

# **Lewis & Clark Library System**

## **Operational Plan Communications**

### **Introduction**

Communication is the *raison d'être* (core function) of System work. All services and activities seek as their goal the effective transmission of information and knowledge to enhance understanding and wisdom.<sup>1</sup> Communications is a *Aflow* concept reflecting the process of transmission and exchange of knowledge and values.

Technological developments have been added to the communication scenario which now may include a wide array of methods of delivery beyond face-to-face consultation:

- ! telephone
- ! fax
- ! desktop publishing
- ! video teleconferencing - desktop or classroom
- ! e-mail
- ! web pages

However, the choice of the most effective means of communicating is still a human endeavor. All members of LCLS are stakeholders in the information world and therefore responsible partners in selection of appropriate, timely, and effective communications.

### **Underlying Communication Philosophy**

The system and the member libraries' communication relationship should be a two-way symmetric model in which power and initiative are shared equally. Our shared aim is to solve problems, avoid conflicts and maintain a lasting communication relationship.<sup>2</sup> Our communications network bypasses a center or intermediary allowing the choice of partners, time, place, and topic. Partners are equal in the exchange.

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<sup>1</sup> Walt Crawford and Michael Gorman, *Future libraries*, Chicago: American Library Association, 1995, p. 4.

<sup>2</sup> Denis McQuail and Sven Windahl, *Communication models for the study of mass communications*, New York: Longman, 1993, p.206.

Communication should be a force for liberating human creativity not for regimenting it. This will happen when new technologies are applied to promote institutional changes that accommodate increased public participation in social affairs.<sup>3</sup>

Those who have control over the workings of a particular technology accumulate power. The benefits and deficits of a new technology are not distributed equally. Members must take control to avoid being losers, to make sure that the benefits spread evenly among the population.<sup>4</sup>

### **Objectives of the Service**

- ! Provide the System Board of Directors with information needed for policy decisions.
- ! Ensure publication of information that affects all types of libraries.
- ! Enhance avenues of communication among members

### **System Responsibilities**

To prepare member libraries for their current and future service roles utilizing technology to enhance communications by:

- ! reducing constraints of time and place
- ! integrating dynamic formats
- ! supporting new forms of collaboration
- ! customizing and personalizing connections

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<sup>3</sup>David Crowley and David Mitchell, *Communication theory today*, Stanford CA: Stanford University Press, 1994, p. 357.

<sup>4</sup> Neil Postman , *Technopoly: the surrender of culture to technology*, New York: Random House, 1992, p. 9.

To utilize communication pathways that are:

- ! cheaper
- ! ecologically sound
- ! up-to-date
- ! easier

For example, LCLS will encourage members by:

- ! utilizing the desktop video conference project for peer advice, group collaboration, or distance resource sharing
- ! providing workshops, training, and CE events for teaching e-mail, software, and communications and public relations skills
- ! producing weekly on-line newsletter and quarterly print journal for both timely and in-depth looks at library issues

### **Local members responsibilities**

- ! provide feedback, input, and creative program ideas to LAC constituent representative
- ! utilize lines of communication for library related activities rather than commercial or personal issues
- ! utilize delivery service for appropriate library material
- ! submit items of interest for weekly on-line newsletter and quarterly print journal
- ! read, clear, and compress e-mail accounts weekly
- ! adhere to commonly accepted e-mail protocol and etiquette (see LCLS Internet and Online Reasonable and Ethical Use Policy)

### **Complaint Procedures**

The system's members are encouraged to seek quick and peaceful resolutions to any problems which might arise from the adherence to the system's operational plans, When necessary, the system's grievance policy should be followed.

Approved by LCLS Board 5/20/97