



Strategic Framework

Our Purpose

The Montana State Library (MSL) helps all organizations, communities, and Montanans thrive through excellent library resources and services.

What we value

- User-centric services;
- The diverse worldviews of our users and partners;
- Open and free information that is accurate, timely, comprehensive and convenient;
- Data driven planning and evaluation coupled with compelling narrative;
- Risk-taking;
- Progressive library services and collections that are models for others.

Our Roles

- The Montana State Library is the source for State Government Information, Natural Resources Information, and Geographic Information, for all Montanans.
- MSL supports the development and excellence of Montana's tax-supported public libraries.
- MSL supports reading for Montanans with visual or physical disabilities.

What we will do:	*How we will do it:	Why we will do it:
<p style="text-align: center;"><hr/><i>Foster partnerships</i><hr/></p>	<p style="text-align: center;">+</p> <p>EXTERNAL</p> <ul style="list-style-type: none"> • Adapt consulting model from statewide library services to digital library. • Revitalize the Natural Resources Information System Advisory Committee. • Reinvigorate Montana Spatial Data Infrastructure Workgroups to provide input. • Define how to align our interests with diverse professional groups (as appropriate). • Define our goals for federations, including tribal, academics and schools – how do we engage them? • Help libraries measure impact through stories and data. <p>INTERNAL</p> <ul style="list-style-type: none"> • Train internally about MSL programs. • Provide training in storytelling to commissioners, local libraries, and MSL staff. • Map MSL stakeholders and how they inter-relate (local, state and federal). • Train staff on communicating and engaging advisory groups for MSL. <p style="text-align: center;">=</p>	<p style="text-align: center;"><hr/><i>Partnerships are necessary to ensure that Montanans thrive. Through partnerships, MSL and those we serve will continue to move Montana forward.</i><hr/></p>

What we will do:	*How we will do it:	Why we will do it:
<hr/> <p style="text-align: center;"><i>Secure sufficient and sustainable funding</i></p> <hr/>	<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">+</div> <div> <p>EXTERNAL</p> <ul style="list-style-type: none"> • Identify and create strategic partnerships that leverage funding for MSL and partners to achieve our purpose. • Align return on investment information to the values of strategic partners. <p>INTERNAL</p> <ul style="list-style-type: none"> • Create a clear, consistent message about MSL that captures all we do. • Create talking points for commissioners in support of MSL. • Offer training to help staff understand the funding picture. • Create a marketing plan for MSL with public service announcements, social media, search engine optimization, etc. • Develop return on investment information for all MSL programs. </div> <div style="margin-left: 10px;">=</div> </div>	<hr/> <p style="text-align: center;"><i>We have the funds and capacity to meet the expectations of our partners and Montanans.</i></p> <p style="text-align: center;"><i>We are an innovative, forward thinking, and fiscally responsible organization in fulfilling our mandates and meeting the expectations of our partners and Montana citizens.</i></p> <hr/>

What we will do:	*How we will do it:	Why we will do it:
<hr/> <p style="text-align: center;"><i>Create a useful information infrastructure</i></p> <hr/>	<p style="text-align: center;">+</p> <p>EXTERNAL</p> <ul style="list-style-type: none"> • Make GIS connections with libraries across the state. • Provide training on copyright and Creative Commons; set a good example for open data. • Develop plan to inspire local focus on broadband. • Research open data cultures. • Assess information resources needed by local libraries. <p>INTERNAL</p> <ul style="list-style-type: none"> • Optimize web search results. • Research options for creating an “open data culture.” • Create parameters and definitions for pilot projects, including criteria to determine success and failure. • Review statutes on open data to identify needed changes and resources to carry out mandates. <p style="text-align: center;">=</p>	<hr/> <p style="text-align: center;"><i>Montanans have the information and library services they need to understand and influence change in their community.</i></p> <p style="text-align: center;"><i>Others follow Montana’s model of open, transparent, cooperative information management practices.</i></p> <hr/>