

Orange City Public Library Strategic Plan 2019-2023

Mission

Orange City Public Library is enriching a vibrant community through community development by providing exceptional service in print, digital, and material access, and engaging programming, assisted by skilled staff in a welcoming space.

Community Development

Goal: The Orange City Community will benefit from increased library/community partnerships and awareness of library and community offerings.

	Objective
Improve communication with community	Utilize external communication avenues, e.g. radio, city newsletter, library newsletter, social media. <ul style="list-style-type: none"> • Create and distribute library newsletter, offer to new cardholders • Increase social media followers 5% over 5 years
Economic Development	Partner with City of Orange City and Chamber of Commerce to meet economic needs, e.g. technology classes, meeting space <ul style="list-style-type: none"> • Offer technology classes for adults twice a year • Advertise business resources in newsletter and other communication avenues
Support local clubs and organizations	Provide and advertise meeting space and technology offerings, e.g. smart TVs, scan/print/fax, etc. <ul style="list-style-type: none"> • Advertise meeting rooms and circulating technology in newsletter and other communication avenues • Increase meeting room use 10% over 5 years

Digital Access

Goal: Library users will benefit from improved digital access and digital literacy.

	Objective
Provide access to public access technologies	Complete The Edge Assessment to evaluate and inform improvements to technology offerings <ul style="list-style-type: none"> • Complete Edge Assessment in 2019 • Make two changes to technology offerings/resources based on Edge Assessment result
Provide access to digital content	Improve offerings and advertising of digital resources, e.g. databases, e-books, courses, etc. <ul style="list-style-type: none"> • Evaluate database/resource offerings • Increase database/resource offerings 5% in 5 years
Provide digital literacy	Provide technology training for staff so they can assist patrons. Provide technology training for patrons in individual and group settings. <ul style="list-style-type: none"> • Provide technology classes for patrons twice a year

Collection Development

Goal: Library users will utilize an appealing, up-to-date collection of a variety of items, based on patron needs and interests.

	Objective
Allow community input on collection	<p>Improve communication around patron requests with progress updates</p> <ul style="list-style-type: none"> Evaluate inter-library loan requests relative to purchase requests to fulfill patron requests for materials
Improve technology offerings for patrons	<p>Provide additional technology for patron and staff use, e.g. hardware and software, presentation tools for programs and patrons</p> <ul style="list-style-type: none"> Add one new piece of technology for patron use each year
Maintain a current and appealing collection of materials	<p>Provide current materials of interest to patrons. Maintain a visually appealing collection.</p> <ul style="list-style-type: none"> Meet or exceed 3% withdrawal of materials annually. Fill 95% of patron requests via purchase or inter-library loan
Enhance Reader's Advisory	<p>Provide material displays, promotional materials, newsletter and social media recommendations and updates. Train staff on Reader's Advisory techniques.</p> <ul style="list-style-type: none"> Increase NovelList usage by 10% over 5 years Hold staff training meetings for technology once a year Increase checkouts from library displays by 5% over 5 years

Facilities

Goal: Library users will benefit from a modern, accessible, library environment.

	Objective
Update building to meet needs of library and library patrons	<p>Investigate improvements to building</p> <ul style="list-style-type: none"> Resolve 2 ADA compliance issues over 5 years Undertake two projects over 5 years <ul style="list-style-type: none"> e.g. soundproof meeting rooms, kitchenette, ramp and bicycle parking, enclosed staff area, circulation desk, restrooms, drinking fountain.
Maintain library building and property	<p>Adopt and conduct a regular review of maintenance for the building, e.g. carpet cleaning, paint, etc.</p> <ul style="list-style-type: none"> Create an annual maintenance schedule Review building maintenance annually

Staff Development

Goal: Library users will enjoy quality service provided by skilled and welcoming staff.

	Objective
Provide excellent customer service to all patrons	<p>Develop customer service training for new and current staff.</p> <ul style="list-style-type: none"> • Create a customer service training program for existing and new staff • Train staff in customer service according to program • Evaluate patron opinions with survey before and after training program implementation
All staff are fully trained on all library functions	<p>Create and maintain training manual, procedures manual, and SOPs for all staff positions. Update and review policy with staff annually.</p> <ul style="list-style-type: none"> • All positions create Standard Operating Procedure document • All responsibilities have at least two staff members trained in their performance by 2020 • Develop a competency checklist for staff • Improve staff results on competency checklist by 10% • Hold staff training meetings for technology four times a year
Retain library employees	<p>Evaluate staff wages and provide competitive compensation.</p> <ul style="list-style-type: none"> • Conduct evaluation of staff wages based on community and field • Adjust wages based on findings if necessary
Improve circulation and shelving accuracy	<p>Improve circulation desk staffing. Develop additional checks for circulation and shelving.</p> <ul style="list-style-type: none"> • Create and utilize circulation desk schedule with designated back-up staff member • Evaluate busiest times in building • Adjust circulation desk staffing based on traffic data

Programs

Goal: Library users will enjoy diverse program offerings for a variety of ages and interest.

	Objective
Ensure purpose for library programs can be articulated	<p>Develop a mission statement for program offerings and evaluate programs accordingly.</p> <ul style="list-style-type: none"> • Write mission statement for library programs • Evaluate recurring programs according to mission statement annually • Evaluate special programs according to mission statement
Diversify program offerings	<p>Seek out programs which will attract a more diverse attendance population based on interests express in community survey and trends.</p> <ul style="list-style-type: none"> • Increase adult program attendance by 10% over 5 years • Offer programs on topics/themes defined in community survey, with 5 new topics/themes introduced over 5 years.

The strategic plan for the Orange City Public Library includes the Mission Statement and Service Priorities, and a Goal and Objectives for each Service Priority. The complete strategic plan will provide a guide by which the Board of Trustees and the staff will allocate staff and resources during the next five years. These Service Priorities are based upon a community survey completed in Fall 2018, and staff and trustee suggestions after analyzing those results. Information collected in this survey includes, but is not limited to, community member and library use information, interest in collection and program topics, and desires for technology and services.

The Orange City Public Library Board of Trustees will review progress toward this plan annually, evaluating progress toward goals and objectives, and planning for future progress.

Approved by the Orange City Public Library Board of Trustees, January 14, 2019