



## **The 2017 – 2022 strategy of the Library am Guisanplatz**

### **To begin with...**

... We wish to introduce you to our Library am Guisanplatz BiG, the principal library of both the federal administration and the Swiss Armed Forces, which is also linked to the Alexandria Library Network. The BiG has its roots in the head of the Federal Military Department's reference library established by General Henri Dufour in 1848, which later developed into the Federal Military Library EMB. Based on the Federal Council decrees of 7 September 2005 and 3 May 2006, the EMB merged with many libraries in an effort to centralise the federal libraries in the Bern area under one roof. Subsequently on 26 October 2007, the Federal Military Library became the Library am Guisanplatz, tasked with assuming the duties and responsibilities laid down in the Federal Council Ordinance on the Library am Guisanplatz of 9 October 2013.

As the principal library of the federal administration, the BiG occupies a unique position alongside the Swiss National Library and numerous university and research libraries. The BiG's key commitment is to provide the federal administration, public enterprises and armed forces personnel with the specialist information they require for their daily work, and as far as possible, to make its services available to interested members of the public.

With its introduction of a new cloud-based library system in 2013, the Library am Guisanplatz took on a leading role among Swiss libraries. Its 2017-2022 strategy reflects evolving requirements and the related development of the Library am Guisanplatz.

## **Mission**

As the federal administration's principal library we make top quality analogue and digital specialist information accessible to the federal administration, the Swiss Armed Forces and the public. In addition, we coordinate the Alexandria Library Network. We do all this while providing an extensive range of services and a keen awareness of our responsibilities.

## **Vision**

We will establish ourselves as the central and active information and documentation centre of the federal administration.

- We will become indispensable by providing top quality services which our core customers need in their daily routine.
- We will increasingly offer electronic resources and services but still make analogue media available.
- We are committed to using resources efficiently in our acquisitions.
- We will continue to make our range available to science and the public as best we can.
- We will become an attractive meeting place for government employees in both the physical world and the virtual space.

## **2017-2022 strategy: key activities**

This strategy aims to make the BiG fit for the future and focuses our products and services on our core clients' (entire federal administration, military, networked partners) requirements. The following are the principal motivating factors:

- rapid technological change and its challenges for libraries,
- an awareness of changing financial and personnel requirements
- and the change in the library management in October 2016.

This strategy was developed as part of a project in the first quarter of 2017. The project management worked closely together with the BiG project team, which consisted of senior BiG personnel, but other BiG staff also participated in devising the new strategy since they are directly concerned.

The following key activities for the BiG in the next five years were derived from working on this strategy:

- 1. We, as the federal administration's principal library, align our products and services with our core clients' requirements.*
- 2. We focus our processes and organise our business practices with both our core clients and our services in mind.*
- 3. We are an attractive employer with motivated employees thanks to our active personnel policy and efforts to develop our staff.*
- 4. We target our marketing in order to make our services and products attractive for our core clients.*
- 5. We use our facility and information technology infrastructure as well as we can and adjust proactively to changing requirements.*

***Key activity 1: We, as the federal administration's principal library, align our products and services with our core clients' requirements.***

Objectives:

- We provide our core services in a professional, client-oriented, resource-conserving and timely manner.
- We focus on our distinctive characteristics, which strengthens our position and autonomy in the library community.
- We are expanding our role as the federal administration's principal library and developing into its central information and documentation centre, establishing ourselves as its competent acquisition point regarding information and documentation.
- We are developing into the centre of excellence for e-resources and digital services, providing our government employees with easy, user-friendly and cost-effective access, and support the trends towards open data, open access and e-preferred with our modern digital asset management DAM.

Measures:

- We define our core services and distinctive characteristics as mandated by the Federal Council and supervise additional services as regards cost, profit and available resources.
- We only accept gifts and bequests if they comply with our adapted collection concept.
- We actively guarantee that the administrative units can satisfy their need for analogue and digital media through the BiG and at the same time ensure institutionalised release of their own analogue and digital official publications and grey literature through our library.
- We promote strategic digital asset management core projects and develop solutions for the management of e-resources on behalf of our core clients.

***Key activity 2: We focus our processes and organise our business practices with both our core clients and our services in mind.***

Objectives:

- We adapt our processes to the environment and an organisation structure that focuses on our core competencies and on fulfilling our role as the principal library.
- We improve efficient and effective service provision thanks to optimised processes.
- We actively devise the management and control of our processes and develop our internal knowledge management.
- We meet the requirements of our core clients with our collection and acquisition plans.
- We communicate in-house and externally clearly and purposefully.

Measures:

- We update our processes and at the same time adapt our organisational structure to changing, external and internal requirements. The results are written down in the organisation manual.
- We institutionalise steering and control mechanisms.
- We devise new and well-funded collection and organisation plans that are tailored to core clients.

***Key activity 3: We are an attractive employer with motivated employees thanks to our active personnel policy and efforts to develop our staff.***

Objectives:

- We strengthen our role as a principal library through an active and modern personnel policy. Making specific personnel recruitment efforts a high priority makes us a contemporary, attractive and innovative employer.
- We orient our job profiles to our processes and services.
- We promote our staff members with appropriate continuing education and training, provide them with career prospects and improve their marketability.
- We, as an educational institution, actively help to develop junior staff.

Measures:

- We pursue a progressive personnel policy with a regard to technological changes and modern administrative management.
- We adjust existing or create new job profiles if need be.
- We motivate and strengthen our staff with development and training programmes.

***Key activity 4: We target our marketing in order to make our services and products attractive for our core clients.***

Objectives:

- We promote our products and services through purposeful marketing and develop close customer relationships.
- We intensify the network with our clients, partner institutions and service providers and use it as positive marketing instrument.
- We accept more responsibility as the coordination point of the Alexandria Library Network and aim for high standards and professionalism.

Measures:

- We are devising a new, customer-oriented marketing plan and increasing our activities in this field.
- We strengthen the attractiveness of both the BiG and the Alexandria Library Network by providing professional work and high quality services.
- We extend our networking efforts in our professional environment.

***Key activity 5: We use our facility and information technology infrastructure as well as we can and adjust proactively to changing requirements.***

Objectives:

- We will increase our attractiveness as the confederation's principal library in both the physical and virtual world.
- We work with modern information and communication technologies and use them purposefully and geared to our services.
- We strengthen our leading role as a library with a cloud-based service environment.

Measures:

- We evaluate restructuring options in the physical and the virtual world with the goal of making our services more attractive.
- We regularly examine our information and communication technology resources and their operation and adapt them if necessary.
- We are in close contact with the producer of our cloud-based library software and seek to optimise and develop our system. With this effort we remain an interesting partner for new projects.



## **And finally ...**

... we are only just at the beginning. The 2017-2022 BiG strategy has been set out. I wish to thank our management and staff for their dedicated collaboration, and in particular the project management for the commitment they have shown in conducting this project. The close collaboration, numerous discussions and brainstorming sessions were lively, productive and focused.

And yet: if the new strategy is not to become empty words or disappear into an archive box in the basement, action is needed. The work begins when we implement the strategy. I am convinced that we will achieve our goal by introducing suitable measures, by receiving the support from our superiors in the Federal Department of Defence, Civil Protection and Sport DDPS and with the committed and motivated work of everyone involved. There's much to be done – let's meet the challenge!

Daniel Kohler

Head of the BiG

Bern, September 2017