

# Clark County Public Library

## Strategic Plan

2007 - 2009

*Goal 1: Provide a variety of multi-cultural resources to encourage diverse thinking, literacy, and life-long learning.*

Objective A – Implement Service Response Categories for each location / department.

1. Implement Service Response Categories for Main Library. (12/09)
2. Study procedures at all locations to ensure consistency. (1/08)
3. Develop a system-wide procedures manual and flowchart procedures to insure timely, effective customer service. (6/09)

Objective B – Revise Collection Development Policy.

1. Study bestseller purchasing, reserves, and delivery schedule. (2/08)
2. Study audiovisual materials purchasing, use, and customer satisfaction. (3/07)
3. Revise the Collection Development Policy as needed. (12/07)
4. Evaluate effectiveness of Collection Development Policy. (12/08)

Objective C – Implement the plan to maintain an up-to-date collection of materials.

1. Explore centralized materials selection. (9/07)
2. Conduct an inventory of the collection system wide. (10/07)
3. Implement weeding guidelines. (1/07)
4. Evaluate effectiveness of weeding guidelines. (1/08)

*Goal 2: Provide outreach programs and activities to reach diverse populations in our community.*

Objective A – Facilitate 3 outreach collaborations annually with the school systems / community.

1. Develop a plan for 3 school outreach collaborations annually. (9/07)
2. Implement 3 school outreach collaborations annually. (12/07)
3. Evaluate effectiveness of school outreach collaborations annually. (4/08)

Objective B – Facilitate 3 community outreach collaborations.

1. Develop a plan for 3 community outreach collaborations annually. (7/07)
2. Implement 3 community outreach collaborations annually. (10/07)
3. Evaluate effectiveness of community outreach collaborations annually. (2/08)

Objective C – Expand the system-wide volunteer program by adding 10 new library volunteers.

1. Develop recruitment and marketing materials for the Volunteer Program. (2/07)
2. Evaluate effectiveness of Volunteer Program. (8/07)

## Strategic Plan Update

*Goal 3: Enhance the library as a gathering place and a center for lifelong learning that is essential to the community's quality of life.*

Objective A – Expand programming for each location by 5 additional programs annually.

1. Develop and implement an annual marketing plan for all library programs. (12/07)
2. Conduct Holy Cow! survey to evaluate marketing effectiveness. (3/09)
3. Increase programs at all locations, including programs for all ages. (12/07)
4. Explore off-site programming opportunities. (6/07)
5. Develop ideas for passive programming and share among locations. (4/07)

Objective B – Develop and implement marketing strategies to promote the library.

1. Study and refine marketing techniques for cost and customer service effectiveness. (8/07)
2. Include a marketing component with any service or public technology project, upon communication of such to PR. (5/07)
3. Study and refine the Speakers Series for both cost and customer effectiveness. (3/07)
4. Study and refine the production of the library newsletter. (1/07)
5. Produce an Annual Report for the public each year. (4/08)
6. Continue to send press releases weekly to the News-Sun regarding activities. (1/07)
7. Continue to list library activities on related local websites. (1/08)
8. Utilize non-traditional marketing methods to reach non-users of the library. (6/09)

*Goal 4: Increase access to a variety of resources through state-of-the art technology.*

Objective A – Improve the types of technologies the library offers to insure up-to-date services.

1. Purchase and install new computer equipment as needed. (12/08)
2. Develop a program for Internet Guides to assist the public. (10/07)
3. Explore the addition and/or redeployment of additional self-check stations. (3/09)
4. Explore a conveniently located print station for patron print work at Main Library. (3/07)
5. Implement Web 2.0 technologies. (1/07)

Objective B – Improve the types of technology the library offers.

1. Examine software and electronic resources to see if updates are needed. (5/07)
2. Determine how/where additional public use computers might be installed. (11/07)
3. Conduct an annual review of technology and software issues. (4/07)
4. Revise the Technology Plan. (7/07)

Strategic Plan Update

*Goal 5: Develop the physical infrastructure of the library to accomplish our mission and to position the library for the future.*

Objective A – Explore resources and areas for expanded service.

1. Create a task force to plan direction for the new Capital Improvements Plan. (1/09)
2. Explore library service for Northridge and other areas. (4/09)
3. Present new CIP recommendations to the Budget Task Force. (8/09)
4. Present new CIP to the Board. (12/09)
5. Explore additional ways to assist Catawba community library. (6/07)
6. Propose guidelines for the equitable distribution of the LLGSF in Clark County. (8/07)

Objective B – Develop priorities and schedule for on-going improvements.

1. Study HVAC issues at Main Library. (5/07)
2. Draft recommendations and develop schedule for facilities improvements. (1/07)
3. Implement recommendations. (1/07)
4. Survey staff regarding physical improvements. (9/07)
5. Conduct 4 meetings of the Safety and Security Committee annually. (3/07)

*Goal 6: Develop professional, well trained, customer focused staff to issue quality service and a welcoming atmosphere for patrons.*

Objective A – Develop and update personnel tools and procedures.

1. Each department develops procedures to facilitate cross-training. (6/08)
2. Explore Sunday rotation at Main that utilizes staff from both branches and Main. (8/08)
3. Create a program that pairs new hires with mentors. (6/08)
4. Update all position descriptions/include a staff development component in each. (1/07)

Objective B – Revise performance evaluations and study employee compensation.

1. Revise performance evaluations. (1/07)
2. Develop an Employee Assistance Program. (1/08)
3. Develop and introduce 2 additional non-monetary staff rewards. (12/07)
4. Update Personnel Manual. (1/09)

Objective C – Insure a well trained and customer service oriented staff.

1. Require either 1 communication or 1 teamwork development program for all staff. (12/07)
2. Require 1 customer service development program for all staff. (12/07)
3. Encourage all staff to attend at least 1 other staff development program annually. (12/07)
4. Encourage supervisors to attend at least 2 other staff development programs annually. (12/07)
5. Ensure training of staff and patrons on both current and new technology. (12/07)

## **Clark County Public Library**

### **Strategic Plan**

**2007 – 2009**

#### **Mission**

The Clark County Public Library provides free and equal access to information through exceptional customer service to meet the intellectual and recreational needs of the community.

#### **Values**

The Clark County Public Library believes that:

- Free and equal access to materials, information, and technology is essential to the democratic process.
- A gathering place and a resource for lifelong learning are critical to the community's quality of life.
- Multi-cultural resources, information, and programs strengthen and enrich the ethnic and cultural life of the community.
- Every person is entitled to committed, friendly, excellent, service in an environment that is safe physically and intellectually.

#### **Vision**

The Clark County Public Library is an essential community asset providing state of the art resources that encourage diverse thinking, literacy, and lifelong learning.

Approved by the Clark County Public Library Board of Trustees

December 11, 2006

## **Clark County Public Library**

### **Strategic Plan**

**2007 - 2009**

The 2007 – 2009 Strategic Plan is a continuation of the 2004 – 2006 Strategic Plan. The following resources were used to develop and refine this Strategic Plan:

- The Holy Cow! Community Survey
- The Holy Cow! Staff Survey
- Staff Suggestions
- Advice and assistance from Jay Burton, State Library of Ohio
- The Ohio Library Council Standards for Public Library Service in Ohio
- Review and approval by the Clark County Public Library Board of Trustees

**Clark County Public Library**

**Strategic Plan**

**2007 – 2009**

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Goal 2: Provide outreach programs and activities to reach diverse populations in our community.

Goal 3: Enhance the library as a gathering place and a center for lifelong learning that is essential to the community's quality of life.

Goal 4: Increase access to a variety of resources through state-of-the art technology.

Goal 5: Develop the physical infrastructure of the library to accomplish our mission and to position the library for the future.

Goal 6: Develop professional, well trained, customer focused staff to issue quality service and a welcoming atmosphere for patrons.