

**Partnership***Objective 1: The consortium will investigate merging ILS services with other systems.*

Action	Update 2/2021	Time Frame	Status
Create document focused on Merging ILS.	This document serves as the current focus for this action.	May-21	Ongoing
Provide form for directors, staff input.	Directors and staff met for strategic planning. This document is the result.	Spring 2021	Completed
Reach out to WVLS & IFLS. Schedule a meeting.	Watching developments with WVLS & Marathon County closely and Sherry is participating when appropriate.	Spring 2021	On Hold
Address potential issues of a merged ILS by identifying fears and pitfalls, describing how problems and conflicts could be addressed in a reasonable way.	This was somewhat addressed at planning session. As more concrete plans develop, conflict resolution may become more active, but as of present, we seem to all be looking in the same direction. Review project WIN documentation.	Spring 2021	Ongoing

*Objective 2: Investigate other potential shared services and standards.*

Action		Time Frame	Status
Reach out to other systems for bulk supply purchasing opportunities.	Bulk orders of supplies, spine labels and ribbons with IFLS. Joint purchase of receipt paper printer in 2021.	Spring 2021, ongoing	Ongoing
Reach out to normalize bib standards with other systems.	Have formed an alliance catalogers throughout Wisconsin to work on statewide steps toward inclusive headings and issues of centralized cataloging. NWLS staff coordinated meeting with the group and formed a listserv to maintain connection.	October/November 2020	Completed
Continuing to reach out to normalize bib standards with other systems.	Evaluate our list of offensive headings. Reach out to presenters re: step-by-step. Make initial changes to non-inclusive records. Share this work with statewide colleagues. (Perhaps focus on "women" records first.)	Spring 2021	
Reach out to other system bib standards committees to meet jointly.	Working with the cataloging Slack group.	Spring 2020	Ongoing

**Relevance***Objective 1: Positive, consistent marketing of services and support of libraries.*

Action		Time Frame	Status
Promote relevance of libraries and the library system.	An active marketing team has been formed and is meeting regularly.	20-Aug	Completed
Consortium-specific marketing materials. Partner with other system marketing coordinators to collaborate.	The marketing team is currently working on their first marketing effort: The Shelter-at-Home Showcase, finalizing network logo and looking forward to next projects: Promoting Read Across Wisconsin.	21-Mar	Ongoing

*Objective 2: Seek and promote programming, services and resources.*

Action		Time Frame	Status
Coordinate marketing of existing Network services.	The marketing team is working on the rebranding of Merlin to Northern Waters Library Network. Weekly online directors discussions during COVID-19 outbreak to share ideas and support. Weekly meetings continue. Coordinate roll out of PIKA with direction back to website Promotion Page system-wide services and events.	5/21/2021?	Ongoing

*Objective 3: Develop stakeholder understanding of system (vs. single library) model and benefits.*

Action		Time Frame	Status
List of stakeholders.	The marketing team will look at this at their rebranding meetings. Develop talking points about the relevance & support of libraries.	Fall 2021	Ongoing
Educational marketing materials to share with stakeholders.	The marketing team will pivot to working on the transition to Pika once they've settled on the rebranding.	Fall 2021	Ongoing

**Patron Services***Objective 1: Develop a plan and timeline for centralized cataloging.*

Action		Time Frame	Status
Decide what options are available (system cataloger or partner with other consortia)	NWLS staff have begun discussing what options might be appropriate by reaching out to other systems and bibliographic subscription services. Looking for opportunities to implement.	21-Jan	In progress
Develop a funding plan.	NWLS staff have begun discussing funding opportunities.	21-Oct	In progress

*Objective 2: Investigate ways to improve online catalog.*

Action		Time Frame	Status
Discovery layer options & costs.	The decision to implement the Pika discovery layer was made in September. Big victory.	20-Aug	Completed

Develop a funding plan. Install discovery layer.	Pika budget approved 9/2020. Implementation schedule is set for a go-live date in April 2021. Participating in weekly meetings with Pika staff.	20-Aug Apr-21	Completed Scheduled
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**Objective 3: Promote backup plans for service outages.**

Action		Time Frame	Status
Arrange for NWLS head end access to switch to the RDC.	Moved over NWLS staff to new domain in RDC. Migrated NWLS file server to RDC. Have several new servers located at RDC up and running to start with NWLS system migration. Router configurations for migration have been finished and tested in a lab environment. Wireless configurations have been configured also for the migration process.	End of 2022	In progress
Investigate local options for alternative internet access.	Norvado has installed their fiber access to the back server room April 2020. Could be used as a secondary connection in the future for backup ISP.	End of 2022	In progress

**Objective 4: Promote WebSierra for outreach use.**

Action		Time Frame	Status
Provide access to staff for WebSierra.	Logins for WebSierra have been activated.	20-Sep	Completed
Provide continuing education on mobile outreach and examples.	Use Office Hours and Help Sheet for this task.	Spring 2021	To do

**Objective 5: Evaluate ILS options.**

Action		Time Frame	Status
Investigate available options.	IUG: Check out vendors. Ask PIKA for suggestions. Milwaukee County, Wisconsin Valley both are going through this process. Have contacted them to tagalong.		In progress.
Discuss the advantages and disadvantages of options.			On hold

**Positioning for the Future****Objective 1: Align with state level practices (directions).**

Action		Time Frame	Status
Participate in PLSR related activities	PLSR talks have resumed and NWLS is engaged in the conversation. CE portal is in development.	21-Jan	Ongoing
Consult with SRLAAW to keep abreast of the status of ILS and System mergers.	Closely watching the conversation with WVLS & Marathon County.	21-Jan	Ongoing

**Objective 2: Funding for additional system staff.**

Action		Time Frame	Status
Investigate grant opportunities.	Working outside of LSTA Funding. Looking for Grant for Streaming services...LEAN partnership type funding for Centralized Cataloging. Conversation with Michelle about project list.	21-Feb	Ongoing
Seek alternative sponsors.		21-Feb	To do

**Objective 3: Development and expansion of digital collections.**

Action		Time Frame	Status
Investigate possible streaming and other digital resources.	Reaching out to vendors for newspapers, magazines, ie. Kanopy, Flipster, Hoopla. Completed digital services survey of directors.	21-Jun	In progress.

**Objective 4: Develop specialized consulting/training resources which can be shared through the state.**

Action		Time Frame	Status
Highlight inclusive services.	Have formed an alliance catalogers throughout Wisconsin to work on statewide steps toward inclusive headings and issues of centralized cataloging. NWLS staff coordinated meeting with the group and formed a listserv to maintain connection.	21-Sep	To do
Highlight accessibility services.	Diversity focus in new Pika discovery layer.	21-Sep	To do

**Objective 5: Add more libraries and patrons to the consortium.**

Action		Time Frame	Status
Open consortium membership to school libraries in the area.	WEMTA/WLA partnership, started conversation at Ashland High School	21-Dec	To do
Encourage community libraries to become members.	Minong, Siren.	21-Dec	To do

Investigate possibility of more branch libraries.	Are there any tiny community libraries that could be enhanced by becoming a branch of an existing public library.	21-Dec	To do
Conduct patron drive activities.	Pop up library training. Active patron drive tied to Library Card Month: researching demographics.	21-Dec	To do
Investigate and encourage tribal libraries.	Bad River, Red Cliff, St. Croix (Hertel)	21-Dec	To do
Develop a plan for outreach.	Talking points, identifying community partners to begin conversations, cost-benefit analysis for all of the above.	21-Jul	To do