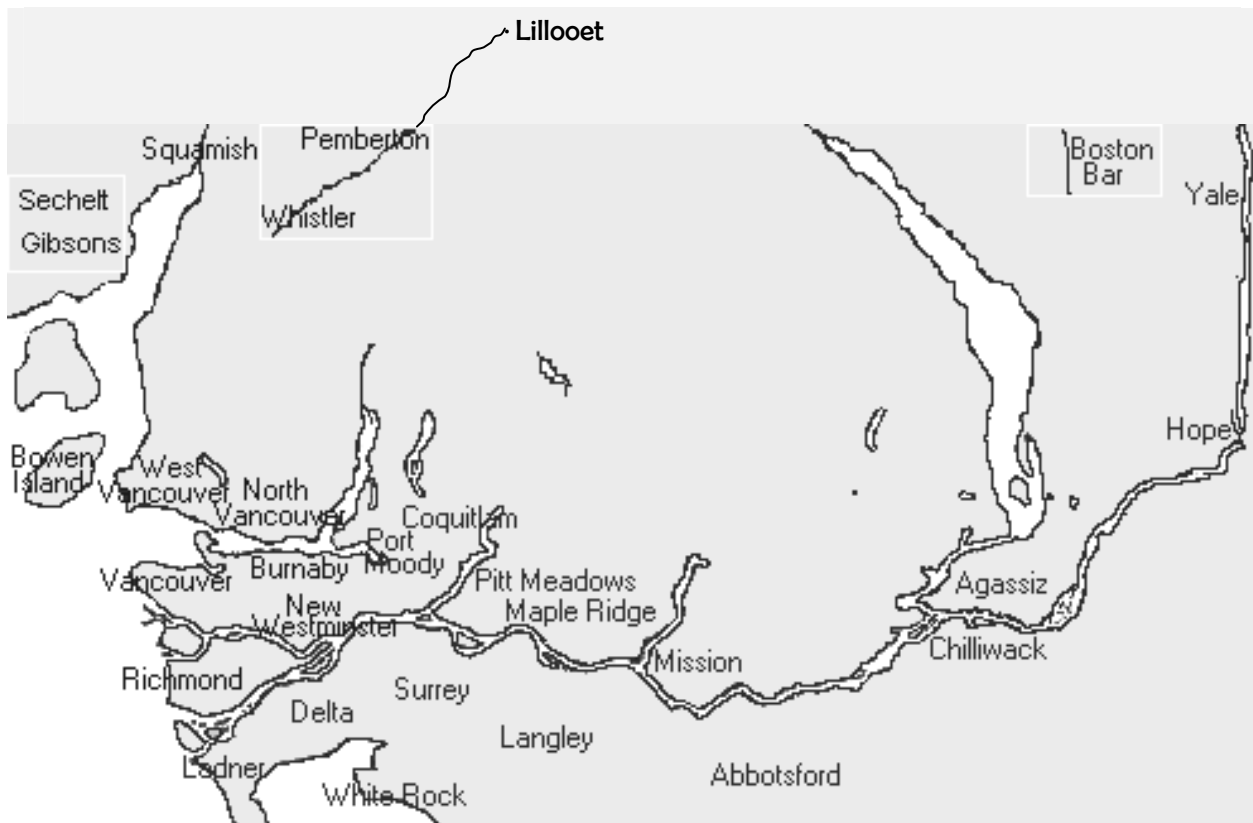
InterLINK's strategic directions for 2009-2011 are:

- ***Services to Users***
- ***Services to Member Libraries***
- ***Governance***
- ***External Relations***



1. Services to Users

Public Library InterLINK serves eighteen library systems, from Lillooet down Highway 99 through Metro Vancouver and the Fraser Valley to Boston Bar. Its service area has a population of 2.6 million people, or 2/3 of the province's population. Those 2.6 million people, often working in one community and living in another, expect their services to reflect that reality. InterLINK assists its member libraries in delivering the services expected by the users of the region's libraries.



Goals

- **Improve service to all users in InterLINK's service area, regardless of the user's "home library" by:**
 - Synchronizing the circulation policies of member libraries where appropriate and practical
 - Analyzing current delivery protocols to identify inefficiencies and make improvements
 - Investigating direct patron requests of material in other InterLINK libraries

- **InterLINK users will understand the InterLINK privileges provided by their home library cards through:**
 - The development of an InterLINK marketing campaign to increase understanding of InterLINK benefits and advantages included with member library cards
 - The development of clear documentation for member libraries on InterLINK benefits and advantages included with member library cards
 - InterLINK investigating common promotion and orientation for online databases available in InterLINK libraries

- **InterLINK will explore the long term sustainability of the audiobooks program by:**
 - Developing an action plan that will provide direction as to the future of the audiobook program

- **InterLINK will develop an action plan to provide world language collections which meet the needs of their users by:**
 - Providing rotating world language collections
 - Identifying ways of providing shared cataloguing of world language collections
 - Taking advantage of language expertise in member libraries
 - Facilitating appropriate cross-cultural training for staff

2. Services to member libraries

Public Library InterLINK provides value to its member libraries by increasing their capacity for collaboration. InterLINK does this by providing project management services and negotiating with service providers to provide efficiencies and cost savings.

Goals

- **InterLINK will explore the viability of implementing a group purchasing program by:**
 - Surveying libraries to establish services/products for group purchasing
 - Surveying vendors on what “value-added” services InterLINK can/might provide
 - Negotiating Consortial Purchasing Agreements
 - Posting agreements as a section on a redeveloped website

- **InterLINK will support its members as they work to collaborate effectively within the organization by:**
 - Instituting committees where the need and interest is identified
 - Re-establishing the adult services committee of member library staff
 - Making the Circulation Policy Working Group of member library staff a permanent committee

- **InterLINK will provide an avenue for member libraries to discuss and share best practices by:**
 - Developing mechanisms for information sharing
 - Providing leadership for staff development and coordinating training opportunities
 - Investigating the possibility of a secondment and/or exchange program
 - Updating the website to make it more relevant to members



Bowen Island Public Library

3. Governance

The InterLINK Board is responsible for ensuring that the goals of the organization are met. The Administrators Advisory Group, comprised of the Directors of the member libraries, serves as an advisory group to the Board and the Executive Director, and ensures that projects developed to meet the strategic goals of the organization are carried out successfully.

Goals

- **InterLINK will ensure that its governance model meets the need of the organization by:**
 - Clarifying roles of three “branches” of InterLINK organizational structure – Board, AAG and Executive Director/Staff
 - Developing a board policy manual that is available online
 - Providing effective Board orientation
 - Implementing an action agenda format for Board meetings



Surrey Public Library's Semiahmoo Branch
-Canada's first “green” library

4. External Relations

As the longest standing library federation in British Columbia, InterLINK provides leadership and expertise that benefits both member libraries and the larger provincial library community. InterLINK will actively seek out opportunities to share its expertise and leadership within the library community and where appropriate, with external partners

Goals

- **Advocate on behalf of InterLINK and member libraries by:**
 - Ensuring that InterLINK responds to the Library Act Review Process
 - Engaging with PLSB, local government (Lower Mainland Local Government Association) Federations, Library 2020, and BCLTA as appropriate
- **InterLINK will assist its members in identifying partners and programs that will augment InterLINK's ability to effectively serve their users by:**
 - Identifying sectors with which InterLINK may have common goals
- **InterLINK will advocate for the interests of its members regarding the Sitka consortium by:**
 - Creating an InterLINK Sitka committee
 - Advocating for continued InterLINK presence on the SITKA Board of Directors
- **InterLINK will develop strategies and tools that effectively communicate the value of its services to the public and to the library community by:**
 - Developing a communication plan for InterLINK and its committees
 - Publishing an Annual Report