

WE ARE
TBLC

➤ CONNECT
➤ EMPOWER
➤ INNOVATE



TAMPA BAY LIBRARY CONSORTIUM
STRATEGIC PLAN 2016-2019



OUR MISSION


TBLC is a membership driven consortium. It includes all types of libraries and leads and encourages collaboration, resource sharing, staff development, and innovations to insure that the people of Florida receive excellent, timely library services and have access to emerging technologies and resources.

OUR VISION

Provide services that push the edge of innovation, empower libraries and staff to provide services that transform Floridians' lives, and build up the library brand.

ASK A LIBRARIAN



-  Foster cooperation between FL libraries to provide a collaborative statewide virtual reference service available to all Floridians utilizing emerging technologies. The program is part of the Florida Electronic Library.
-  Seek innovative ways to support and maintain a robust technology infrastructure.
-  Nurture the community of participants in order to facilitate a healthy cooperative service consisting of skilled providers.



MEDIA CONTENT PRODUCTION

- Continue to develop and provide centralized services for video filming and production for member libraries and TBLC programs.

FLORIDA LIBRARY GROUND DELIVERY SERVICE

- Coordinate a statewide courier delivery system to support and encourage resource sharing. The Service is a component of the Florida Statewide Resource Sharing Program.

BIBLIOGRAPHIC SERVICES AND INTERLIBRARY LOAN

- Help libraries manage holdings in OCLC WorldCat and the Florida Catalog to facilitate interlibrary loan.

- Provide continuing education opportunities related to cataloging and metadata.

RECIPROCAL BORROWING

- Manage agreements between participating libraries to offer library privileges to partner communities.

- Support establishment of a statewide borrower's card.

GROUP PURCHASE & LICENSING

- Offer discounted pricing on library products negotiated as group purchases.

CONTINUING EDUCATION



- Offer a diverse learning program for the enrichment and development of Florida library staff.
- Provide timely and convenient training opportunities via the statewide Florida Library Webinars program.
- Equip the TBLC region with comprehensive development programs presented through expert speakers.



COMMUNITY BUILDING

- Build relationships based on the sharing of ideas and experiences.
- Focus outside of our walls and engage with the greater library community.
- Convene and facilitate the exchange of ideas encouraging the pursuit of new directions.

COMMUNICATION

- ☀️ Emphasize an outward looking orientation and engagement and encourage libraries to do the same.
- ☀️ Embrace visual information methods and be image-aware and virtually present and focused.



WE PROMOTE ▶ LEAD ▶ SHOW

MARKETING

- ☀️ Market and promote TBLC and its programs and services.
- ☀️ Enhance the visibility of libraries, their services and their value to the community.
- ☀️ Model best practices for effective branding and use of digital media.

ADVOCACY

- Help libraries define their value propositions, develop messages, and communicate.
- Monitor trends and political factors for relevant connections to support libraries.
- Stand for libraries and the library brand and exemplify a spirit of pride in their accomplishments.
- Promote the role played by all types of libraries in the economic development and the entrepreneurial ecosystem.



MEMBERSHIP



- Cultivate a connected and engaged community of libraries and library staff in central Florida.
- Thrive as a responsive organization with an active membership.
- Coordinate an effective and engaged governing body.



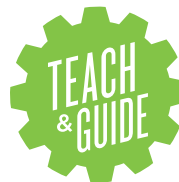
ORGANIZATIONAL EFFECTIVENESS

- Evaluate TBLC programs and services to maintain high quality services that effectively support member needs.
- Support TBLC staff needs for training and development.
- Provide a positive work environment where staff can thrive, grow, and excel.
- Maintain effective fiscal responsibility.



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