

Poplar Creek Public Library District Strategic Plan 2016-2020
Adjusted March 2017

LIBRARY MISSION STATEMENT

The Poplar Creek Public Library District provides materials, information, technology and cultural opportunities to enrich, empower, educate and entertain people of all ages and backgrounds.

LIBRARY VISION STATEMENT

The Poplar Creek Public Library District is a vibrant institution that enriches life in the community by providing books and other materials for recreation and self-education, free access to technology, and cultural and informational programs that enable people to come together, share ideas and information and pursue lifelong learning.

I. Human Resources and Leadership

A. Goal – Improve Communication within the library

1. Objective – Establish clear lines of interdepartmental communication

a. Activity -- Create an intranet for staff documents and communication –
Subscribe to and implement Communico software in the 2018/2019
budget season.

B. Goal – Provide the community with a quality library staff team

1. Objective – Develop continuous staff training opportunities

2. Objective – Update organizational chart, job descriptions and titles, maintain

salary structure

a. Activity – July 1, 2017

1. Roll out new organizational chart

2. Give qualified, degreed librarians exempt status

3. Roll out simplified and maintained salary structure

C. Goal – Adequately staff the administrative department of the library

II. Physical Plant (branch and main library buildings)

- A. Goal --Provide staff with adequate workspace
 - 1. Objective – Reorganization of staff offices and workspaces
 - a. Activity – Implement the Engberg Anderson plan for tech services and the additional supervisor office.
- B. Goal -- Provide patrons with sufficient study space
- C. Goal -- Provide all with a warm and welcoming environment
 - 1. Replace all public service desks with coordinated, modular desks that provide eye – level service.
- D. Goal -- Budget each year for the expected facility expenses as forecast in the facility study completed in 2016.
 - 1. Objective -- Replace outdated HVAC in 2017
 - 2. Objective – Be financially prepared for facility needs as they arise

III. Determine if we have up-to-date technology

- A. Goal – Provide the staff and the community with current technologies
 - 1. Objective – Keep the external website current and easy to navigate
 - a. Activity – 2017 review and revise website for easy navigation
 - b. Activity – 2017 migration from MAGIC to stand alone Polaris system, and LinkIn consortium.
 - 2. Objective – Provide staff and community with current devices

IV. Board and Management

- A. Goal – Encourage free exchange of ideas and growth of management and staff. Include patrons and residents in the ongoing effort to become the best library in the area.
- B. Goal – Excellence in Financial Reporting and Budget Awards
 - 1. Objective -- Clarify the budget process so employees and management can see that the budget is meeting the greatest needs and goals set by the Board and management.
 - a. Activity – present the budget and the strategic plan together demonstrating the relationship between the two
 - 2. Objective -- Having a transparent budget also eliminates waste.
 - a. Activity – Attend GFOA training

- C. Goal – Acquire public trust in the activities of the library
 - 1. Objective – Transparency
 - a. Activity -- Determine the correct level of public transparency of policies and documents. (Determine which documents are available on the website)
- D. Goal – Encourage Volunteerism
 - 1. Objective – Provide library staff with assistance
 - a. Activity – Formalize the volunteer procedures
 - 2. Objective – Establish a Friends of the Library Group
 - b. Activity – Over the next 4years, gather interest from patrons in creating a Friends group that will fund raise and be advocates for the library

V. Public Relations/advertising

- A. Goal – coordinate reference staff programs and Mary’s programs, freeing Mary up to write press releases and focus on advertising
- B. Goal -- Continue to develop and improve PCPLD branding

VI. Acquisition of Resources

- A. Goal – Provide a broad collection for a diverse patron base
 - 1. Objective – Collect books, CDs, Movies and other in a variety of languages and formats
 - a. Action Point – Review collections: foreign language books, CDs, Movies, etc.
 - b. Action Point – Evaluate patron requests for other language materials and other formats
 - c. Action Point – Provide the most sought after items in the easiest to access locations, ie hallway displays
 - 2. Objective -- Inter-Library loans.
 - a. Action Point – Implement the Polaris interface for ILL, Fall of 2017