



# 2023-2028 BiG Strategy in brief

## Introduction

The Library Am Guisanplatz (BiG) is the central library of the Federal Administration and the Swiss Armed Forces. It procures specialised subject matter required by their employees and makes it available in an appropriate form. The BiG is also open to the public within existing resources.

The 2023-28 strategy builds on the previous one and addresses the question of what kind of information service provider the BiG wants to be in the future and who should be its target audience. Key topics include the influence of digital transformation and the new working environment on BiG staff and customers.

This strategy is directed at all BiG employees. It provides them with guidance in their daily work and helps them set basic priorities.

The strategy is also a communication tool. It shows our partners and customers how the BiG is evolving and where its future focus lies.



## 2028 Vision

**The BiG is well positioned in the Federal Administration and provides a wide range of easily accessible digital services.**

**Clients:** The BiG meets the information needs of Federal Administration staff and procures the necessary media for this purpose.

**Digitalisation:** The BiG's focus is on digital resources supplemented with analogue services.

**Services:** The BiG offers a central media and information platform that can be accessed everywhere by Federal Administration staff.

**Staff:** The BiG staff are professionals and are recognised for their high quality digital and analogue services.

**Infrastructure:** The BiG provides its customers with attractive facilities for flexible use.



## **Marketing and cooperation**

### **Strategic objectives**

The BiG is the central library and information service provider for the Federal Administration and is recognised and supported as such.

The BiG is the key procurement body for all publications and online services required by the Federal Administration staff.

BiG services enjoy a high degree of recognition within the Federal Administration and are actively used.

The BiG aims to strengthen cooperation with old and new partners in all parts of the Federal Administration. It has contacts in the relevant organisational units, identifies their needs and processes their requests.

### **Key measures**

The BiG acquires competent contacts within Federal Administration target groups.

The BiG expands its range of services on the DDPS General Secretariat's intranet and for other departments, and reviews its own intranet site.

The BiG evaluates how better to manage social media channels.

The BiG ensures that new Federal Administration employees know about its services.

The BiG seeks and strengthens contacts with other information service providers, both within and outside the Federal Administration.



## **Services portfolio**

### **Strategic objectives**

The BiG focuses on digital services for the Federal Administration as its most relevant client.

The BiG continues to provide services to the public (e.g. lending, exhibitions, documentation, workstations) within the available resources.

The BiG's range of services are clear and easily accessible.

### **Key measures**

The BiG adapts its standard portfolio of services, in particular with regard to specialised digital services, channels and the teaching of information literacy.

The BiG improves its inventory management by defining clear responsibilities, organising the inventory and constantly adapting its acquisition profile to the needs of its customers.

## **Personnel and organisational development**

### **Strategic objectives**

BiG employees acquire comprehensive skills in digital services and public procurement.

The BiG offers its employees modern and flexible forms of work and is an attractive place to work.

The BiG's organisational structure adapts to its key services and to demand from the Federal Administration.

### **Key measures**

The BiG strengthens its employees' key skills and adapts its job profiles accordingly.

The BiG aligns its internal organisation and human resources with future key services and processes, taking into account modern and flexible forms of work.



## **Infrastructure**

### **Strategic objectives**

The BiG provides its employees with good working conditions by ensuring that its IT infrastructure is up-to-date and its work stations are well equipped.

The BiG boosts the appeal of its services and premises by providing a positive customer experience, both in-house and online.

### **Key measures**

The BiG provides modern office space according to the Federal Administration's guidelines.

The BiG conducts a feasibility study to improve the use of its premises.

The BiG reviews its IT infrastructure at regular intervals and adapts it to changing needs.

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