

PRIORITY 5

- S1 - Fund and train staff for needs assessments
- S2 - Share communication vehicles with other orgs to market services, resources & programs
- S3 - SLAAs convene other orgs with similar audiences, programs & services to collaborate and share resources
- S4 - Vendor Customized PR materials
- S5 - Secure library eligibility for funding from other agencies

- S6 - Partner with vendors, high schools, AmeriCorps & other volunteer groups to provide technical support in rural communities
- S7 - Collaborate with IT partners to train library staff
- S8 - Forecast modeling of budgets and technology trends
- S9 - Partner with BTOP telecom providers for libraries to serve as hubs for small communities

Strategies

- S10 - Find out who is doing what and show up with offer to collaborate
- S11 - Volunteers from community organizations for expanded library services
- S12 - Mimic successful marketing strategies of well-branded firms
- S13 - Establish cooperative arrangements among SLAs for contracting and digitizing
- S14 - Have libraries become partners in emergency preparedness – training, resources for communities

Barriers

- B1 - Lack of marketing/awareness in communities
- B2 - Silo mentality among public agencies providing services to special populations with different missions & funding streams
- B3 - Inadequate funding, diminishing budgets
- B4 - Attitude change of how to use federal and state dollars in local libraries
- B5 - Local/ regional cultural differences challenges trust & relationships
- B6 - Many local libraries not aware of their community needs
- B7 - Rapid IT changes (hardware and software) increases costs for libraries & users
- B8 - Rapid technology changes requires constant training and equipment upgrades
- B9 - Lack of services for special populations (e.g., language, disability)
- B10 - Digital divide limits access to many in remote, rural areas
- B11 - Internet decrease demand for many for libraries.

Opportunities

- O1 - New partnership opportunities with businesses & other organizations (including community-based ones) with funds & assets.
- O2 - Inter-organizational collaboration – convening, funding marketing, sharing programs & resources
- O3 - Increased need for free and affordable access to information
- O4 - Social media and emerging technologies – programs, services, mktg.
- O5 - Provision of digital/web-based content
- O6 - Online work programs designed for patrons
- O7 - Disasters as an opportunity for rebirth in services, programs, and offerings

Priority – P5

Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills

