THE GEORGIA LIBRARY LEARNING ONLINE
GALILEO
STRATEGIC PLAN

Initiated in 1995, Georgia Library Learning Online (GALILEO) was initially conceived as the means to achieve efficiencies and economies of scale in the provision of educational resources to the libraries of the University System of Georgia. GALILEO has since emerged as the primary state provided resource to support the educational advancement of all Georgians – in essence, the virtual library for the state of Georgia.

Originally initiated by the University System of Georgia Board of Regents to serve the higher education system, GALILEO has grown to include a broad consortium of more than 2000 institutional participants representing K-12, public, and higher-ed libraries with over nine (9) million user-constituents. Since its inception, the extent of usage of GALILEO sponsored resources has grown significantly. As of the fiscal year 2016, online activities utilizing GALILEO included: 62,838,334 searches, 19,519,778 full text downloads, 12,671,847 citations, 8,409,883 database utilization sessions, 5,657,178 link uses, and a total of 58,339,494 GALILEO sessions.

As usage of GALILEO has increased exponentially and is trending upwards, there is a significant need to meet current needs while simultaneously preparing for the future demand for GALILEO services. In an environment characterized by exponential growth in the requirement for credible online information, utilization of updated information technologies, increasing costs associated with gaining/maintaining access to educational resources, and the need to responsibly leverage public funds, it is imperative to establish a vision to address these environmental characteristics and to establish specific strategic priorities necessary to continuously position GALILEO as the primary medium to facilitate the life-long learning of Georgians.

To identify these strategic priorities and to develop a plan to achieve the identified vision, the executive staff of GALILEO engaged strategic planning experts at the Carl Vinson Institute of Government (CVIOG) – University of Georgia. CVIOG has over 90 years of direct experience providing technical assistance to the governing institutions of Georgia in a wide range of arenas including strategic planning, technical assistance, training, research, and policy analysis. GALILEO/CVIOG then developed a process of data gathering and information analysis to produce a 'Strategic Plan' that is reflective of current and future GALILEO constituent usage and the overall needs of the state of Georgia.

STRATEGIC PLANNING PROCESS

To support the intention of GALILEO in developing its 'Strategic Plan,' CVIOG implemented a deliberate process that focused on identifying key GALILEO stakeholders; creating a shared foundational understanding inclusive of GALILEO mission, values, and vision; illustrating the characteristics of the operating environment; developing the required strategic priorities; and signifying the most appropriate steps for implementation of the 'Strategic Plan.' From October 2016 to June 2017, CVIOG facilitated this deliberative process that included:

1. **Strategic Planning Process Initiation:** The Institute of Government and GALILEO Executive Director identified specific stakeholders and planned the development processes.

2. **Regents Academic Committee on Libraries (RACL) Kick-off Session:** Held a half-day planning session with the RACL committee to clarify individual/collective expectations and to revisit current vision, mission, and values for GALILEO, and to identify stakeholders for engagement in listening, visioning, and strategic planning sessions

3. **Stakeholder Listening Sessions:** The Institute of Government conducted five listening sessions around Georgia to assist with the environmental scan to identify driving and restraining forces acting upon GALILEO. The listening sessions included approximately 100 individuals representing institutions throughout Georgia and institutional representatives from:

   a. University System of Georgia,
   b. Technical College System of Georgia,
   c. K12 public and private schools,
   d. Georgia Academic Public Libraries (GAPLS) and Atlanta/Macon private Academic Libraries (AMPALS), and
   e. Georgia Public Library Service (GPLS)

4. **Visioning Session.** Convened a meeting with additional representatives, along with the RACL committee, to deliberate about the ideas identified in the listening sessions and to develop a vision that captures the preferred future for GALILEO.

5. **GALSTEER Strategic Planning Session.** The GALILEO Steering Committee met to review the listening/visioning session data and to select strategies to achieve the priorities established in the GALILEO Strategic Plan.

6. **GALILEO Operations Planning Session**. A one-day session was held with GALILEO Staff to focus on organizational capacity and to produce a skills inventory for the implementation of the strategic plan. GALILEO staff reviewed the plan and analyzed operational needs through a facilitated process.

7. **GALILEO Users Group Conference.** The Institute of Government produced a summarized document for the GALILEO Executive Director or RACL's presentation at this conference in June. Attendees were invited to share feedback on the plan via an engagement exercise. The notes from this session were reviewed and considered in the final draft of the plan.

8. **GALSTEER Committee Approval.** The Committee met in McDonough and reviewed the final draft following the users' group input. A few small corrections and edits were made to the plan and it was recommended for approval and adoption.
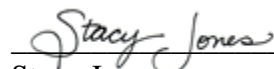
MAJOR FINDINGS

Resultant from this deliberative process, the following 'GALILEO Strategic Plan' represents the input of constituents, individual and institutional, across the state of Georgia. It serves as a coalescing framework for local as well as statewide issues. Summarily, significant observations identified from this include:

1. GALILEO is committed to being a universal resource to all lifelong learners beyond its original mission to serve higher education.

2. GALILEO usage is pervasive across the state and is considered a highly significant resource by and across all stakeholder groups.

3. Stakeholders uniformly desire to have GALILEO continue to grow and expand its resources, access, and engagement with multiple stakeholder groups.

4. Overall support for GALILEO is very high across all stakeholder groups. Throughout the various listening sessions, it was evident that participants agreed on the core purpose and values of GALILEO.

5. Despite operational and user differences between stakeholder groups, a clear, shared vision emerged in which GALILEO will build upon its core strengths and past successes to provide even more support for lifelong learning for all Georgians.

6. Widespread agreement exists that GALILEO needs to significantly improve its interfaces, specifically the authentication process, in order to fulfill that vision.

The full GALILEO 'Strategic Plan' provides details around the purpose/mission, values, vision, high-level goals, and specific objectives.

THE CARL VINSON INSTITUTE OF GOVERNMENT
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GALILEO STRATEGIC PLAN

Vision

GALILEO facilitates the creation of knowledge and provides tools and resources for all Georgians to meet their lifelong learning needs.

Vivid Description

GALILEO will build on its unique role at the juncture of private and public institutions to become known as a statewide, collaborative, innovative platform integrated into libraries across the educational spectrum. GALILEO will support all Georgians as they move from childhood to adulthood, from inquiry to application, and from students to successful participants in the knowledge-based economy, resulting in an informed and well-educated Georgia.

GALILEO will further leverage statewide purchasing power to license high-quality resources efficiently on behalf of all Georgians. GALILEO will work with Georgia libraries and other educational institutions to provide free and open access to historical, cultural, and educational content. GALILEO will connect people with the right resource or tool, at the right time, in the right format.

As Georgians move through their various educational, work, and personal environments, they will seamlessly access the resources available to them regardless of their various roles. Technological advances will influence an ever-evolving, user-focused experience that is elegant, helpful, clear, and personalized to meet the needs of the individual learner and teacher.

Mission

- Serve as Georgia's statewide virtual library providing:
  - Equitable access to core high-quality instructional and informational resources to all Georgians.
  - Access to the tools necessary to help Georgians become lifelong learners.
  - Partnerships that create open access to historical, cultural, and educational content for and about Georgia.
  - Interface(s) that are easy to access and designed and customized to meet the needs of GALILEO libraries and the learners they serve.

- Provide the tools and resources GALILEO libraries and partners need to support the learners they serve.

- Facilitate the efficient and cost-effective provision of library services across the state through collaborative resource acquisition, training, and sharing of workflows, resources, and technological infrastructure.

Values

Innovation:

Change and improvement through increased efficiency and optimization, considered risk-taking, agility, and creativity.

Innovation in action may look like:

- Advancing new technology and ideas
- Creative models for services and programs
- User-centered design process
- Research and experimentation

Equity:

Facilitating fair access to resources and services according to programmatic and curricular needs.

Equity in action may look like:

- Removing barriers to access
- Integrating interfaces at users' point of need
- Funding models that meet stakeholder expectations
- Leveling the playing field for all Georgians
- Recognizing that we swim in the same pool, even if we are in different lanes

Collaboration:

Working together with others to solve a common problem or reach a common goal.

Collaboration in action may look like:

- Pooling resources to gain efficiencies in cost, equity, access, and space
- Seeking stakeholder feedback in designing services and solving problems
- Working together for a common and greater good
- Watching out for each other in budget, policy, and other matters
- Leveraging the expertise of the GALILEO community
- Formalizing informal collaboration already happening

Reliability:

Both users and library personnel can count on high-quality curated resources, consistent access, and a high level of support.

Reliability in action may look like:

- Quality and credibility of content
- Sustained and increased funding
- Good customer service and communication
- Systems working across all platforms with minimal downtime

Accountability:

Governance encourages participation, feedback, input, and multiple channels of communication.

Accountability in action may look like:

- Communicating in a timely, proactive manner
- Minutes from meetings are available
- Data-driven decision making
- Actively listening to library staff and users
- Applying expertise competently

GOAL 1 – User Experience

Create and maintain user-centered GALILEO environment(s) and interface(s) that are easy to use, customizable, personalized, powerful, and comprehensive in scope.

GALILEO will use an agile and iterative development process to create GALILEO environment(s) and interface(s) that meet user needs. Following a user-centered design process, we will gather feedback from patrons and library staff and create a simple, elegant, intuitive search experience for all Georgians. We will look at new tools and technologies, including open source platforms, to provide new ways of searching and displaying results. We will improve authentication to provide personalized, secure access to GALILEO with one or two easy steps. We will explore multiple options for libraries to customize their local interfaces. We will allow patrons to personalize their experience, to ensure that GALILEO can meet the needs of individual learners and grow with them as they move through their educational, personal, and work lives. As we develop these new interfaces, we will build on the work of others, following national and international standards and unabashedly "beg, borrow, and steal" from others who are doing things well.

Objective 1   (Underway in FY18)
Implement an effective, efficient, and iterative process to develop and maintain the GALILEO environment(s) to adapt to changes in technology and user needs

- Determine ways to improve current development process
- Aim for more frequent, iterative improvements ("start with something; build from there")
- Establish a development philosophy that builds on national and international standards
    - Mobile first
    - Open
    - Follow trends and copy the best
- Make room for new projects by reprioritizing, automating, and stopping work that is no longer useful
- Follow User-Centered Design (UCD) processes (usability testing of tools; workflow analysis)
- Professional development/sharing of knowledge, new trends, and technologies (between GALILEO/GIL staff and with others)

Objective 2   (Underway in FY18)
Make authentication as easy as possible

- Review current industry standards and best practices
- Determine user needs via UCD process (see Objective 1)
- Determine best approach to linking multiple roles (USG student, public library patron, TCSG student) to one GALILEO account
- Work with vendors to make transitions as straightforward as possible
- Identify clear goals for improving authentication for FY19 and moving forward

Objective 3   (Underway in FY18)
Implement recommendations from the UCD process to improve the GALILEO user experience/interface(s)

- Determine "low-hanging fruit" and make easy changes immediately

- Plan for and begin the re-implementation of back-end GALILEO administrative data storage and staff-facing interfaces
- Determine user needs via UCD process (see Objective 1)
- Identify clear goals for improving the user experience for FY19 and moving forward

Objective 4   (Complete in FY18)
Improve the GALILEO embedded Help to assist users at their point of need

- Review current Help and identify likely points of need
- Create short point-of-need Help videos or tutorials
- Embed answers to FAQ's at point of need (e.g., add "why do I need a password?" link at the point of login)

NEEDED TO ACCOMPLISH THESE OBJECTIVES:

- Potentially, some money for new platforms or tools
- One additional GALILEO developer
- Backing from other national and international groups to bring pressure on vendors to make any necessary changes or implement standards to meet these goals

GOAL 2 – E-Resources/Content

Provide a robust set of electronic resources (open and licensed) that meet the lifelong learning needs of all Georgians, leveraging local and statewide purchasing power.

GALILEO will provide a collaborative, efficient approach to managing the content of its statewide and stakeholder-specific e-resource portfolios, including open and licensed content. A committee will be in place that will analyze usage and other metrics, make recommendations on selection/deselection, and help communicate the value of these resources to other stakeholders and funders. A robust set of core e-resources will be available to level the playing field for all Georgians. Statewide purchasing power will be further leveraged to license stakeholder-specific content, with options available for individual access to those resources via ILL or other methods. Local purchasing power will be increased through the expansion and improvement of the opt-in cost share process. Discovery of e-resources will be increased through user interface, personalization and authentication improvements. Communication and partnership between stakeholder groups will be improved through technology such as Electronic Resource Management (ERM) tools.

Objective 1   (Completed in FY18)
Set up an e-resources advisory committee for GALILEO

- Establish committee charge, scope, and guidelines
- Begin meeting regularly, in-person and virtually
- Initial committee goals to include:
    - Review usage statistics and other metrics to analyze current e-resource portfolios
    - Provide feedback on potential ERM tool(s)
    - Determine process for maximizing usefulness of statewide and group-specific portfolios
    - Work with Marketing to promote/highlight specific e-resources

Objective 2   (Completed in FY18)
Implement new statistics/reports

- Work with e-resources advisory committee to determine their needs
- Consider options for outcomes-based assessment
- Reevaluate data sources for the stats tool
- Provide updated documentation for the stats tool
- Load vendor COUNTER reports into ALMA

Objective 3   (Underway in FY18)
Implement new ERM tool

- Make decision on ERM tool
- Finalize implementation plan
- Implementation in FY19

Objective 4 (Underway in FY18)
Implement recommendations from libraries and the e-resources advisory committee to improve the licensing/billing process to better meet library needs

- Gather feedback from stakeholders to determine institutional/system needs
- Improve communication about licensing terms
    - Identify general licensing terms that are most essential for institutional input and communication (work with committee?)
    - Identify specific terms in existing contracts that are problematic or need attention (work with committee?)
    - Address licensing earlier in the negotiation process to help ensure the best selection and utilization (potential ERM and committee function)
    - Communicate terms of use to help ensure that resources are properly and fully utilized (ERM)
- Expand and improve the cost-share process
    - Plan for expanding the opt-in cost-share licensing process to stakeholders outside Georgia higher-ed libraries
    - Complete proof of concept with library(ies) from one new stakeholder group (GPLS?)
    - Add new opt-in options for existing stakeholder groups (if desired, based on e-resources committee feedback)
    - Plan for further expansion in FY20

NEEDED TO ACCOMPLISH THESE OBJECTIVES:

- Increased state funding, if desire is to license additional statewide content long term

GOAL 3 – Awareness/Marketing

Raise awareness of GALILEO throughout the state of Georgia, aiming for every Georgian to understand what GALILEO is, its value, and how to access it.

GALILEO will develop a clear core message that consistently communicates its role and value to all Georgia stakeholders. We will work with libraries to develop an "army" of frontline staff trained in marketing strategies, and provide that group with online tools and locally-customizable promotional materials. We will work with that group on an ongoing basis to create a marketing plan that synergistically integrates GALILEO marketing goals with those of local libraries and statewide partners. We will partner deliberately with other statewide library groups to identify areas of shared interest and develop complementary or shared marketing strategies. We will develop an Assessment/Return on Investment (ROI) template that will be used to communicate GALILEO's value to stakeholders, and that can be customized for use by local libraries.

Objective 1   (Completed in FY18)
Develop a clear, consistent, core message about GALILEO and its value to Georgia

- Investigate options for working with others (outside firm? GPLS? BOR experts?) on core messaging, rebranding, non-traditional marketing channels
- Use the new vision to create a draft message ("elevator speech") targeted for stakeholders
- Gather additional feedback from stakeholders on messaging

Objective 2   (Completed in FY18; and ongoing)
Create a comprehensive and effective marketing plan

- Deliver the clear, consistent core message about GALILEO to all stakeholders
- Gather feedback from stakeholders (possibly via combination marketing/training survey?) on what libraries want/need for marketing GALILEO
- Find out what other states are doing (via ICOLC)
- In collaboration with local marketing teams (see Objective 3), create and manage distinct marketing strategies for each stakeholder group and GALILEO program/service
- Ensure each strategy is measurable

Objective 3   (Underway in FY18)
Empower libraries to do their own marketing of GALILEO

- Create and manage a marketing toolkit where libraries can download, customize, and order marketing materials
- Form teams of local marketing/promotion experts – educate and train as needed (e.g., marketing boot camps)
- Target library directors to communicate the importance of their staff's involvement in GALILEO training and marketing

Objective 4   (Planning in FY18)
Demonstrate GALILEO's value/return on investment (ROI) to various stakeholders

- Talk with stakeholders about what factors are important
- Consider options for outcomes-based assessment

- Find out what other states are doing (via ICOLC)
- Create locally-customizable template that demonstrates GALILEO value/ROI
- Include customizable infographics
- Evaluate, report, and repeat

Objective 5   (Planning in FY18)

Partner with other groups that share GALILEO goals/values to cross-promote initiatives, events, or information that is important to both groups

- Identify groups to work with that share GALILEO goals/values (e.g., GLA, GPLS, GLMA)
- Provide dedicated liaisons to those groups (doesn't have to be GALILEO staff)
- Partner on efforts of shared interest

NEEDED TO ACCOMPLISH THESE OBJECTIVES:

- Clarification on available options for working with others (outside firm? GPLS? BOR experts?) on core messaging, rebranding, non-traditional marketing channels
- Potentially, some money for an outside marketing firm or consultant

GOAL 4 – Training

Provide comprehensive professional development services, resources, and training to increase usage, build knowledge, improve engagement with GALILEO, and improve teaching and learning.

GALILEO will provide a comprehensive, programmatic, collaborative approach to training all library staff and faculty. We will have an online training presence that is intuitive, self-paced, and that provides point of need help. Regular face-to-face regional meetings around the state will complement online training. There will be an established training network of library experts across all stakeholder groups that will work with GALILEO as partners in establishing best practices, strategies, and tools for end-user and library staff training. This community network will be supported by a full-time training position at the GALILEO system office.

Training goals will be closely aligned with User Interface development and Marketing. Affordable Learning Georgia (ALG) will have a separate goal to raise USG faculty and staff awareness and knowledge of open educational resources (see Affordable Learning Georgia's Strategic Plan).

Objective 1   (Completed in FY18)
Develop a Training Plan for FY18 and FY19

- Establish assessment/analytics methodology
- Gather feedback from stakeholders on needed training and approach.
- Work with Marketing to make sure training is embedded in communication/marketing plan

Objective 2   (Underway in FY18)
Provide training and professional development for faculty and staff of GALILEO partner libraries

- Focus on training frontline staff
- Work with 3rd-party vendors to improve online training (also see Objective 3)
- Complement online training with in-person events

Objective 3   (Underway in FY18)
Redesign and re-brand the online training portal based on user feedback

- Improve content
- Better organization of/access to archived webinars
- Link to resources hosted elsewhere (GPLS, vendor materials)
- Look at using LibGuides or other content management system

Objective 4   (Planning in FY18)
Establish a network/cohort of library experts across all stakeholder groups that will work with GALILEO as partners in establishing best practices, strategies, and tools for end-user and library staff training.

- Using feedback gathered from stakeholders (see Objective 1), determine institutional needs
- Look at best practices/cutting-edge thinking on training (e.g., new technology; problem-based training; user-focused training)

- Look at models in other states (e.g., Indiana (Inspire), Alabama, NY)
- Work through GALSTEER to propose model

Objective 5   (Longer term)
In collaboration with network/cohort of library experts, provide training directly to GALILEO's users (patrons, faculty, instructional designers)

- Online tutorials focused on functionality and content
- GALILEO training materials that can be adapted and integrated into courses and instruction
- Impact K12 curriculum integration
- "Train the trainer" model

NEEDED TO ACCOMPLISH THESE OBJECTIVES:

- New Training Coordinator (perhaps shared with GPLS; background in instructional design)
- Funding for in-person regional meetings ($5,000)
- Funding for statewide network/cohort travel (starting in 2019 -- $5000)

GOAL 5 – Partner Tools and Services

Develop an evolving suite of tools and services to help stakeholders make better use of GALILEO.

GALILEO will develop robust connections with partners to understand their needs and concerns, and will actively involve interested stakeholders in the development process. We will develop an online toolkit with APIs, open data, helpful tools, and information about GALILEO programs and services, in order to help partners better understand and integrate GALILEO into their local services. We will pay close attention to emerging trends and technologies, and unabashedly "steal" from others who are doing things well. We'll adopt a philosophy of openness and agility, aiming for frequent, iterative improvements to tools and services. Moving forward, we will look to solve problems for partners when a central, statewide solution is needed. We'll look for ways to facilitate collaboration between GALILEO and its partners, and between the partners themselves.

Objective 1   (Completed in FY18)
Develop and maintain an online portal with helpful tools and information for each GALILEO partner community (higher ed, public libraries, K-12) and specific services (DLG, NGE, GKR, etc.) *[Note: Could possibly be combined with the marketing toolkit]*

- Identify each area of focus (partner or service) and gather input on information/tools needed
- Identify content and organize
- Determine platform
- Plan for full development in FY19

Objective 2   (Underway in FY18; and ongoing)
Put a philosophy of open data into practice

- For any new program or service, include open/shared access to data in the design from the start
    - Make GALILEO data available for reuse and remixing in an open format (for data that can be shared)
    - Provide list of helpful APIs for vendor/proprietary data
    - Develop APIs to let partner/institutional developers create (and then share) their own GALILEO tools
- Include information on the new toolkit
- Determine additional steps we can take

Objective 3   (Underway in FY18; and ongoing)
Develop a robust, connected community of partner representatives who can provide ongoing feedback and input

- Establish a framework to encourage and solicit feedback on existing tools and services
- Communicate and prioritize new ideas (with "up voting" from institutions)
- Hold periodic virtual meetings with stakeholders and developers around various topics to solicit input and voice concerns
- Create a voluntary "steering committee" of people interested in impacting GALILEO/GIL development

- Create relationships with developers at DOE, GPLS, PINES and talk with them regularly about shared concerns and potential project alliances

Objective 4   (Planning in FY18)
Plan for enhanced service offerings moving forward

- Talk with partners about what their needs are
- Prioritize new services that a) we can do really well; b) we're passionate about; and c) people will fund us to provide (cost-recovery)
- Determine a list of potential enhanced services

NEEDED TO ACCOMPLISH THESE OBJECTIVES:

- Better understanding of existing workload (especially things that we MUST do vs. things that are optional)
- Depending on results of workload evaluation, possible need for additional development staff

RACL-Specific Goals

Because the Regents Academic Committee on Libraries (RACL) and its USG institutions provide dedicated funding through the GALILEO Interconnected Libraries (GIL) initiative, the following goals have been specifically identified for RACL and GIL. All other goals will also benefit RACL and the USG, but these goals are specific to that group.

RACL GOAL 1: Increased collaboration

- ***Objective 1:*** The Cataloging Functional Committee will work with the new GIL Cataloging Coordinator, once hired, to implement a common set of policies across the system and take full advantage of the shared bibliographic file (Alma Network Zone). That committee and the GIL Cataloging Coordinator will report to the GIL Coordinating Committee by June 30, 2018 on new configuration options for consortia that facilitate sharing data, sharing resources, and sharing services and avoid duplication of effort.

- ***Objective 2:*** The Fulfillment Functional Committee will identify at least two new ways to facilitate/enhance resource sharing across GIL, beyond GIL, and as practical beyond Georgia, and report those options to the GIL Coordinating Committee by June 30, 2018.

- ***Objective 3:*** All other GIL Functional Committees shall identify at least two recommendations to reduce the duplication of existing work across the system and enable staff to work more efficiently, and bring those recommendations to the GIL Coordinating Committee by June 30, 2018.

RACL GOAL 2: Take full advantage of new Alma functionality

- ***Objective 1:*** Each GIL Functional Committee shall identify at least two recommendations for workflows (ideally collaborative or shared workflows) that could provide an opportunity to improve library services for our students, faculty, and staff, and bring those recommendations to the GIL Coordinating Committee by June 30, 2018.

- ***Objective 2:*** GALILEO/GIL staff will work with appropriate functional committees to review Alma and Primo workflows to determine if there are additional steps that can be taken to better integrate the processing of electronic, digital, and print materials into the new system; eliminate the duplicate data entry; and take advantage of next generation system capabilities. This investigation will begin immediately, and continue as the committees prepare their recommendations to the GILL Coordinating Committee.

- ***Objective 3:*** GALILEO/GIL staff will work with appropriate functional committees to review Alma and Primo APIs to determine if there are additional steps that can be taken to facilitate integration with other campus and USG systems (authentication, financial, learning management, etc.). This investigation will begin immediately, and continue as the committees prepare their recommendations to the GILL Coordinating Committee.

SPECIFIC NEW IDEAS:

For New Development Process:
- Involve GALILEO/GIL developers in national/international committees such as NISO, Simply E, etc.
- Research industry standards and best practices (around authentication, privacy and security, ADA/Section 508/WC3, etc.)
- Design for mobile first. Scale up using responsive design

For Improved Authentication:
- Short Term:
  - Rethink password distribution methods
  - Users select affiliation, then enter password (still one step)
  - Consider changing the password less frequently
  - Reach out to GPALS/AMPALS libraries on SSO
  - Determine whether geo-authentication is a viable solution long-term
- Longer Term:
  - Rethink authentication from the ground up
  - Provide guidance to libraries on preferred authentication to GALILEO
  - Work with GPLS/PINES developers on public library authentication options
  - Work with K-12/DOE developers on K-12 authentication options
  - Look at using Google/Facebook/OAuth
  - Look at methods to ensure only authorized users can access (e.g., store password in account, but if password has expired, user must re-authenticate themselves)
- Reach out directly to GALILEO users

For Improved UX/UI:
- Short Term:
  - Find out which vendors offer features like personal accounts or apps, and provide point-of-use Help letting patrons know those options before accessing
  - Reach out directly to GALILEO users (patrons and staff) to better understand their needs
- Longer Term:
  - Personalization
    - Show all resources available to a user (requires linking multiple roles to a GALILEO account)
    - Consider showing a user resources that are NOT immediately available to them, but which they could request
    - Users (or libraries) select their default databases via drag and drop or other method
    - Let users (or libraries) determine whether they want a simple or advanced default search
    - With personalization, and multiple roles linked to one account, a user could keep the same GALILEO account for life and it would change and grow with them
  - Simplified, elegant user experience
    - Optimize the default user experience for each user group (kids, scholars, general public)

- Make a "best guess" as to what users want (frequently used resources) with a prominent "See More" option
- Provide easier access to databases within discovery (by cataloging databases, using placards, or facets)
- Take a fresh look at discovery options, comparing EDS, Summon, Primo indexes and their respective interfaces; also consider open source interfaces that search those indexes
- Look at new hardware technology options that could interface with GALILEO (e.g., updating the password via RFID)
  - Improve user Help
    - Embed context-specific Help
    - Consider recommender engines
    - Show related information in results
  - Ensure consistency and ease of use when integrating GALILEO into multiple interfaces (e.g., the portal, local library sites, external vendor sites)
    - When a new resource is added, consider how the user experience or authentication may change
    - Look at the user experience when transitioning between databases/sites

For Content:
- Expand the licensed statewide content that is available to all stakeholders
- Work with e-resources committee to:
  - Communicate the ROI of these e-resources
  - Improve discoverability and access/authentication
  - Look at options for one-time ("long-tail") access to non-licensed resources
  - Implement partnerships (programs, policies, knowledge) across stakeholder groups
  - Determine model for increasing access to high-quality open content

For Training:

- Piggyback on existing events (e.g., GLMA, GPLS library directors meeting, GAC; pre-conferences/forums at GALILEO events)
- Get buy-in from Deans/Directors on staff training needs (and time to do training)
- Consider certification opportunities (PDUs, badges)
- Options for paraprofessionals
- Work with vendors to incentivize training
- Better articulate the audience for specific trainings
- Complete 4 – 5 regional in-person trainings
- Include GALILEO partners such as ALG, DLG, NGE, GPLS in trainings
- Fund non-GALILEO staff presentations on GALILEO-related topics at library conferences
- Make it easy to request or suggest training
- More video tutorials
- Better vendor-provided training
- Basic tutorials, including basic research skills
- Offer self-paced training
- Better information on how to integrate GALILEO resources into courses (tips and tools)
- Consider incentives (e.g., from vendors; free registration at GALILEO events or other conferences)
- Consider how cohort might create training content (e.g., online clearinghouse)

For Marketing Plan:
- Ensure all stakeholders can easily answer the question "What is GALILEO?"
- Reach out directly to GALILEO users
- Consider statewide marketing event(s) to maximize impact
  - GALILEO week
  - Social media competitions
  - Times during the school year when all K-12 is focused on something (like 8th grade history, or science fairs; sending password home on report cards)
- Make it easy for people to market GALILEO (e.g., here's the one thing we ask you to do this month)
- Review existing communication channels for effectiveness; explore new ones
  - Ensure communication channels are reaching ALL library staff, not just those on listservs
  - Look at existing Facebook and Twitter uptake
  - Aim for fewer, better, more targeted outreach
  - Consider new channels outside traditional library marketing, such as billboards, TV, radio, advertising on Google or Facebook
- Consider marketing to non-English-speaking communities
- Address each GALILEO program and service (including DLG, GKR, NGE) and develop consistent language on how we talk about these programs/services
- Think differently about how to promote/share GALILEO password; use that communication as a marketing opportunity

For Marketing Toolkit:
- Include vendor logos/images
- Include infographics
- GALILEO presentations that are customized (and customizable) for different technologies (e.g., media walls)
- Locally-customizable PSAs that promote GALILEO and libraries

For Partner Toolkit:
- Make it very easy for stakeholders to use/integrate the tools ("App Store" approach)
- High-value tools and services available
- Look at new technologies like Spotlight
- For platform, consider technology to support collaboration and cross-stakeholder partnerships (e.g., K-12/public library partnership)
- For platform, look at what we already have access to (e.g. LibGuides, wikis, Expresssion Engine)
- Talk to DOE/ALG/DLG/NGE/GKR (and any other three letter acronyms we can think of) to see if a platform for sharing lesson plans would be helpful
- Look at the data in the DOOR and see if it would be helpful to open up a view for local re-mixing

For Potential Future Directions with Partners:
- New partnerships with museums, parks, etc. (e.g., virtual reality and augmented reality tools)
- Look at integrating with Google Classroom

- Investigate need for an "LMS-lite" for K-12 systems that don't have one
- Crowd authoring of new tools and services
- Shared development with GPLS/PINES/DOE/K-12 developers
- Sandbox for partner exploration of new technologies
- Ability to host and provision web-based services (e.g., search indexes, data storage, archival storage, institutional repositories, "lite" hosted services, self-service and full-service options)