

# WPLC Strategic Plan 2025-2028

## with activities

*Bolded activities indicate areas of priority identified by planning team*

### Goal I: Focus on Our Strengths

The WPLC carefully focuses its work on projects that improve equity in statewide library service by leveraging efficiencies of scale and balancing the workloads of those that support it.

#### Objectives:

- Prioritize Wisconsin's Digital Library by improving processes to enhance library and patron experiences.
- Improve equitable access to library materials statewide by providing budget and policy recommendations related to statewide intersystem delivery service.
- Maintain the high level of satisfaction that members have for existing WPLC-led services and workgroups.
- Clearly define the scope of the WPLC's work and develop a practice of continuous assessment.

#### Identified Potential Activities:

- Increase buying pool shares and work toward equity in system level Advantage contributions
- Have project groups (Wisconsin's Digital Library, Statewide Delivery, Technology Collaborative Backup Project, and Technology Collaborative Digital Archive Backup Project) annually determine priorities using the WPLC strategic plan as well as the Board and Steering Committee.
- Create an assessment plan for WPLC effort to determine support for and funding of the different areas of WPLC focus.
- **Develop project parameters that clearly outline what work the WPLC will take on, including the need for project champions to ensure buy-in and focus.**
- In conjunction with existing mission, vision, and strategic plans, develop a core set of institutional values that can help guide the work of the WPLC

## Goal II: Clear, Purposeful Communication

The WPLC makes it easy for members to engage with, understand, and advocate for the important work the consortium performs.

### Objectives:

- Increase member library awareness of and engagement with the services the WPLC supports.
- Improve communication between and among the various groups that accomplish the work of the WPLC to ensure awareness, increase efficiency, and inspire confidence.
- Develop WPLC champions with unified, easy to implement communication strategies and messages.

### Identified Potential Activities:

- **Create a communication plan for the WPLC, beyond the existing plan for Wisconsin's Digital Library.**
  - Broaden communications work for the WPLC and try new ways to get messages out (a WLA session, quarterly newsletter or blog post on the Libraries for Everyone site, regular content on WisPubLib, etc.).
  - Work on ways to get communications past system directors/library directors and to the staff, especially frontline library staff.
- Find ways to balance the messaging of Wisconsin's Digital Library and Wisconsin Public Library Consortium.
- Improve the WPLC website
- Explore ways to even the playing field between director and non-director committee/board members to improve communication and engagement
  - By-law improvements
  - Improve understanding of roles and responsibilities of committee members
- **Improve information sharing between committees and groups by distilling the most important pieces of information so other members don't have to wade through minutes to understand key points for their own WPLC work.**
  - **Provide executive summaries.**
- WPLC should generate a case for all libraries, even very small ones, to invest more funds in the digital collection, and then use the systems to disseminate that message through system staff and WPLC committee members who the target audience knows.
  - Toolkits for libraries to make the case to their boards and stakeholders for budgetary support
  - Develop talking points for Library Legislative Day

## Goal III: Sustaining the WPLC

The WPLC is well-supported, financially and organizationally, and in turn is able to support its members and the work they do.

### Objectives:

- Improve the WPLC's organizational capacity through governance enhancements, appropriate structural changes, process improvements, and incentivizing WPLC participation.
- Develop clarity around funding for the WPLC, particularly finding a way to increase funding for Wisconsin's Digital Library.
- Leverage the collaborative power of the WPLC to advocate for more competitive contracts, appealing content, and improved service models.

### Identified Potential Activities:

- **Establish a workgroup to explore the concept of a dedicated WPLC director and/or staff members to assist in meeting goals for better advocacy for funding and better terms with publishers.**
  - Investigate similar organizations and their structures to find the best examples of structures out there and how they are effective in advocating for their organization's needs. The workgroup could share best practices and perhaps make a proposal based on their findings.
- **Explore changes to meeting frequency to decrease homework and catch-up in between meetings.**
- Explore governance structure changes to increase efficiency and improve communication and consider having board chair in place for a longer period of time since the WPLC is complex and learning curve challenging
- Streamline the shared Overdrive collection selection process
- Take actions like advocating for the addition of WPLC responsibilities to position descriptions
- With board leadership, establish a workgroup and/or dedicate resources to researching funding models that will meet the needs of the WPLC now and into the future.
  - Increase buying pool shares. Work toward equity in system level Advantage contributions. Pressure publishers for better terms. Seek legislation.
  - Explore if changes to the existing funding formula could help with funding challenges (consider usage in county reimbursement formulas, find ways to make funding consistent across state).
  - Explore grant-funding opportunities
- Perform scenario planning (i.e. what if a system leaves WPLC, other threats or opportunities, state funding decrease, publisher model changes dramatically, etc.) for preparation and stress testing.
- Activate an advocacy workgroup or the WPLC board to look for opportunities to advocate for improved models and pricing; or find funding for an outside expert to help formulate an advocacy plan.
  - Identify logical partners - LDL representation