

PLAN OF SERVICE AND BUDGET

Table of Contents

Mission Statement	2
Introduction	2
Executive Board 2006	3
Delivery	5
Regional Reference Service	6
Interlibrary Loan	7
Continuing Education	8
Advisory and Technical Assistance	9
Supplemental Services	9
Regional Coordination/Administration	11

SOUTHEASTERN MASSACHUSETTS LIBRARY SYSTEM

Mission Statement

In recognition of our challenges and our organizational strengths, weaknesses, opportunities and threats, SEMLS adopts the following mission, vision and values.

Mission

To lead, support, motivate, advocate and enable multi-type library cooperation among member libraries in Southeastern Massachusetts by developing and delivering innovative library programs and services that advance education and resource sharing and that respond to the needs of the library constituencies.

Vision

SEMLS will be known as an organization that effectively provides membership programs and services that meet the information needs of the library members' constituents by:

- being technologically advanced but with a strong commitment to human values;
- providing to our membership a deep and broad array of electronic information resources that are appropriate to meet the needs of a multi-type library community;
- being highly successful in providing cost-effective and equitably distributed programs and services;
- possessing a responsive, competent, and customer service-oriented staff;
- providing to member libraries educational and training services that are geographically boundless and employ both traditional and technology-based programs to meet a variety of learning styles and needs;
- providing coordinated services that are well-organized, cost-effective, well-publicized and highly used by the membership;
- being well-known and regarded by the appropriate funding authorities;
- effectively advocating for appropriate levels of staffing and operational support for member libraries; and
- providing information resources for members that meet both unique and specialized needs.

Introduction

The Southeastern Massachusetts Library System is a multi-type library cooperative, funded through the Massachusetts Board of Library Commissioners. The Southeastern Massachusetts Library System (SEMLS) provides support services to 388 member libraries in 86 communities. Today, membership includes 12 academic libraries, 101 public libraries, 237 school libraries and 38 special libraries. The Region serves to enhance and improve the delivery of library service to the residents of southeastern Massachusetts.

Chapter 78: Section 19C of the General Laws of Massachusetts authorizes the Board of Library Commissioners to *"establish a comprehensive statewide program of regional library service, consisting of regional library systems, which shall not exceed six, for the purpose of providing reference and research services, interlibrary loan, delivery, and other regional services to public, school, academic, and special libraries in the region...."*

Chapter 78: Section 19D establishes the Council of Members. *"For each regional library system, the board shall establish a council of members which shall consist of the chief librarian or one trustee to be so designated by the board of trustees or the appropriate administrative authority of each participating*

library and one designated representative from the participating private school libraries within each school district. The duties and responsibilities of the council of members will be specified in the bylaws of the regional library system as approved by the Board of Library Commissioners."

SEMLS contracts with two public libraries to provide supplemental reference service to libraries and direct resident access to reference and research collections. The two libraries are the Falmouth Public Library and the Thomas Crane Public Library, Quincy.

SEMLS contracts with the Thomas Crane Public Library, Quincy to provide mediated interlibrary loan service.

SEMLS has contracted with the Bridgewater Public Library to provide supplemental deposit collections of unabridged audiotapes, DVDs, and books on CD-ROM.

SEMLS Executive Board 2006

Officers

President – Joanne L. Lamothe, Director, Weymouth Public Libraries

Vice President - Edward Hynes, Director, MacPhaidin Library, Stonehill College

Clerk – Sally Evans, Director, Somerset Public Library

Treasurer – Jill Levesque, Library Teacher, Parker Middle School Library

Past President – Mary Reuland, Director, Snow Library, Orleans

At-Large Members

Irving H. Zangwill, Lay Representative

Pat Basler, Director, Stoughton Public Library

Bridget Buckless, Library Teacher, Westport High School Library

Ann Cowell, Director, Old Colony Correctional Center Library from 7/05

Betty Gregg, Director, Bridgewater Public Library

Jean Smith, Director, Brockton Law Library

Michael Somers, Director, Clement C. Maxwell Library, Bridgewater State College

Ex Officio

Massachusetts Board of Library Commissioners Liaison

David Gray, Director, Communications and Public Information

SEMLS Regional Administrator

Cynthia Roach

FISCAL YEAR 2008 PLAN OF SERVICE

Approved by Planning & Budget Committee – September 12, 2006

Approved by Executive Board – October 6, 2006

Approved by Council of Members –

Planning and Budget Committee:

Edward Hynes, Committee Chair, MacPhaidin Library, Stonehill College
Kendra St. Aubin, Head of Collection Development, Bridgewater State College
Jeanette Conroy, Library Teacher, Whitman Middle School Library
Nancy Denman, Children's Services Librarian, Duxbury Free Library
Mark Lague, Director, Canton Public Library
Jackie Rafferty, Director, Paul Pratt Memorial Library, Cohasset
Beth Roll Smith, Director, West Bridgewater Public Library
Rebecca Freer, Director, Norwell Public Library
Olivia Melo, Director, Lakeville Public Library

FY 2008 Plan of Service:

New goals and activities are in italics. The goals for delivery and interlibrary loan are changed and an additional goal has been added to the supplemental reference program.

Delivery: Many of the member responsibilities added are from the Best Practices document produced by the statewide delivery committee.

Supplemental Reference: This program includes a new goal (#2) on digitization. We will work with a Neline consultant to help develop a plan this year (paid for out of our deposit account) and we hope that we can begin implementation of the plan during FY 2008.

Interlibrary Loan: The three-year contract with Quincy will end at the end of FY 2007. If SEMLS issues an RFP, it must be issued this winter. The ILL committee will be discussing this issue at their next meeting.

Continuing Education: The development of generic “To Go” workshops is highlighted in the plan.

No changes or minor changes were made in the other program areas.

DELIVERY

Goal: *Promote and provide the efficient and cost-effective interchange of library resources and strategic communications among members via vehicular delivery and/or mail.*

1. Responsibilities of the region:

- Provide the best, *most efficient* 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.
- *Review results of MassCat Delivery Pilot and continue delivery if needed.*
- *Improve training for staff of libraries receiving vehicular delivery.*
- Collect statistical data on delivery service.
- Monitor delivery vendor to ensure contract specifications are being met.
- *Work with delivery vendor to ensure efficient and effective delivery.*
- Keep members informed of delivery service issues.
- Cooperate with other regions to facilitate statewide delivery system.

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-wide surveys on delivery.
- *Have sufficient space to process delivery.*
- *Have a collection development policy that reflects the needs of the library’s borrowers.*

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 the region:

- Falmouth and Quincy supplementary reference service to libraries.
- Publicize and promote regional reference service.
- Maintain and increase 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.
- Explore expansion of Web-based reference services.
- Provide masters of promotional materials for information services available.

2. Responsibilities of the reference centers:

- Provides reference and information support services as described in contractual agreement.
- Provide region with annual report and statistics as described in contractual agreement.
- Market regional reference service to members.
- Provide reference through MassAnswers.
- Meet and/or maintain Statewide Reference Standards.

3. Responsibilities of members:

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

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

1. Responsibilities of the region:

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

2. Responsibilities of 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 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
Number of collections made available
Number of unique primary source materials identified

INTERLIBRARY LOAN

Goal: *Offer and support resource sharing opportunities to meet the needs of the constituents of our members.*

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

1. Responsibilities of the region:

- 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.
- *Develop a RFP based on member input.*
- *Recommend Mediated ILL provider for FY 2009 –2011.*
- Analyze and review mediated interlibrary loan service program in light of alternative methods for obtaining resources, i.e. MassCat, Virtual Catalog.

2. Responsibilities of ILL processing centers:

- 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.

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 the region:

- Educate and train ILL staff of member libraries.
- Publicize and promote direct lending among regional members.
- Continue to financially support conversion of bibliographic records into MARC format.
- 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.*

2. 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.

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 for the benefit of the people of southeastern Massachusetts.

1. Responsibilities of the region:

- *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 possibly national certification programs including:
 - Award of professional development points (PDPs) for teacher certification.
 - Presentation of Basic Library Training (BLT) required by the Massachusetts Board of Library Commissioners for paraprofessional certification of public librarians.
 - Investigate possible participation and offering of national certification programs, such as ALA, APA public library certification programs.
- *Advertise and promote "To Go" workshops.*
- Provide Web-based classes and trainings for members, such as the Element K program.

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 of workshops held and attendance
Evaluation forms
Annual survey of member needs

ADVISORY AND TECHNICAL ASSISTANCE

Goal: **Provide advisory and technical assistance to member libraries.**

1. Responsibilities of the region:

- 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.
- 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 a 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

SUPPLEMENTAL SERVICES

Goal: **Provide member libraries with supplemental services and cooperative programs through regional coordination of resources.**

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

1. Responsibilities of the region:

- Contract with the Bridgewater Public Library to provide a supplementary collection of materials such as DVDs and books on CD-ROM for communities under 25,000 population served.
- Work with Bridgewater Public Library to evaluate supplementary collections and to determine needs of members in regards to supplementary collections.

- Purchase and provide equipment and materials in response to members' needs.

2. Responsibilities of supplemental service provider:

- Provide bibliographic access to supplementary collection through SAILS.
- Accept requests for deposit collections from members by email, phone, etc.
- Publicize the availability of deposit collections.

3. 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 the region:

- 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 of all kinds.

1. Responsibilities of the region:

- 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 materials for members' use.
- 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.
- Promote and maintain My Own Café as a site where teens can develop writing and Web skills and as a dynamic teen Web page for member libraries.
- Explore and support development of other programs to support literacy and reading.

2. Responsibilities of the participating members:

- Provide summer reading statistics *and program successes with the regional office.*
- *Promote the statewide summer reading adventure, My Own Café and other literacy efforts.*

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

1. Responsibilities of the region:

- Evaluate need for statewide performer directory. Maintain and expand directory if needed.
- Plan and support future development and offering of Library Leadership MA.
- Explore other opportunities for cooperative programming for members.
- *Produce* and provide master marketing materials for members.

Evaluative Measures

Number of libraries participating
User satisfaction survey
Number of items acquired for Supplemental Collections
Number of items circulated
Collection and review of statistics on the use of other equipment, etc.
Use of My Own Café
Use of Performer Directory
Summer reading participation
Summer reading materials distributed
Participation in cooperative programming

REGIONAL COORDINATION/ADMINISTRATION

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

1. Responsibilities of the region:

- 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.
- Implement goals of strategic plan and begin new cycle of planning strategically.

Evaluative Measures

Member satisfaction survey
Usage statistics
Successful coordination of budget preparation, submission and reporting
Successful management of grant-funded projects