

WYLD Visioning

In Wyoming, two names identify the work and direction of libraries:

1. The Wyoming Library Community: this is a generic phrase that has been used in a number of collaborative and promotional initiatives to represent all libraries as they address the information needs of Wyoming residents.
2. WYLD: originally an acronym (Libraries Database) of the member libraries of the public and college library integrated library system. It has come to represent more: the joint catalog, resource sharing, professional development, and statewide licensing and purchasing of electronic resources, to name a few items

WYLD has developed a strong brand and name recognition within Wyoming. The WYLD name is now sometimes used to refer to the catalog and sometimes to the collaborative efforts by all Wyoming libraries to provide information to the state's residents.

This document proposes to use the term WYLD to refer to the greater Wyoming Library Community collaborative that includes, but is not limited to, the central catalogs of holdings, resource sharing (interlibrary loan), cooperative collection development, joint purchases, collaborative projects, training, networking, Wyoming-specific databases and digital resources. WYLD can broaden the success of the integrated library system to greater strategic initiatives.

WYLD consists of the following areas:

Public Interface (Catalogs)

- The integrated library system (SirsiDynix)
- UW catalog
- Unique catalogs such as a federal documents catalog and World Cat

Wyoming Resources

- The Wyoming Patent Database
- The Wyoming Biography Database
- The Wyoming Serial Set Index
- GoWYLD.net

Resource Sharing

- Statewide licensing by the Wyoming State Library
- Joint purchases initiated by Wyoming libraries
- Interlibrary loan services

Digital Initiatives

- The Western Trails
- The Wyoming Newspaper Project
- Wyoming Memory
- Wikis (e.g., *Wyoming Place Names*)

Federal Depository Library Program (FDLP)

Marketing and Public Relations

- Promoting all Wyoming libraries
- Targeted marketing by resource, type of library, or clientele

It is time to consider what structure is necessary to advance WYLD and to expand its capability of developing services that expand access to information.

Steering Committee

Members of the WYLD Steering Committee will be the State Librarian (chair), UW Dean or designee, WLA President, WLA Past President, ILS President. The Steering Committee may include other representatives as necessary to meet specific needs or to advise on specific projects for WYLD. The Steering Committee must have proactive communication with the library community in addition to providing oversight for coordination among all Advisory Committees. The Steering Committee will appoint members of these committees.

Advisory Committees

Each area within WYLD is unique and may require oversight and assistance from an Advisory Committee. The committees need to ensure coordination with other WYLD areas and/or external partners. Strong communication to the Wyoming library community is essential, not only for coordination, but also to build inclusiveness of all libraries into the greater WYLD. (The current committees are listed in the appendix.)

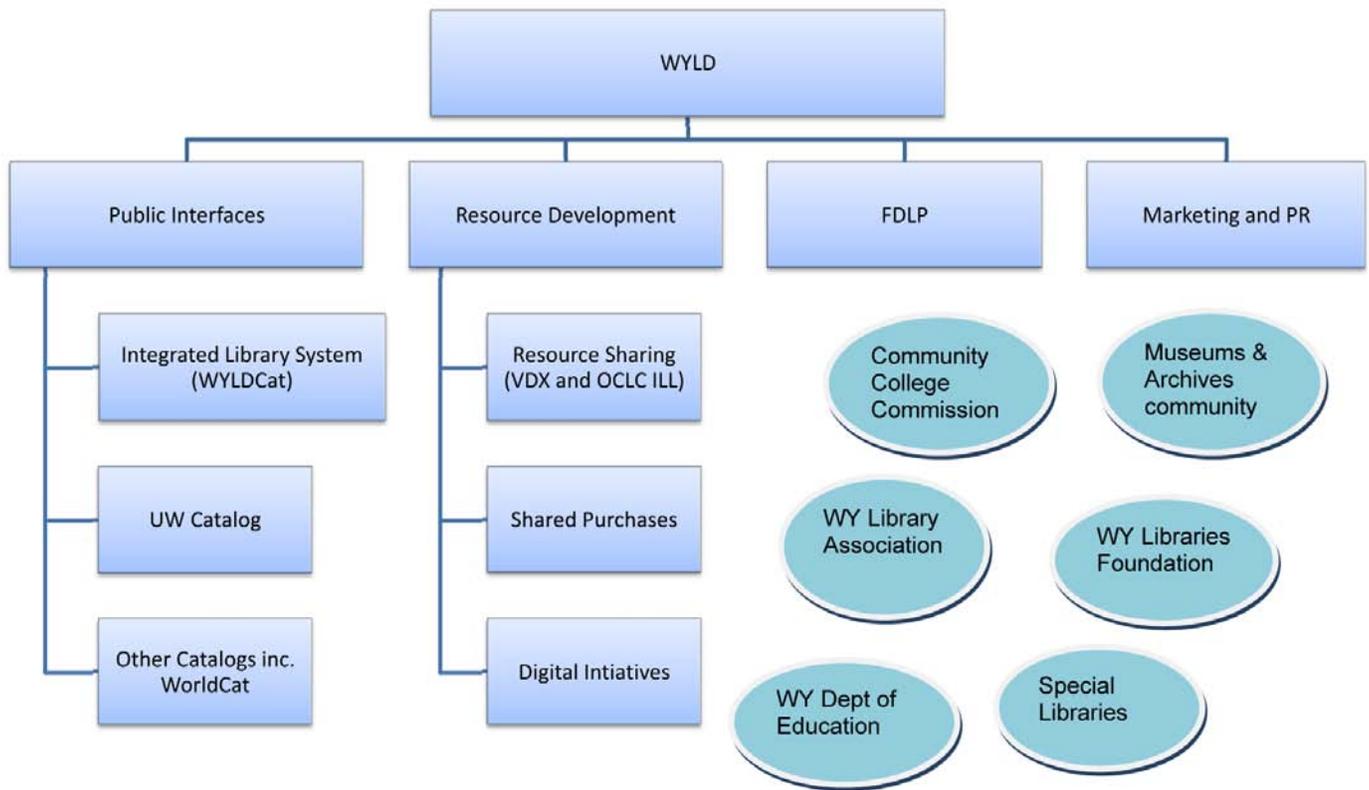
Partners

WYLD needs to seek partners and associates that share a common purpose and can advance joint agendas. Partners may have strengths and capabilities that WYLD lacks. For instance, WYLD may not lobby government, but the Wyoming Library Association (WLA) could be a voice for government funding for WYLD areas. Also, WLA has a strong professional development objective, and WYLD should coordinate training with WLA. The Department of Education and WYLD should coordinate for database purchases and funding. The Wyoming Libraries Foundation provides services outside the ability of the State Library. These and other partners are critical within the library community and contribute to the success of WYLD. In strategic planning and development, these partners should be included within WYLD discussions and

activities. WYLD must work well internally and externally to be successful in building the information network of the state.

Next Steps

The Steering Committee will develop a formal structure for the various areas, including the Advisory Committee charges. The Steering Committee will work closely with partners to determine overlap and joint agendas. The Steering Committee will report to the library community during summer 2009 on its work and implementation process.



The ovals in this graphic suggest, but are not inclusive of, potential partners. The universe of users includes all Wyoming residents and will present myriad opportunities for engagement.

PARTICIPANTS IN WYLD VISIONING

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Cynthia Twing,
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Facilitator:
Lucie Osborn
Laramie County Library System

ADVISORY COMMITTEE CHARGES

Public Interface

This committee will be established after the WYLD ILS annual meeting and the University of Wyoming migration to Innovative.

Resource Sharing

- Articulate a vision for resource sharing in Wyoming
- Identify 'best practices'
- Recommend policies
- Communicate marketing needs
- Identify training needs
- Keep abreast of technical improvements in software that facilitates management of resource sharing and maximizes ease of use for library patrons

Shared Purchases

- Identify potential products/resources for statewide licensing
- Serve as a point of contact for vendors
- Arrange trials
- Recommend purchases
- Identify funding sources
- Monitor use and evaluate purchases
- Communicate marketing needs
- Identify training needs

Digital Initiatives

- Create a clearing house of digital projects in Wyoming
- Explore opportunities for shared platforms
- Identify potential funding sources
- Publicize standards
- Communicate marketing needs
- Identify training needs

Federal Depository Library Program

This group will consist of representatives from designated depository libraries. They will meet to establish goals when the Government Printing Office has formally approved the proposed state plan submitted by the State Library and the University.

Marketing and Public Relations

- Promote services and programs offered statewide
- Create high quality promotional materials
- Develop a cohesive message that is clearly understood internally and externally
- Serve as a resource for individual libraries