

# WiLS 2021 Strategic Initiatives

## **Improve the member experience**

Invest in a redesigned MyWiLS portal to streamline renewals, expand bill pay, and reinforce WiLS as the go-to resource for one-stop subscription management.

Implement the next stage of communication strategy through website and logo refresh.

Fine tune & assess implementation of academic cooperative purchasing business model redesign and look for ways to bring this approach to other markets.

Develop outcome measures to assess value and impact in the WiLS member experience.

## **Showcase responsive services to address real-time member needs**

Employ WiLS' unique genius to identify new products and resources, build vendor relationships, and deploy services that best serve our members and their communities in a changing environment.

Utilize data to enhance collaborative decision-making with our consortium partners.

## **Highlight WiLS' role as connector and cornerstone**

Expand opportunities for statewide collaboration through developing new initiatives like the City Libraries Collective, strategic planning cohorts, and communities of practice around digital readiness.

Continue to infuse WiLS' heroic capabilities throughout communications.

Explore new avenues for expanding and improving learning opportunities for members in the virtual space.

Enhance infrastructure for expanded information and data sharing among libraries.

## **Operationalize our values**

Dig deep into identifying tangible opportunities to advance equity, diversity, and inclusion within WiLS and our member organizations.

Explore innovative ways in which we can invest in the Wisconsin library and cultural ecosystem through sharing our resources (Ideas to Action) and our expertise (pro-bono work).

Continue to spread optimism and fuel innovation as our members fulfill their mission in a changed world.