Verbiage: Strategic, ROI and Marketing

Here is a Format and Sample Phrases for Communication

Modify as works best for your program!

**The Supervisors Rock! Learning Program**

1. **What is the Sups Rock! supervisory development program?**
	1. It is a program of development for all library supervisory staff.
	2. It is an expansion of our “Professional Growth” area of existing staff performance evaluations.
	3. It is a current proposal of the Training Committee, whose task is to foster and offer continuous learning opportunities for all library staff.

1. **Why it is important to Our Library/How does it contribute to Our Library’s mission?**
	1. As our strategic goals of are moving in new, defined ways, our supervisors’ skills and knowledge must be clear, relevant and consistent in use in order to the support the effective performance of all staff.
	2. Sups Rock! will enhance supervisors’ job knowledge, skills and effectiveness in achieving Our Library’s strategic and operational goals.
	3. Our Library’s initiatives clarify specific knowledge and skills staff require to successfully perform their work...
	4. All supervisors will gain knowledge and skills through participation in a variety of Learning Opportunities *(see attached examples).*
	5. The recent Needs Assessment/Gap Analysis identified an ever-widening variety of training needs based on desired skills, knowledge and attitudes
	6. Sups Rock! will enhance our Library’s reputation as a library that values and supports a strong culture of staff learning, leading to excellent customer service and strong representation and credibility in the community.
	7. A goal of Our Library today is to be a learning organization.
	8. One definition of a learning organization is “an organization that facilitates the learning of all its members and continually transforms itself.”
	9. Our program will allow staff to earn credits through both classroom and self-directed learning.
	10. The impacts of learning in an organization include employee satisfaction, motivation, productivity and retention.
	11. The critical need for a highly skilled staff has been highlighted in the work by all BSC Vision Groups and it is a key element to our Strategic Plan.
	12. Through our needs assessment/discussions/survey data we’ve heard clearly that specific basic competencies are needed and requested by staff.
	13. We have documented the need for this program via staff evaluation responses to individual classes and specialized series, feedback from supervisors and managers, staff committee work in our Strategic Planning process, and specific metric data that has documented pre- and post-knowledge and skills from a variety of classes.
	14. Our recommendations have been informed by data throughout the Human Resources and Training industry that verify that defined competencies and resulting behavior and skill changes positively impact an organization’s ability to be successful in its strategic goals and in the motivation and retention of its staff.
	15. We have researched competency work and practices implemented at numerous library systems and used this information, as well as the WebJunction Competency Index and other recommendations by national library and non-library trainers, to identify key competency areas for successful organizations.
	16. The committee looked at the needs, values, and operations of the Our Library, identified key areas, and determined a set of foundational competencies we feel are relevant for all supervisory staff.
2. **How will it impact individual staff?**
	1. Sups Rock! will provide a mechanism for Our Library to ensure that supervisory staff have learning opportunities linked to targeted competencies.
	2. Our program will build on previous/existing learning programs (for Senior Librarians, Managers) to ensure that highly skilled staff members throughout Our Library perform with consistency and excellence.
	3. Our program will expand staff awareness of a broad range of learning and development activities, as well as provide an on-going roadmap with tools and options available and worthwhile to staff.
	4. Our program will cultivate innovative ideas and activities, leading staff to a broader perspective of issues and creative possibilities within the library community.
	5. One outcome will be prevent entrenched thinking, which can lead to stagnation of attitudes and marginal performance among Our Library’s greatest resource - our staff.
	6. Sups Rock! will foster personal responsibility for developing and enhancing individual skills and knowledge, promoting a system-wide culture of learning.
	7. It will emphasize Activities and Sharing, thereby enhancing the individual’s ability to internalize and integrate the knowledge he or she has gained into daily work.
3. **How will it impact and support our processes?**
	1. Sups Rock! will provide an additional, strategic framework for performance measurement and accountability.
	2. It will focus on operational skills that each supervisor needs for excellence in supporting our internal and external-facing activities.
	3. We will develop content with the input of staff in all Library operations so that supervisors are equipped with essential operational knowledge for maximum efficiency and expertise.
	4. Going forward, we recognize the need for specialized competencies for the varied jobs and skills now needed, and we will continue work to define these.
4. **What will Sups Rock! look like?**
	1. All supervisors will attend x number of learning opportunities, comprising approximately xx hours of targeted learning (see our sample agenda).
	2. It will involve more flexibility in type and access to training than currently utilized in the traditional class-based training program. Also, technology now offers a continually evolving menu of learning opportunities.
	3. We must now look out of the box to provide new options for learning opportunities that promote more effective outcomes.
	4. With an innovative and flexible approach, a wider variety of opportunities for skill building can be formally recognized as a valuable element of staff learning.
	5. Our program will maximize use of Our Library’s resources, including staff time and effort. Additional learning opportunities are not currently clearly defined due in part to limited awareness of options and lack of designated time.
	6. Many staff are not currently proactively seeking opportunities and often they are not choosing the relevant training opportunities to enhance their work skills.
	7. Managers will be partners in the development of content, scheduling, evaluation, follow-up learning activities, accountability, and revisioning for future needs