

Strategic Directions

WLS Board Meeting

January 30, 2018

Terry Kirchner, Executive Director

Agenda

- Mission, vision & values
- Brief history of WLS
- Overview of the strategic process
- Recent reports, political updates & trends
- Shared strategic goal
- Strategic priorities & objectives
- Activities to support objectives
- 2018 timeline for WLS Board meetings

Mission

To ensure that all residents have seamless access to excellent library service throughout Westchester County.

Vision

WLS will serve as a center of innovation for the Westchester County library community and will provide model programs, affordable and easy-to-use information technology, and support services that enable libraries to continuously improve their service to their communities.

Values

Advocacy

Diversity

Value

Innovation

Cooperation

Education

Brief history of WLS

- Opened for business on Nov. 6, 1958
- 1 of 23 public library systems created by NYS Education Law § 255 (Establishment of a public library)
- In 1971, the WLS Trustee districts were changed to combine population, number of libraries and accessibility

- In 1979, the Westchester Educational Brokering Service (WEBS) established
- In 1987, the first WLS online circulation system went live
- In 1994, public internet connections made available at the member libraries
- In 1995, every member library director receives an email address

- In 1999, patron-placed holds in online catalog initiated
- In 2000, first online database subscriptions were purchased for system-wide use
- In 2004, wireless services are activated in member libraries

Overview of the Strategic Process

- Strategic Working Group met during the May 2016-June 2017 time period and drafted the WLS Strategy Proposal
- WLS Strategy Proposal was shared with the Public Library Directors Association (PLDA) in March 2017
- WLS Plan of Service 2017-2021 approved by DLD in March 2017
- Central Library Study Committee met during the April – September 2017 time period, with a report completed & presented in September 2017

Influential Report: *Rising to the Challenge: Re-Envisioning Public Libraries*

Strategies for Success

- Align library services in support of community goals
- Provide access to content in all formats
- Ensure long-term sustainability of public libraries
- Cultivate leadership

<http://csreports.aspeninstitute.org/dialogue-on-public-libraries/2014/report>

Recent Reports, Political Updates & Trends

- IMLS Strategic Plan 2018-2022 released
- New Westchester County Executive elected
- Growth in smartphone data consumption
- Increase in streaming services
- Decline in worldwide PC sales

IMLS Strategic Plan 2018-2022

Transforming Communities: Institute of Museum and Library Services Strategic Plan 2018-2022

4 key goals:

- Promote lifelong learning
- Build capacity
- Increase public access
- Achieve excellence

County Executive – 1st Year Goals

- Review implementation of Raise the Age
- Reenergize the Human Rights Commission
- Review Westchester Women’s Agenda’s 2018 priorities
- Coordinate efforts to fight opioids
- Introduce immigration protection policies
- Increase the county’s commitment to public and mental health
- Promote economic advancement

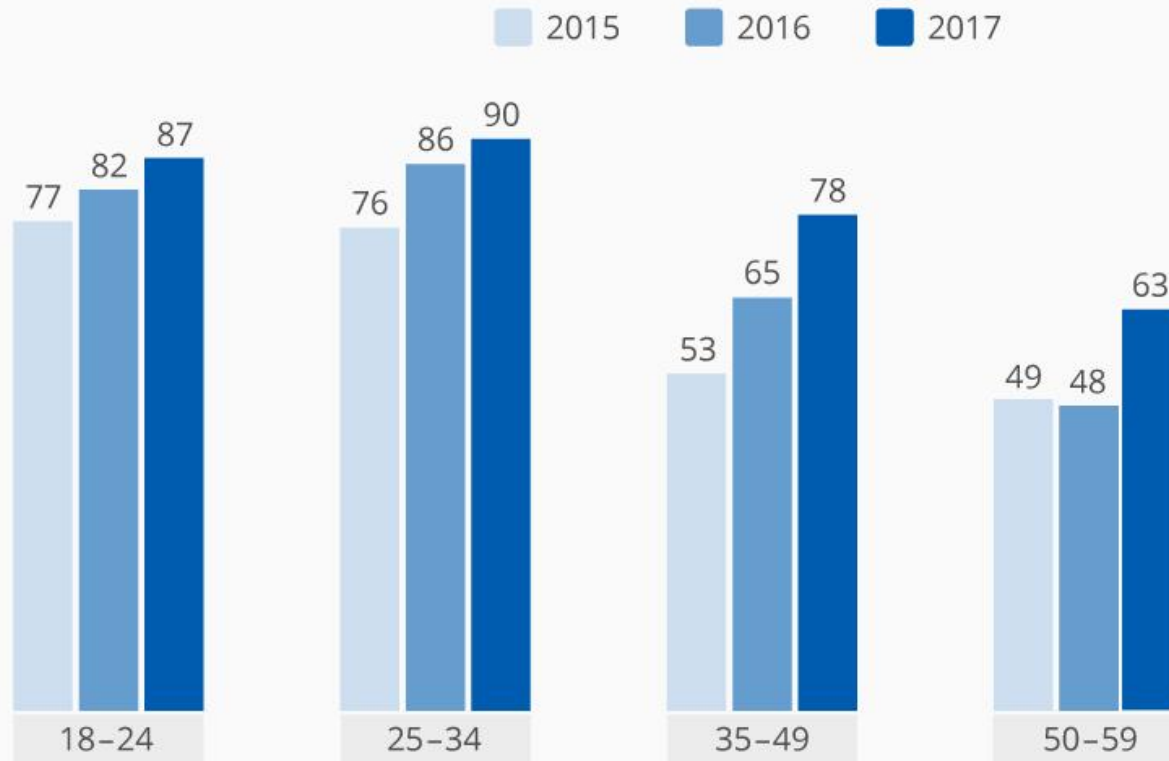
Rapid Growth in Data Consumption

“In fact, the average U.S. smartphone user consumes a total of 31.4 GB of data on a monthly basis (including Wi-Fi and cellular consumption). This is up 25 percent from one year prior, when the total monthly data consumption averaged 25.2 GB per user.”

NPD Connected Intelligence Data Consumption Report, October 2017 vs. October 2016

The Rise of Video Streaming Across All Age Groups

% of Americans who access TV content via the internet, by age group



Based on a survey of ~2,000 Americans in October 2017 and in previous years
Source: PwC

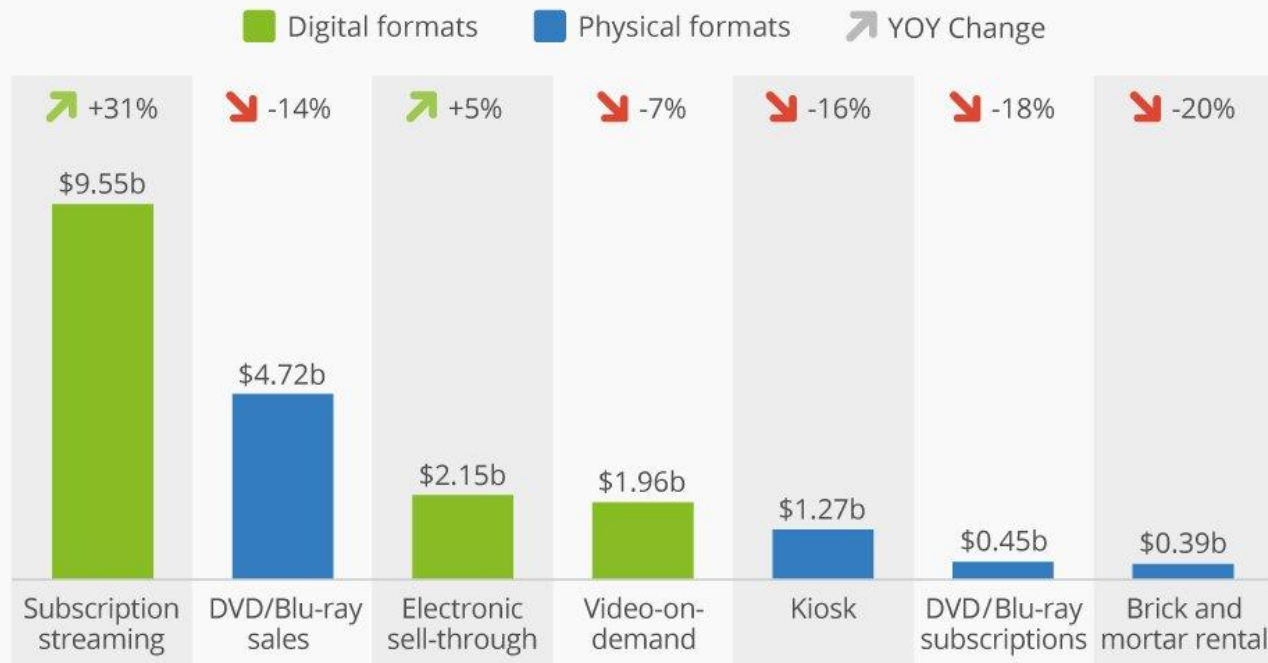
statista

<https://www.statista.com/chart/12378/video-streaming-adoption-by-age-group/>

Growth of Streaming Video

Streaming Dominates U.S. Home Entertainment Spending

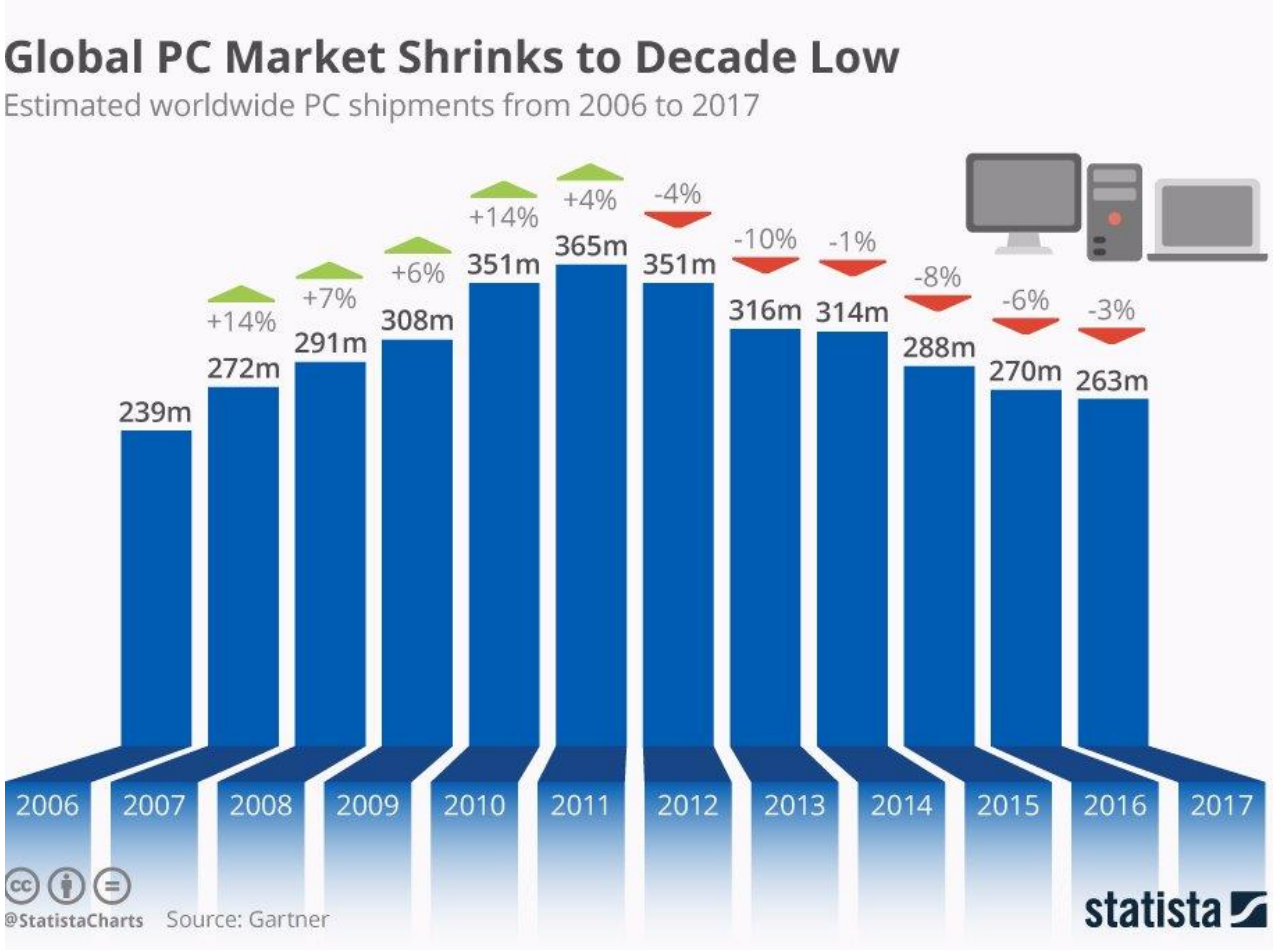
Consumer spending on home entertainment in the United States in 2017



@StatistaCharts Source: The Digital Entertainment Group



Decline of PC Worldwide Sales



Overall Strategy

Grow the number of patrons using the member libraries and expand patron usage of all that the member libraries offer.

Priorities Supporting the Strategy

- Expand WLS competency as an incubator of library solutions/services
- Encourage sharing of best of breed solutions and processes across member libraries
- Support professional development for staff and library trustees

Objectives to Achieve the Strategy

- Help member libraries build and sustain community engagement
- Develop and support knowledgeable library staff, trustees and communities
- Provide cost effective/efficient services

2018 Activities to Support Objectives

- Mobile app
- ILS RFP process
- HSE redesign
- Fine-free initiative
- Improve card sign-up
- E-rate & filtering
- Development activities defined & focused
- VDI for public PCs
- OverDrive/Cloud platform merger
- Awareness/marketing strategy developed
- Nonprofit strategic engagements (iNeighborhood, NPW & LWV)

2019 Activities to Support Objectives

- Update network routers & switches
- 100 Mbps or more at each site
- WLS website refresh/redesign
- Data clearinghouse enhanced
- Growth in nonprofit/for-profit strategic engagements
- Expanded digital access to content & services
- Review of professional development activities

Strategic Discussions Timeline for WLS Board Meetings

- March 2018
 - E-rate & CIPA Filtering
 - Development/funding priorities
 - Adult services: HSE & Re-entry
 - Action item: Audit
 - Action item: System Annual Report
- May 2018
 - Incubator of library solutions/services
 - Consolidated e-book/audiobook platform
 - Job & career services: WEBS & Middle/HS Job Prep

Strategic Discussions Timeline for WLS Board Meetings

- June 2018
 - Awareness/marketing strategy
 - Fine-free overdues initiative
 - Early literacy support & summer reading
- September 2018
 - Library card sign-up
 - Digital access to collections & services
 - IT infrastructure & services
 - **Action item: Library Construction Aid**

Strategic Discussions Timeline for WLS Board Meetings

- October 2018
 - Strategic engagement with community partners
 - Digital inclusion & digital literacy
 - Discovery services: Cataloging & ILL
- November 2018
 - Strategic directions 2019
 - Senior services: WSOS & Senior Law Days
 - Action item: ILS (online catalog) selection
 - Action item: 2019 Budget