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Strategic Plan
2006-2008



Nylink is a not-for-profit membership organization of all types of libraries and information organizations throughout New York State and surrounding areas. Nylink facilitates collaboration among its members and enhances access to and implementation of high quality, cost-effective information technologies, resources, and associated services.

MISSION

Building the information community through collaboration and innovation.

VISION

Nylink will be recognized as a leading cooperative that enables libraries and other cultural heritage organizations to provide optimal resources and services.

VALUES

Nylink's actions and decisions will be guided by these member values:

Collaboration
Excellence
Professionalism
Trust
Advocacy

Goal 1: Nylink will offer a high quality, cost-effective set of services, support, and products to information organizations.

Objectives:

- Anticipate member needs and procure quality services and products from a variety of information, technology, and other service providers.
- Provide expert support for existing and emerging information resources and information technology products and services.
- Develop and maintain partnerships with organizations that provide economic or service benefits to members.
- Advocate member perspectives to OCLC and other partners regarding the development and enhancement of products, services, and pricing models.

Goal 2: Nylink will deliver a broad spectrum of consulting services and education programs related to existing and emerging information needs.

Objectives:

- Collaborate with members and other information organizations to develop consulting and education programs.
- Evaluate and enhance current training and educational programs.
- Develop planning strategies and customized solutions to assist libraries and cultural heritage organizations in meeting their goals.

Goal 3: Nylink and its partners will engage in collaborative projects and activities that provide benefits and added value to member organizations.

Objectives:

- Strengthen and expand new and existing partnerships and cooperative relationships with other organizations.
- Create opportunities for members to participate in collaborative efforts.

- Negotiate consortial agreements to lower cost of, and increase access to, products and services.
- Provide forums for members to share and to obtain expertise and perspectives that will enhance individual libraries and the cooperative as a whole.
- Influence the information industry in the cooperative development of relevant content, delivery models, and publishing trends that will enable libraries to provide enhanced resources and services to their constituencies.
- Provide information to libraries, museums, historical associations, and other like organizations to assist in the evaluation of products and services.

Goal 4: Nylink will maintain a strong organizational and operational infrastructure with the ability to adapt to change.

Objectives:

- Develop a flexible organizational structure that can harness the skills within the cooperative to maintain and develop products and services.
- Establish a reliable technology infrastructure, including solid communications and financial systems to enable members to gain ready access to first-rate customer services.
- Maintain, develop, and market services through a combination of sound business practice and the retention and recruitment of expert staff.

Goal 5: Nylink will expand and diversify its membership and participation in its activities and programs.

Objectives:

- Conduct ongoing needs assessment of members, affiliates, and potential members to identify opportunities for mutual engagement and for new product and service offerings.
- Expand marketing and outreach efforts to increase awareness of its programs and services.
- Assess and improve existing print and web-based publications and communications mechanisms.