

FISCAL YEAR 2011 PLAN OF SERVICE

Approved by Planning & Budget Committee – 9/18/2009

Approved by Executive Board – 10/02/2009

Approved by Council of Members –

DELIVERY

Goal: Promote and provide the *most* efficient and cost-effective interchange of library resources and strategic communications among members.

1. Responsibilities of SEMLS:

- Provide the best delivery service in a cost-effective manner.
- Provide bins, lock boxes and other supplies that assist with efficiency of delivery.
- Increase and expand delivery service where needed and if financially possible.
- Provide training for staff of libraries receiving delivery.
- Collect statistical data on delivery service.
- Work with delivery vendor to ensure that delivery is meeting members' needs and that contract specifications are being met.
- Keep members informed of delivery service issues.
- *Represent the concerns and interests of members as state transitions to a potentially new delivery model.*
- *Cooperate with other regions to facilitate delivery service statewide and implementation of delivery recommendations.*

2. Responsibilities of the participating members:

- Meet the requirements of delivery as defined in the regional delivery policy.
- Agree to operate within the procedures and standards delineated in the region's guidelines.
- Notify the regional office of delivery problems and expected and/or emergency closings that will have an effect on delivery.
- Notify the regional office of changes in delivery contact information.
- Train all relevant staff on delivery practices and procedures.
- Agree to participate in region and state-wide surveys on delivery.
- Have sufficient space to process delivery.
- Have a collection development policy that reflects the needs of the library's borrowers.
- *Agree to abide by policies set by the Statewide Delivery Advisory Committee; including barcode placement policy and packaging policy.*

Evaluative Measures

Delivery satisfaction survey of participants
Cost assessment of delivery services
Semiannual delivery weeklong survey
Delivery workshops/roundtables held semiannually

REGIONAL REFERENCE SERVICE

Goal 1: Provide member libraries with access to information and resources that assist them in meeting the reference needs of their constituents.

1. Responsibilities of SEMLS:

- Contract with Boston, Falmouth and Quincy to provide supplementary reference service to libraries.

- ***Implement recommendations of Reference Task Force. Work with reference providers to inform membership of future directions of reference services.***
- Publicize and promote regional reference service.
- Maintain the number of electronic resources provided to members.
- Provide members with easy access to database statistics.
- Implement services that meet the informational and reference services needed by members.
- Provide master template of promotional materials for information services available.

2. Responsibilities of Boston, Thomas Crane and Falmouth Public Reference Centers:

- ***Provides reference and information support services to members based upon recommendations of Reference Task Force.***
- Provide leadership in demonstrating and using new reference technologies.
- Provide assistance to members in assessing reference services and collections.
- *Create Web-based reference services.*
- Provide on site reference training for members as requested.
- Provide region with annual report and statistics as described in contractual agreement.
- Market regional reference service to members.
- ***Provide electronic reference services.***
- Meet and/or maintain Statewide Reference Standards.

3. Responsibilities of the participating members:

- Participate in regional reference surveys and the evaluation of regional reference centers.
- Ensure staff is trained in the use of reference databases.

Evaluative Measures

Number of reference and research questions answered for libraries
 User satisfaction survey
 Number of libraries using electronic resources
 Number of databases offered
 Statistics on database use
 Number of non-resident reference and research questions

INTERLIBRARY LOAN

Goal: Offer and support resource sharing opportunities to meet the needs of member's constituents.

A. Identify and locate resources for all ages and in a variety of formats for sharing through interlibrary loan channels.

1. Responsibilities of SEMLS:

- Provide mediated interlibrary loan for member libraries through a contract with the Thomas Crane Public Library, Quincy.
- Evaluate members' use of and satisfaction with mediated ILL.
- ***Work with Quincy to identify and try pilot programs that could lead to more efficient and cost effective ILL service.***
- Analyze and review mediated interlibrary loan service program in light of alternative methods for obtaining resources, i.e. MassCat, Virtual Catalog.

- *Work to prepare members for any changes in ILL service based upon responses to RFP issued in FY 2010.*

2. Responsibilities of *Thomas Crane Public Library ILL Center*

- Provide a minimum of four training sessions and/or user group sessions for members.
- Provide training and consultation to individual libraries as needed.
- Publicize and promote regional interlibrary loan.
- Provide semiannual statistics and report on program.
- *Work with region to develop pilot projects.*

3. Responsibilities of the participating members:

- Abide by regional, statewide and ALA interlibrary loan codes and guidelines.
- Share non-confidential and unrestricted information and resources with members.
- Maintain budget line for the acquisition of materials.

B. Support the facilitation of local resource sharing to increase the efficiency of ILL services.

1. Responsibilities of *SEMLS*:

- Educate and train ILL staff of member libraries.
- Publicize and promote direct lending among regional members.
- Provide and fund a Net Lender program that reimburses members for net loans to regional members.
- Encourage and support non-network affiliated libraries' participation in regional resource sharing by offering membership in MassCat.

Responsibilities of the participating members:

- Adhere to regional ILL codes, guidelines and agreements.
- Agree to follow regional guidelines for collecting interlibrary loan statistics.
- Extend ILL services to their users and publicize ILL services.
- Identify collections that are currently uncatalogued but that would eventually enhance the shared database.
- Provide necessary statistical information for Net Lender eligibility.

Evaluative Measures

Annual statistics collected for mediated ILL
 Number of ILL training sessions and number of on-site ILL visits
 ILL Satisfaction Survey
 Number of ILL requests made to regional members
 Number of participants in MassCat
 Number of participants in the Net Lender Program

CONTINUING EDUCATION

Goal: Provide members with a wide range of effective continuing education and professional development opportunities to improve skills, increase awareness, and foster innovation and collaboration.

1. Responsibilities of SEMLS:

- *Develop and implement a continuing education program in response to the needs of members.*
- *Provide workshops, seminars and other training activities for librarians, trustees, administrators and staff of member libraries.*
- *Provide support for state and national certification programs including:*
 - *Award of professional development points (PDP for teacher certification.)*
 - *Presentation of Basic Library Training (BLT) required by the Massachusetts Board of Library Commissioners for paraprofessional certification of public librarians.*
 - *Participate in national certification programs, such as ALA public library certification program and APA paraprofessional program,, by offering workshops for members to attain certification.*
- *Advertise and promote “to go” workshops.*
- *Develop and offer synchronous and asynchronous Web-based courses for members.*
- *Plan and support future development and offering of the Library Leadership MA institutes.*
- *Develop technology competencies and support members with kits and workshops for staff development in these competencies*

Responsibilities of members:

- *Agree to abide by SEMLS Continuing Education procedures.*
- *Notify the SEMLS office if you cannot attend a workshop for which you have registered.*
- *Participate in regional continuing education survey.*

Evaluative Measures

Statistics on the number *and types* of workshops held and attendance
Statistics on the number of synchronous and asynchronous workshops offered
Evaluation forms
Annual survey of member needs
Published competencies with kits available on website

ADVISORY AND TECHNICAL ASSISTANCE

Goal: Provide advisory and technical assistance to member libraries.

1. Responsibilities of SEMLS:

- *Respond to inquiries for information and assistance by a variety of methods, including in writing, by telephone, e-mail and on-site visits.*
- *Provide consulting services for member libraries on a variety of topics, such as grant writing, long-range planning, collection development, customer service, etc.*
- *Update website to include tools that members can use for marketing, planning, budgeting, personnel, etc.*
- *Provide technology consultations and referrals.*
- *Support member libraries applying for grants, such as LSTA.*

- Assist members with technology planning and the use of new technologies.
- Develop and maintain professional resources collection.
- Provide electronic access to the professional collection so that it is readily available and easily searched by member libraries.
- Involve new members in the region through personal contact.

Evaluative Measures

Statistics on the numbers of consulting/information requests processed
 Annual survey of member needs
 Number of library site visits.
Professional collection use statistics.
Number of website visits and pages hit.

SUPPLEMENTAL SERVICES

Goal 1: Provide member libraries with supplemental services and cooperative programs for the benefit of the residents of southeastern Massachusetts.

A. Provide supplemental services to member libraries in response to their needs.

1. Responsibilities of *SEMLS*:

- Do an annual survey of public libraries in communities serving populations under 25,000 to determine focus of this program.
- Purchase and provide equipment and materials in response to members' needs.

2. Responsibilities of the participating members:

- Respond to user survey.
- Follow regional guidelines regarding use of such collections and services for the benefit of all member libraries.

B. Provide cooperative purchasing programs

1. Responsibilities of *SEMLS*:

- Participate with other regions in cooperative purchasing programs, such as the materials and supply programs.
- Establish cooperative programming activities in response to requests from member libraries.
- Evaluate the group purchase program of electronic databases and determine members' interests in continuing it. Act as a broker for group purchases of electronic databases.
- Explore other cooperative purchasing opportunities for members.

C. Promote literacy skills for people of all ages.

1. Responsibilities of *SEMLS*:

- Plan future Statewide Summer Reading Adventure in cooperation with member libraries, other regions and MBLC.
- Support members' participation in the Statewide Summer Reading Adventure by providing printed and Web-based sources.
- Publicize and promote participation in Statewide Summer Reading Adventure.

- Cooperate with member libraries, other regions and agencies in providing other opportunities for yearlong literacy and reading programs for all ages.
- Explore and support development of other programs to support literacy and reading.
- Coordinate and support sharing of community read collections.

2. Responsibilities of the participating members:

- Provide summer reading statistics and *share* program successes with the regional office.
- Promote the Statewide Summer Reading Adventure, and other literacy efforts.

D. Support and develop cooperative programming and marketing projects at the regional, state and national levels.

1. Responsibilities of *SEMLS*:

- Maintain and expand the Statewide Performer Directory.
- Explore other opportunities for cooperative programming for members.
- Produce and provide master marketing materials for members.

Goal 2: Provide access to the unique primary resources in local member collections through digitization of materials.

1. Responsibilities of *SEMLS*:

- Implement the regional digitization plan.
- *Work with the* regional task force to provide member input and involvement in regional digitization efforts.
- Find potential host sites for digitized materials.
- Encourage members to provide access to local digitized collections through the Digital Commonwealth
- Identify potential cooperative projects and pursue grant funding for these projects.
- Provide workshops and trainings for members.

2. Responsibilities of the participating members:

- Work with local partners in identifying potential resources.
- Provide region with information on unique resources owned.
- Participate in regional data gathering.

Evaluative Measures

Number of libraries participating in cooperative projects
 User satisfaction survey
 Number of items acquired for Supplemental Collections
 Number of items circulated
 Number of libraries using website template
 Statistics on Member use of *SEMLS* equipment.
 Use of Performer Directory
 Summer reading participation
 Summer reading materials distributed
 Participation in cooperative programming
 Statistics on use of the collections.
 Number of unique primary source materials identified

REGIONAL COORDINATION/ADMINISTRATION

Goal: Coordinate, develop, implement and evaluate programs of service.

1. Responsibilities of *SEMLS*:

- Work with member libraries to identify their service needs.
- Develop, implement and evaluate projects and contracts supporting the Plan of Service.
- Initiate and conduct cooperative activities among libraries and other regions, systems and organizations in order to promote improved library service.
- Provide administrative support for regional programs and services.
- Coordinate budget preparation and reporting.
- Initiate and manage grant-funded programs supporting the Plan of Service.
- Represent the region at the state and local level.
- Publicize and promote library and regional system activities and services at the local, state and national level. *Engage members in discussion and planning for new models of statewide services. Participate in statewide discussions on future of regions and advocate for the interests of members as the state looks at future services.*

Evaluative Measures

Member satisfaction survey

Usage statistics

Successful coordination of budget preparation, submission and reporting

Successful management of grant-funded projects