

April 19, 1996

To: Margaret Auer

From: Dalnet Vision Task Force

Patricia Breivik, Jean Brennan, Phyllis Jose, Sue Frankie (chair) *Sof*

Re: Recommendations on Revised Dalnet Vision Statement and Definitions to Use for Dalnet Strategic Planning

Enclosed here is the "report" of the Vision Task Force. Our report consists of:

1 - A revised vision statement

In fact, this is what our task force was asked to do. Items 2 and 3 below are additional tasks we completed that may be useful as we proceed with our discussions and planning.

2 - A list of terms with definitions.

We recommend that this be shared and discussed with the Dalnet Board so that we can all agree on them and use them (or revised versions of them) during the course of our strategic planning.

Note: we are not totally satisfied with the definitions for Guiding Principles, Values and Strategic Indicators. We have included them here, but appreciate that another task force is working on the concepts of Guiding Principles and Values and the possibility of combining these elements. The Strategic Indicators element needs more general discussion to determine if the Board wants to include these as part of our strategic planning.

3 - A graphic display of the terms, showing time frames and assignment of responsibilities

This may be useful to amplify the terms we are using and show their relationships. We recommend that this be shared and discussed with the Dalnet Board to determine if such a display is useful as an additional framework for our planning.

We are prepared to answer questions about any of this and look forward to the Board discussions.

cc: Task Force Members

PROPOSED VISION STATEMENT FOR DALNET

By the year 2000, DALNET will:

- 1) Be widely recognized as a model cooperative information services provider, anticipating and supporting the information needs of a diverse community of users in the Metropolitan Detroit area;
- 2) Through creative partnering, provide excellent, flexible, responsive and cost effective services to ~~members of~~ the communities served by DALNET ~~libraries~~; and
members
- 3) Become an established gateway to the unique information resources of ~~DALNET members~~ and their communities. *world-wide*

*- removed
innovated
total info
needs
& beyond*

entrepreneur

PROPOSED DEFINITIONS FOR USE IN DALNET STRATEGIC PLANNING

1. **VISION STATEMENT:** A statement which is a reflection of the organization's focus that states where the organization is going.
2. **MISSION STATEMENT:** A statement of the underlying purpose of the organization; its reason for existence.
3. **GUIDING PRINCIPLES:** Statements or phrases which are outcomes of the organization's Mission Statement and provide a framework from which to act on an operational level. ~~Rules of conduct~~ principles for working together effectively
4. **VALUES:** Statements of beliefs which the organization holds dear (e.g., "Our librarians and staff are the source of our strength. They provide our collective intelligence and determine our reputation and vitality. Involvement and teamwork are our core human values.")
5. **GOALS:** Statements of desired outcomes, each of which is usually the sum of a number of expectations (e.g., service quality, product quality, employee satisfaction.)
6. **OBJECTIVES:** Focused statements of desired outcomes; specific action plan that includes time frames, people/groups responsible, measurable outcomes, and levels of attainment sought.
7. **STRATEGIC INITIATIVES:** Statements of intent to consistently monitor and aggressively pursue opportunities ~~in particular arenas~~. *(e.g., alliances, grants)*

SWOT analysis

Components of DALNET Long-Range Strategic Plan

