

2020-2023

Long Range Plan



EFFECTIVE MARKETING AND COMMUNICATION

Goal 1: Library services are widely recognized.

Strategies

Email blasts

Activities

- Evaluate services for delivery
- Develop a staffing plan
- Seek legal counsel for procedure
- Create framework for frequency, timing

Q&A Feature

- Determine outlets
- Assign topics
- Seek public feedback on questions

Goal 2: Consistent marketing across all platforms

Strategies

Formalize
Marketing Plan

Activities

- Research similar size library plans
- Assign staff
- Develop calendar of topics

Maximize outlets

- Identify and evaluate emerging platforms
- Training on best practices

Goal 3: Utilize All Staff Members as Marketers

Strategies

Utilize training
and
onboarding

Activities

- Review current onboarding and general training
- Identify services and develop a plan for assignment and training
- Develop framework for accountability for training

EXPAND COLLECTIONS & COLLECTION USE

Goal 1: Develop a Library of Things

Strategies

Choose community relevant items

Determine cataloging & circulation procedures

Seek donations

Activities

- Seek feedback from the public
- Seek feedback from partners
- Consult with similar libraries
- Consulting with cataloging and circulation supervisors
- Seek out best practices
- Involve front line staff on procedure
- Identify & market needs
- Create a donation policy

Goal 2: Expand Virtual Collections

Strategies

Increase requests to purchase

Request funding

Activities

- Market steps to place requests using vendor platform
- Provide expense information to funders
- Request 5% budget increase annually

Goal 3: Increase Physical Circulation

Strategies

Market collection

Target collection development

Activities

- Post regular social media features
- Implement innovative physical displays
- Request 5% budget increase annually
- Analyze collection use
- Solicit public feedback via focus groups (formal or informal)

EXPAND AND REMODEL LIBRARY BUILDING

Goal 1: Submit and Advocate for Building Plan

Strategies

Identify space needs

Advocate for funding

Activities

- Consult with staff
- Consult with architect
- Meet with city leaders to discuss plans and funding
- Identify and prepare for grant funding
- Board meets with city leaders

Goal 2: Create a Phased Plan Approach

Strategies

Identify Phases

Activities

- Identify and draw out critical facilities needs
- Consult with staff for prioritizing needs
- Create a priority list

Goal 3: Utilize Public and City Input for Priorities

Strategies

Deploy public survey

Request and gather city department concerns

Activities

- Utilize Polco for survey
- Analyze results
- Work with public works director to identify crucial needs
- Walk through with other city staff for perspective
- Meet with other staff as suggested by public works director

PREPARE FOR FUTURE EMERGENCIES

Goal 1: Create a Comprehensive Emergency Plan

Strategies

Activities

Plans for general emergencies

- Training for staff to identify needs
- Training for staff on implementing plan
- Consult with experts on best practices

Plans for specific broad scenarios

- Consult with subject experts
- Develop benchmarks and parameters for action/reaction

Deploy plans

- Distribute plans to city for feedback
- Distribute plans to staff
- Train staff using the plans
- Determine communication lines

PROVIDE COMMUNITY SUPPORT AND EDUCATION

Goal 1: Increase breadth and depth of programming

Strategies

Identify new programming

- Staff attends local/regional/state meetings with programmers
- Programmers present two new programs per quarter
- Staff stays current using print and virtual professional journals

Develop strategic programming plans

- Evaluate community resources
- Invite public comment
- Seek out community partnerships
- Formalize programming plans

Goal 2: Increase community connections

Strategies

Community calendar

- Identify community partners' needs
- Identify platforms
- Assign tasks
- Develop policies and procedures

Provide outreach

- Review available technology
- Evaluate staffing ability
- Identify locations for outreach
- Develop plans for service and collection outreach

STAFF DEVELOPMENT

Goal 1: Staff are engaged in tasks at all times

Strategies

Activities

Cross training

- All tasks have at least 2 staff assigned to them
- Create a formal outline of tasks, training, and current staff assigned

Provide continuing education opportunities

- Annual CE plans are created
- Sources for free CE are identified
- CE is required of all staff
- CE is based on both library and staff needs

Goal 2: Build teams across the entire staff

Strategies

Activities

Expand SMiLE

- Determine staffing needs
- Develop a formal budget request
- Develop an annual plan
- Meet with managers quarterly

Intentional team building

- Review library and for-profit practices for team building
- Provide a team building activity quarterly
- Create a strategy for team building across shifts, positions, and longevity