

Alamance County Public Library Strategic Plan

Draft 4 (5.30.17)

Vision

Providing Possibility. Creating Community.

Mission

To provide learning opportunities for all members of our community to be successful in living a larger life by nurturing the heart and the mind.

Core Values

- 1. Approachable and Welcoming**
- 2. Knowledgeable and Professional**
- 3. Open Minded and Respectful of Diversity**
- 4. Supportive and Positive**
- 5. Resourceful and Innovative**

Core Competencies

- 1. Welcoming and Convenient Spaces**
- 2. Professionally Curated Collections**
- 3. Literacy-inspired Programs and Resources**
- 4. Professional and Knowledgeable Staff**
- 5. Access to Today's Technological Resources**

High Priority Goals

Alamance County Public Libraries will provide:

- 1. Access to High Quality, Trusted Information and Knowledge Across the Lifespan**
- 2. Welcoming, Convenient, and User-friendly**
- 3. Innovative Educational Programs**

High Priority Goals and Objectives

Alamance County Public Libraries will provide:

1. Access to High Quality, Trusted Information and Knowledge Across the Lifespan (Ongoing)

1.1. Provide vibrant and relevant resources and services in a variety of formats.

1.1.1. Adequate revenue to support all collections

1.1.1.1. *Explore grant opportunities (ongoing)*

1.1.1.2. *Develop partnerships with local agencies, industries, and local businesses by Spring 2018*

1.1.1.3. *Establish a Library Foundation to create endowments and pursue funding by Spring 2018*

1.1.1.4. *Plan and implement fundraising opportunities (Start Summer 2017) (Ongoing)*

1.1.2. Professionally curated collections

1.1.2.1. *Administration will review the collection development policy annually and revise as needed (Ongoing)*

1.1.2.2. *Administration will appoint a Materials Selection Team by Fall 2017*

1.1.2.3. *Materials Selection Team will receive continuing education on collection development policies and procedures twice a year (Start Fall 2017)*

1.1.2.4. *Under the supervision of the Associate Director of Technical Services, weeding of all collections will take place on a specified schedule utilizing a variety of professional tools and services*

1.1.3. A balanced collection in a variety of formats

1.1.3.1. *Formats and technologies will reflect the needs of the community*

1.1.3.1.1. *Purchase devices for checkout by Summer 2018*

Laptops

Wi-Fi hotspots

Tablets

1.1.4. Enhance digital collections and resources

1.1.4.1. *Mobile friendly website by Spring 2018*

1.1.4.2. *Full service website by Spring 2019*

1.1.4.3. *Search engine optimization¹ by Spring 2020*

1.1.5. Investigate emerging technologies, resources and trends.

1.1.6. Provide User-friendly, function rich digital access

1.1.6.1. *Streamline technology by Spring 2018*

1.1.6.1.1. *Print card payment available to patrons by Spring 2018*

1.1.6.1.2. *Online payment available to patrons by Spring 2018*

1.2. Provide adequate staffing levels with knowledgeable and well-trained staff by Fall 2018

1.2.1. Staff Retention (Ongoing)

1.2.1.1. *Increase staff awareness of opportunities for financial support of educational advancements (Start Fall 2017) (Ongoing)*

1.2.1.2. *Advocate for better staff pay and benefits (Ongoing)*

1.2.1.3. *Continue programs that recognize employees for exemplary customer service (Ongoing)*

1.3. Provide training, development and mentoring of staff

1.3.1. Promote an expectation for professional staff participation in local, state or national professional organization(s) by Fall 2017

¹ Paid and unpaid strategic placement of keywords to increase search engine placement when patrons conduct web searches; paid SEO also includes web ads and/or relevant links that will appear for local IP addresses or particular searches

- 1.3.2. Provide opportunities for and encourage participation by non-professional staff in local, and state professional organizations by Fall 2017
- 1.3.3. Provide quarterly training opportunities, tied to staff competencies by Fall 2017
- 1.3.4. Increase Spanish speaking competencies amongst staff by Spring 2018
- 1.3.5. Create a Training Team, overseen by the Associate Director of Operations, to ensure adequate number of certified staff to provide training by Summer 2017
 - 1.3.5.1. *Train volunteers*

1.4. Establish partnerships with local agencies to provide educational and growth opportunities for graduate student interns and volunteers by Spring 2018

- 1.4.1. Create internship programs for area SILS students by Spring 2018
- 1.4.2. Establish volunteer opportunities for clients of local organizations such as Vocational Rehabilitation, ABSS, ACC, etc. by Fall 2017

2. Welcoming, Convenient, and User-friendly

2.1. Pursue adequate revenue to support all collections (ongoing)

- 2.1.1. Explore grant opportunities (ongoing)
- 2.1.2. Develop partnerships with local agencies, industries, and local businesses by Spring 2018
- 2.1.3. Establish a Library Foundation to create endowments and pursue funding by Spring 2018
- 2.1.4. Plan and implement fundraising opportunities (Start Summer 2017) (Ongoing)

2.2. Physical or Mobile Location within 10 miles of all citizens by Fall 2020

- 2.2.1. Explore grant opportunities (ongoing)
- 2.2.2. Develop partnerships with local agencies, industries, and local businesses start by Fall 2017 (Ongoing)
- 2.2.3. Plan and implement fundraising opportunities by Fall 2017
- 2.2.4. Ensure adequate staffing levels with knowledgeable and well-trained staff by Spring 2018
 - 2.2.4.1. *Staff Retention (Ongoing)*
 - 2.2.4.1.1. *Increase staff awareness of opportunities for financial support of educational advancements (Start Fall 2017) (Ongoing)*
 - 2.2.4.1.2. *Advocate for better staff pay and benefits (Ongoing)*
 - 2.2.4.1.3. *Continue programs that recognize employees for exemplary customer service (Ongoing)*
- 2.2.5. Explore locations for future branches by Summer 2017
 - 2.2.5.1. *West Alamance*
 - 2.2.5.2. *Saxapahaw*
- 2.2.6. Create satellite sites through partnerships including (but not limited to):
 - 2.2.6.1. *Hawbridge Charter School by Spring 2018*
 - 2.2.6.2. *Twin Lakes by Spring 2018*
 - 2.2.6.3. *Gibsonville by Fall 2018*
 - 2.2.6.4. *ABSS (continue this partnership) (Ongoing)*
 - 2.2.6.5. *Elon by Fall 2018*
- 2.2.7. Provide mobile internet and computing access by Spring 2019
 - 2.2.7.1. *Mobile pop-up internet cafes by Spring 2018*
 - 2.2.7.2. *Circulation of hot-spots by Spring 2018*
 - 2.2.7.3. *Circulation of tablets/iPads by Spring 2019*
- 2.2.8. Establish bookmobile services (areas and times) by Spring 2018
 - 2.2.8.1. *Broad coverage of county area by Fall 2019*
- 2.2.9. Increase broadband access to 75% of all people within seven miles of any branch by 2021

2.3. User-friendly and ADA compliant presence

2.3.1. Provide handicap access

2.3.1.1. *ADA compliant by Fall 2018*

2.3.1.2. *Implement adaptive and assistive technologies by Fall 2018*

2.3.1.3. *ADA compliant stations by Fall 2018*

2.3.2. Develop website that is aesthetically pleasing with a logical flow

2.3.2.1. *Mobile responsive*

2.3.2.2. *Identify web development resources*

2.3.2.2.1. *Request digital librarian/web development position by Spring 2018*

2.3.3. Update existing spaces (Ongoing)

2.3.3.1. *Aesthetically pleasing décor and furniture (Ongoing)*

2.3.3.2. *Logical flow of traffic and collections (Ongoing)*

2.3.3.3. *Functional furniture (Ongoing)*

2.3.3.4. *Address modern technology needs by Summer 2018*

2.3.3.4.1. *Charging stations by Summer 2018*

2.3.3.4.2. *Electrical outlets by Summer 2018*

2.4. Promote library services and resources

2.4.1. Provide adequate staffing levels with knowledgeable and well-trained staff (Ongoing)

2.4.1.1. *Establish a Public Awareness position that would be responsible for marketing and assist with Outreach efforts by Fall 2018*

2.4.2. Establish marketing plan by Spring 2018

2.4.2.1. *Create marketing budget by Fall 2017*

2.4.2.2. *Establish guidelines for use of brand by Fall 2017*

2.4.2.3. *Explore Library Aware software by Fall 2017*

2.4.2.4. *Train staff on creation of flyers and brochures by Fall 2017*

2.4.3. Establish advocacy efforts (Ongoing)

2.4.3.1. *Letter campaign (Ongoing)*

2.4.3.2. *Establish Library Foundation by Spring 2018*

2.4.3.3. *Implement fundraising efforts by Fall 2017*

2.4.3.3.1. *Dipley*

2.4.3.3.2. *Dinner with silent auction*

2.4.4. Have a dynamic social media presence (Start by Fall 2017) (Ongoing)

2.4.5. Be a community hub for providing access to new and evolving technology and digital services by Fall 2018

3. Innovative Educational Programs

3.1. Culturally-centered and Diverse

- 3.1.1. Train staff in cultural sensitivity (starting Fall 2017)
- 3.1.2. Offer programs aimed at interests of specific communities (starting Spring 2018)
 - 3.1.2.1. *LGBTQ (starting Spring 2018)*
 - 3.1.2.2. *Elderly (starting Spring 2018)*
 - 3.1.2.3. *Hispanic (starting Fall 2017)*
 - 3.1.2.4. *African American (starting Fall 2017)*
 - 3.1.2.5. *Special populations (developmental disabled, elderly, etc.) (starting Spring 2018)*
- 3.1.3. Establish positive relationships with Hispanic communities (starting Fall 2017)
 - 3.1.3.1. *Publicize bilingual staff by Fall 2017*
 - 3.1.3.2. *Offer incentives to staff for language learning by Fall 2017*
 - 3.1.3.3. *Keep simple interaction flashcards at public service desks to aid in communication by Fall 2017*
 - 3.1.3.4. *Bilingual signage by Fall 2017*
 - 3.1.3.5. *Encourage patrons to share their cultural backgrounds by Fall 2017*
 - 3.1.3.6. *Offer programs centered around the needs/interest of Hispanic communities by Spring 2018*
 - 3.1.3.7. *Create targeted marketing and outreach by Fall 2017*
- 3.1.4. Establish positive relationships with African American communities by Fall 2017
 - 3.1.4.1. *Offer programs centered around the needs/interest of AA communities by Fall 2017*
 - 3.1.4.2. *Targeted marketing and outreach by Fall 2017*

3.2. Develop programs and services that will provide opportunities to increase levels of literacy and education of the community

- 3.2.1. Physical or Mobile Location within 10 miles of all citizens by Fall 2020 (see 2.2)
- 3.2.2. Pursue adequate revenue to support all programs and services by Spring 2018 (see 2.1)
- 3.2.3. Ensure adequate staffing levels with knowledgeable and well-trained staff by Fall 2017 (see 2.2.4)
- 3.2.4. Recognized leader for Youth Services (Children and Teens) by providing interactive, engaging, and evolving programs and services by Fall 2018
 - 3.2.4.1. *Create programs based on ALA/Library approved literacy curriculum by Fall 2017*
 - 3.2.4.1.1. *Storytimes and other programs ECRR based (music, crafts, theatre, movement by Fall 2017)*
 - 3.2.4.1.2. *Teens by Fall 2017*
 - 3.2.4.1.3. *School-age by Fall 2017*
 - 3.2.4.1.4. *Young children and infants by Fall 2017*
 - 3.2.4.2. *Increase access to interactive technology by 2019*
 - 3.2.4.2.1. *Apps, software, databases by Spring 2018*
 - 3.2.4.2.2. *Hardware by Spring 2018*
 - 3.2.4.2.3. *Access points (wireless and WiFi hotspots) by Summer 2018*
 - 3.2.4.2.4. *Increase usage of interactive technologies by 2022*
 - 3.2.4.3. *Create a Programming Committee by Fall 2017*
 - 3.2.4.3.1. *Oversee development of programs for Youth with an understanding of the focus of the Library by Fall 2017*
 - 3.2.4.3.2. *Maintain a calendar of programs by Spring 2018*
 - 3.2.4.3.3. *Market Youth programs and services by Spring 2018*
 - 3.2.4.3.4. *Work with Adult Programming Librarian by Fall 2017*
 - 3.2.4.4. *Develop a Teen Advisory Board by Fall 2017*
 - 3.2.4.5. *Develop resource kits service by Fall 2017*
 - 3.2.4.5.1. *Create and expand educational kits for circulation to public by Spring 2018*

- 3.2.4.5.2. *Create and expand resource kits for staff development of programs by Fall 2017*
- 3.2.4.6. *Expand partnerships and services by Fall 2017*
 - 3.2.4.6.1. *Stream Storytime programs on local government channel and YouTube by Spring 2018*
 - 3.2.4.6.2. *Offer literacy-based programs at Department of Social Services and Department of Health by Spring 2018*
 - 3.2.4.6.2.1. *Via Skype by Spring 2018*
 - 3.2.4.6.2.2. *In-person by Spring 2018*
 - 3.2.4.6.3. *Provide story times at point of need by Spring 2018*
 - 3.2.4.6.3.1. *Pop-Up storytimes by Spring 2018*
 - 3.2.4.6.4. *Partner with health care providers to address family development and literacy needs by Summer 2018*
 - 3.2.4.6.5. *Increase number of Story Walks available throughout community by Summer 2018*
- 3.2.4.7. *Strengthen community partnerships (Start Fall 2017)*
 - 3.2.4.7.1. *Alamance Burlington School System by Fall 2017*
 - 3.2.4.7.2. *Alamance County Partnership for Children by Fall 2017*
 - 3.2.4.7.3. *Alamance Citizens for Education by Spring 2018*
 - 3.2.4.7.4. *Parochial and private schools by Fall 2017*
 - 3.2.4.7.5. *Homeschool organizations by Fall 2017*
- 3.2.4.8. *Address programs and services for teen audience by Fall 2017*
 - 3.2.4.8.1. *Develop Teen volunteer program by Fall 2017*
 - 3.2.4.8.2. *Work with NCLA's Youth Services Section to develop teen-focused programs by Spring 2018*
 - 3.2.4.8.3. *Work with consultant to develop teen-focused programs by Spring 2018*
- 3.2.5. *Recognized leader for Adult (Young Adult and Adult) services by providing interactive, engaging, and evolving programs and services by Fall 2018*
 - 3.2.5.1. *Job/Career Readiness programs by Spring 2018*
 - 3.2.5.1.1. *Develop a comprehensive job/career center in partnership with various state and local agencies and resources by Fall 2018*
 - 3.2.5.1.2. *Coordinate services with NC Works by Spring 2018*
 - 3.2.5.1.3. *Offer career readiness/career coaching by Spring 2018*
 - 3.2.5.1.4. *Provide classes in job search skills, resume building, and business etiquette by Fall 2017*
 - 3.2.5.1.5. *Maintain materials on career counseling and higher education by Fall 2017*
 - 3.2.5.1.6. *Help fill informational needs of industrial recruiters bringing potential jobs by Fall 2017*
 - 3.2.5.2. *Programs based on ALA/Library approved literacy curriculum by Fall 2018*
 - 3.2.5.2.1. *Millennials by Fall 2018*
 - 3.2.5.2.2. *Young Adults by Fall 2018*
 - 3.2.5.2.3. *Baby Boomers by Fall 2018*
 - 3.2.5.2.4. *Senior Citizens by Fall 2018*
 - 3.2.5.3. *Increase access to interactive technology by 2019*
 - 3.2.5.3.1. *Apps, software, databases by Fall 2019*
 - 3.2.5.3.2. *Hardware by Fall 2019*
 - 3.2.5.3.2.1. *iPads for Seniors by Fall 2018*
 - 3.2.5.3.3. *Access points (wireless and WiFi hotspots) by Fall 2019*
 - 3.2.5.3.4. *Increase usage of interactive technologies by 2022*
 - 3.2.5.4. *Create a Programming Committee*
 - 3.2.5.4.1. *Oversee development of programs for Adults with an understanding of the focus of the Library by Fall 2017*

- 3.2.5.4.2. *Maintain a calendar of programs by Fall 2017*
- 3.2.5.4.3. *Market adult and young adult programs and services by Fall 2017*
- 3.2.5.4.4. *Work with Youth Services Programming Librarian by Fall 2017*
- 3.2.5.5. *Develop resource kits service by Spring 2018*
 - 3.2.5.5.1. *Create and expand educational kits for circulation to public by Spring 2018*
 - 3.2.5.5.2. *Create adult literacy kits by Spring 2018*
 - 3.2.5.5.3. *Create and expand resource kits for staff development of programs by Spring 2018*
- 3.2.5.6. *Expand partnerships and services by Fall 2018*
 - 3.2.5.6.1. *Offer literacy-based programs at Department of Social Services and Department of Health by Fall 2018*
 - 3.2.5.6.1.1. *Via Skype by Fall 2018*
 - 3.2.5.6.1.2. *In-person by Fall 2018*
 - 3.2.5.6.2. *Develop intergenerational storytimes by Fall 2018*
 - 3.2.5.6.3. *Partner with health care providers to address family development and literacy needs by Summer 2018*
- 3.2.5.7. *Strengthen community partnerships*
 - 3.2.5.7.1. *Local senior centers by Fall 2017*
 - 3.2.5.7.2. *Memory care facilities by Fall 2017*
 - 3.2.5.7.3. *Retirement homes by Fall 2017*
 - 3.2.5.7.4. *Ralph Scott Life Services by Fall 2017*
 - 3.2.5.7.5. *OE Enterprises by Fall 2017*
 - 3.2.5.7.6. *Dental Clinic by Fall 2017*
- 3.2.5.8. *Address programs and services for young adult audience by Fall 2018*
 - 3.2.5.8.1. *Work with NCLA's Reference and Adult Services Section to develop young adult-focused programs by Spring 2018*
 - 3.2.5.8.2. *Work with consultant to develop young adult-focused programs by Fall 2018*