

**Plan of Action for AskMontana  
FY 2009/FY 2010**

**Goal 1:** Increase usage of the service

**Objective 1:** Increase email and chat transactions combined by 10% by 06/30/10. Lead staff: Betsy Garlish and Tracy Cook

**Objective 2:** Survey members regarding a marketing program emphasis change such as baby boomers by 04/22/09 . Lead staff: Sara Groves

**Objective 3:** Increase number of libraries who link to AskMontana by 15% by 06/30/2010. Lead staff: Tracy Cook

**Objective 4:** Implement Instant Messaging Service by 06/30/10. Lead staff: Tracy Cook and Betsy Garlish

**Objective 5:** Work with Tom Marino to add metadata to AskMontana that would make it show up in search engines by 5/01/2009. Lead staff: Tracy Cook

**Goal 2:** Patrons receive excellent service

**Objective 1:** Practice one on one and visit with 7 libraries in the cooperative by 06/30/10. Lead staff: Tracy Cook, Lauren McMullen, Maggie Meredith

**Objective 2:** Provide a face-to-face training by 8/1/09. Lead staff: Tracy Cook

**Objective 3:** Provide a virtual reference session at the annual conference by 4/25/09. Lead staff: Betsy Garlish

**Objective 4:** Increase the number of email questions and chat follow-ups that receive a response within 1 business day by 5% by 06/30/2010. Lead staff: Betsy Garlish and Tracy Cook

**Objective 5:** Set up mentoring and/or training between more experienced cooperative members and less experienced cooperative members by 06/30/2010. Lead staff: Tracy Cook

**Objective 6:** Develop virtual online sessions for librarians by 06/30/2010. Lead staff: Lauren McMullen

**Goal 3:** Librarians feel comfortable with the software and providing the service

**Objective 1:** Interview librarians to see what they need to feel more comfortable by 05/01/2009. Lead staff: Tracy Cook

**Objective 2:** Provide face-to-face training by 8/1/09. Lead staff: Tracy Cook

**Objective 3:** Consider for implementation two or more suggestions that librarians might have for improving service (if applicable) by 12/31/09. Lead staff: Tracy Cook and Betsy Garlish

**Objective 4:** Practice one on one and visit with 7 libraries in the cooperative by 06/30/10. Lead staff: Tracy Cook, Lauren McMullen, Maggie Meredith

**Objective 5:** Have one VR session at the annual conference by 4/25/09. Lead staff: Betsy Garlish

**Objective 6:** Librarians meet at least once annually to discuss service by 10/30/09. Lead staff: Betsy Garlish

**Objective 7:** Work with academic libraries to determine how to best implement AskMontana in their libraries by 1/01/10. Lead staff: Tracy Cook

**Objective 8:** Develop ways to recognize and reward librarians by 07/01/2009. Lead staff: Betsy Garlish and Tracy Cook

**Goal 4:** AskMontana is sustainable and successful

**Objective 1:** Discuss with librarians, coordinator, and MSL staff what we need to see in order for program to continue by 3/31/09. Lead staff: Tracy Cook

**Objective 2:** Interview libraries to find out what they think the cooperative needs to be sustainable by 12/31/10. Lead staff: Tracy Cook

**Objective 3:** Consider implementing any suggestions from interviews by 06/30/10 (if applicable). Lead staff: Tracy Cook and Betsy Garlish

**Objective 4:** 4 new libraries join the cooperative by 06/30/10. Lead staff: Tracy Cook

**Objective 5:** Explore options for increasing funding through the state. This would be laying the groundwork for the next legislative session by 10/17/09. Lead staff: Tracy Cook, Sarah McHugh

**Objective 6:** Encourage administrators of larger systems to allow more staff to cover. The additional hours will increase the Montana presence and assist our local Montana citizens in reaching a Montana librarian by 12/31/10. Lead staff: Tracy Cook and Betsy Garlish

**Objective 7:** Administer regular assessment surveys of participating Ask Montana librarians and libraries to provide in-depth feedback on the service for planning purposes, and to assess participation and support for the service in the spring and fall. Lead staff: Betsy Garlish

**Objective 8:** Administer regular assessment surveys (above and beyond the current exit survey now provided to chat patrons) to provide more information on our service from a patron perspective, as well as demographic data about our users in spring and fall. Lead staff: Betsy Garlish

**Objective 9:** Redesign and continue surveying patrons with the hopes of discovering how the service benefits them by 07/01/09. Lead staff: Betsy Garlish