



STRATEGIC PLAN 2014—2016

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Goal	Goal	Goal	Goal	Goal	Goal
<p>Lead collaborative initiatives that service the community</p>	<p>Offer and promote access to information through balanced collections, services and events</p>	<p>Embrace technology</p>	<p>Provide a welcoming space devoted to lifelong learning and civic engagement</p>	<p>Foster an exceptional workplace that attracts and retains a high performing staff</p>	<p>Provide excellent stewardship of all library resources</p>

Collaborative Initiatives

Objectives

Collect and analyze feedback to identify populations to serve

Initiate or re-establish at least five community partnerships

Bring library services and resources to community “hot spots”

Access to Information

Objectives

Determine relevancy for programs and classes and evaluate after each event

Clearly define and make operational outreach position to coordinate increased programming

Use at least four channels to promote services and resources

Have at least ten percent of online library website users rate that resource as the community’s virtual information hub

Clearly define and evaluate training and programs provided to patrons

Embrace Technology

Objectives

Analyze, design and implement optimal tech infrastructure

Establish required technology performance standards and implement staff training with every staff attending a session by June 1, 2015

Clearly define and expand tech training in-house and virtually

Welcoming Space

Objectives

Review building floor plan usage to assure layout best serves all ages

Establish standards for a healthy building

Have customer feedback reflect a welcoming environment

Exceptional Workplace

Objectives

Review existing levels of communication, understanding and respect within staff.

Establish core skill and performance competencies for all positions

Introduce at least two events to positively motivate staff

Enhance succession planning by offering at least two staff growth opportunities

Establish best practices throughout the library

Clearly define and make operational a training program to provide education for staff

Stewardship

Objectives

Review financial policies and procedures to assure compliance

Review selection and de-selection of materials using available data

Provide ethics training to all staff and Board