



Strategic Plan July 2019 – July 2022

User Experience

Goal: Changes to the library experience will be driven by patron usage, needs, and demands.

Activities:

1. Identify policies and procedures that restrict patrons from use of library services.
 - Conduct community surveys.
 - Conduct staff surveys.
2. Consider the reduction or elimination of financial barriers to collection use.
3. Improve collection development through the use of reports, new tools, and surveys.
 - Clean up catalog records in CARL X.
4. Identify and evaluate customer service touchpoints.
 - Physical layout, facilities, signage
 - Staff training, and customer interactions
 - Computers
5. Adjust materials allocation based upon finding from circulation reports and demand for materials.

Measurements: Circulation data, collection analysis, number of surveys, survey responses, changes to policies and procedures.

Advocacy & Funding

Goal: Library staff and board will work toward establishing additional financial support for the library.

Activities:

1. Create process where it is easier for patrons to share the value of library services with elected officials and other influential people in the community.
 - Create a process for collecting and sharing success stories and testimonials from library users.
 - Create tools for public to use when advocating for the library.
 - Use social media to disseminate and archive patron success stories.
 - Invite frequent users of the library to meet with people of influence to tell their stories of library assistance.
2. Complete setting up Gates Public Library Foundation.
3. Invite elected officials and dignitaries to programs and events.
4. Invite staff to discuss large projects at library board and town board meetings.
5. Apply for grants.

Measurements: Number of stories communicated, social media statistics, frequency of elected official/dignitary engagement, funding reallocation

Commitment to the Community

Goal: Residents of all ages, lifestyles, cultures and abilities will have access to resources which will enrich their lives, promote individual growth and facilitate engagement in the community.

Activities:

1. Develop services targeted to meeting the needs of key demographics (examples: immigrants, seniors, low income, and people with specific health and social issues) in our community.
 - Collaborate with community organizations relevant to, and serving these demographics.
 - Create a website section tailored to provide information for specific user groups.
 - Separate and build collections specifically for demographics.
 - Advertise new resources available for demographics.
1. **Create a resource of community organizations and services in the Gates community.**
 - Identify all available resources/organizations in the community.
 - Compile a list of what resources and organizations are available.
 - Develop various platforms for disseminating this information to residents.
2. **Ensure entire Gates is community counted in 2020 Census.**
 - Create census committee among staff members.
 - Train staff.
 - Hold census programming for community.
 - Determine most secure way for patrons to complete the census.

Measurements: Visits to webpage, new sections/collections for demographics, number of contacts with community groups, frequency of external publicity, publicity responses, number of programs and classes.

Programs

Goal: Expand programs that will address personal, business, and educational needs and requests.

Activities:

1. Technology programs for all ages
 - Increase the scope and frequency of technology classes.
 - Establish more frequent classes.
1. Increase capacity for programming by training additional staff, identifying outside skilled students or professionals to provide instructional classes.
2. Create parenting programs facilitated by the library.
 - Research existing programs that teach parenting skills.
 - Establish specific networking groups for parents.
 - Invite speakers to present on parenting topics.
3. Expand educational programming
 - Establish monthly programs providing information on different cultures living in our community.
 - Explore partnership with area colleges and organizations to offer lectures in the library.
 - Contact and network homeschool groups to establish regular programming.

Measurements:

Number of programs and classes offered, number of contacts made, number of staff or volunteers trained to instruct, qualitative feedback from attendees.

Marketing

Goal: Community residents of all ages will be made aware of library resources, programs, and services for their own personal, business and educational development.

Activities:

1. Develop a marketing strategy plan with skilled workers and expertise that is built upon the library's brand.
 - Identify who is responsible for overseeing the library's marketing initiatives.
 - Determine the communication flow of marketing initiatives.
 - Communicate current marketing processes and procedures to the staff.
 - Investigate other types of media, beyond photographs and text (videos, boomerang, etc.).
2. Identify main areas of focus for marketing library services.
 - Create social media policy.
 - Identify new external publicity opportunities.
 - Reevaluate existing marketing materials.
 - Outreach: booths at community events, programs at other locations, attendance at networking events featuring all levels of staff.
 - Welcome newcomers to the community through targeted outreach in partnership with service organizations (housing authorities, realtors, etc.).

Measurements: Social media likes and engagement, library card sign ups, number of outreach events, outreach attendance

Technology

Goal: Community residents of all ages will have access to 21st-century technology fostering digital inclusion for lifelong learning.

Activities:

1. Identify trends in technology for libraries and beyond.
2. Create technology replacement and expansion schedule.
3. Incorporate more digital formats and/or services.
4. Offer program opportunities for emerging, noteworthy technology discovery.
 - Virtual reality
 - Drones
5. Incorporate technology and related services that supplements school and college curriculums.
6. Create collaborative spaces with equipment for phone/video conferencing, meetings, and presentations.
7. Introduce, train and maintain competencies of library staff on library technology, software and services.
8. Balance time and money constraints of incorporating new technologies vs. maintaining old technology.

Measurements: Highlight digital circulation statistics, number of unique users, increase digital materials budget.