

NELLCO 2020-2021 Strategy Articulation Map

Vision

Together we make law libraries better.

Mission

NELLCO is a consortium of law libraries collaborating to maximize access to services and resources and to develop, evaluate, and implement innovative programs for the benefit of the members.

Values

Leadership, Cooperation, Adaptability, Diversity, Education

Goals

Increase ALLStAR participation

Expand court membership

Share ideas to improve law library services

Design a user-friendly NELLCO website

Initiatives

- Demonstrate benefits to libraries
- Use varied communication modes
- Individual contact
- Create incremental goals

- Determine key benefits for courts
- Create new marketing materials
- Focus on large state systems (CA, NY)

- Create webinars/forums for topical IG discussions
- Host practical, hands-on programs at Symposium
- Additional training options for members

- Identify focus groups to offer feedback
- Pinpoint best practices
- Launch rebranded site

Metrics

- 90% AOS completion
- 95% renewals
- 100% cost-recovery

- Increase court members 50%
- Increase court-focused resources by 20%

- Host one add'l virtual meeting/IG
- Double number of prof development attendees

- Increase website traffic by 100%
- 90% positive survey response to website redesign