

Digest Taken From: The Future of CORAL
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Executive Summary

Many partnership and collaborative or consortial organizations are in the process of defining, refining, and redefining their vision, mission, roles, goals, strategies, and outcomes as partnership services, resources, and members struggle to identify priorities for the present and future. CORAL is no exception. Historically a successful consortium, however, CORAL is building on strengths and seeking opportunities as it plans for change. To assist CORAL members in assessing strengths, weaknesses, opportunities and challenges, consultants were brought in to assess and make recommendations on the continuation of the CORAL consortium as it is currently structured, continuance with a redefined purpose, or the possibility of dismantling the current area relationship.

CORAL-identified goals as a potential future for the organization:

- Reengage current and former members
- Stimulate discussions of organizational activities
- Establish future goals that are meaningful and useful to all members
- Reinvigorate the organization

Consultants' recommendations for areas and ways of reworking the organization (organized in a logical manner):

- Communication/Marketing
- Aggregate resources/dollars
- Decision making
- Collection support
- Development/Fundraising

What Do Consultants Think CORAL Members Should Do?

Recommended Future Goals for Coral

- Maintain a network of area academic and research libraries with the enhancement of communication and cooperation among area libraries and specifically among CORAL member libraries.
- Support cooperative resource development, sharing, outreach and preservation.
- Identify professional development, training and continuing education library needs and mechanisms for delivering content to area/member library staff.
- Provide services; seek relationships and liaison to other organizations and consortia as appropriate.
- Identify grant opportunities and mechanisms for pursuing grants and alternative funding to benefit members of the organization.

Specific strategies, CORAL should pursue:

- a. Investigate the refining and revising of the organizational structure to create mechanisms to allow formal membership discussion; formal decision-making structure; interest groups (both digital and in-person)
- b. Create a virtual/digital communication structure
- c. Design marketing plan for organization
- d. Create a virtual/digital content, services delivery structure
- e. Revise the virtual/digital CORAL web environment (focus on communication and information sharing and professional development accessible through the web)
- f. Determine mechanism(s) to seek funding
- g. Identify and develop funding options
- h. Select one major professional development event for academic year 2008; design it as a fundraiser/profile enhancement; use a cost structure that differentiates between internal members and external attendees
- i. Select two secondary professional development focuses (one in-person; one digital)
- j. Consider extending geography of CORAL membership to include academic, research, and special libraries outside current membership area.
 - Possible organizational members could include full membership, affiliate memberships (i.e., virtual members, non-voting, reduced costs, etc.), functional, or activity only memberships.

What Are Realistic Recommendations For CORAL?

In general, consultant recommendations for the next three years include:

- Establish a communications plan for area academic and research coral libraries and coral library initiatives
- Create a three-year professional development plan for area member libraries and coral membership.
- Design a collection development plan to identify unique/area regional needs and processes for meeting needs
- Establish a process for identifying and attracting outside funding for supporting coral initiatives
- Address area kinetic populations so area institutions could learn from each other