Strategic Plan
2020-2023
“Whatever the cost of our libraries, the price is cheap compared to that of an ignorant nation.”

WALTER CRONKITE
The public library is where place and possibility meet. —Stuart Dybek
Summit County Library

MISSION STATEMENT
Give everyone in our community a welcoming environment and opportunities to search, connect and enjoy lifelong learning

VISION
An empowered Summit County community

CORE VALUES
- In service to all
- Evolves with a changing environment
- Connects with the community
- Inspires Life Long Learning

Without libraries what have we? We have no past and no future." —Ray Bradbury
Some Highlights of 2019
Seasonal Milestones

**SPRING**
- Library Director hired
- Fine and checkout parameters changed to encourage circulation of library materials

**SUMMER**
- Redesigned staff hierarchy and new positions created:
  - Collections Manager
  - Operations Manager
  - Seasonal Substitutes
  - Patron Services Leads
  - Administrative Support 11

**FALL**
- Worked with Ingram and Midwest tape to start preprocessing materials
- Launched library card for children and youth

**WINTER**
- Increased online offerings for library patrons: Kanopy and Rosetta Stone
- Launched an initiative to weed and retire outdated collection items
- Solicited community input for redesign of the North and Main branches
FOCUS AREA 1
LEARNING
Create opportunities for personal growth and learning

FOCUS AREA 2
EXPLORING
Open doors to the wider world of knowledge and enrichment

FOCUS AREA 3
CONNECTING
Provide a center for community engagement

Objectives 2020 - 2023
INITIATIVES
FOCUS AREA 1
LEARNING

GROW THE COLLECTION TO REFLECT THE NEEDS OF THE COMMUNITY

- Develop a current and up-to-date collection of library materials in a variety of formats.
- Assess and review the Spanish collection with the aim to increase checkout by the Hispanic population.

PROFESSIONAL GROWTH AND DEVELOPMENT

- Library staff are supported in their professional growth through conference attendance, in-house training, and scheduled professional growth time.
- All Staff meetings and Substitute Librarian meetings will be held regularly to keep staff current with changes and expectations.

PROVIDE OPPORTUNITIES THAT NURTURE THE GROWTH OF LITERACY SKILLS

- Using a variety of formats, develop initiatives for pre-school and school age children to encourage the love of books and reading.
Initiatives
Focus area 2
Exploring

Create a vibrant online branch
- Initiate a redesign of the website for greater ease of use
- Assess and replace database offerings.

Encourage library engagement through removing barriers to usage
- Starting with the children's collection incrementally reduce barriers to library usage by eliminating fines
- Increase efficiency and improve patron experience at the circulation desk by introducing self-check machines

Provide library patrons with opportunities to explore new skills through programming
Develop library programs which reflect the interests of a wide range of demographics, with an emphasis on Teens and Pre-teens.
INTIATIVES
FOCUS AREA 3
CONNECTING

COLLABORATE WITH COMMUNITY ORGANIZATIONS
- Increase engagement with local non-profits to support mutual goals.
- Work with the County to support and enhance the goals of MT 2030.
- Communicate the value of libraries through outreach efforts and library presentations.

CREATE A HUB FOR OUR HISPANIC COMMUNITY
- Create signage to support usage by the Hispanic community.
- Develop programs designed for the needs of Spanish speakers.
- Encourage the use of Spanish by library staff.

STRENGTHEN TIES WITH THE SCHOOL DISTRICT
- Include the School District in the promotion of library programs and initiatives.
- Collaborate with Summit County Schools with the aim to increase reading and literacy in Summit County
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<th>Tools for Growth</th>
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<tr>
<td><strong>1. T1</strong></td>
<td>Increase positive customer interactions and consistent service and procedures at all locations and online. Strengthen our culture of listening to customers and commit to continually improving our services. Focus on building strong relationships with our community</td>
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<td><strong>2. T2</strong></td>
<td>Evaluate and review the facilities in the North and Main branches and engage with the County and Stakeholders in designing and funding a remodel. Evaluate open hours of the facilities across the branches</td>
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<td><strong>3. T3</strong></td>
<td>Develop consistent data gathering tools to help evaluate trends and data. This can be used to develop a future road map that guides strategic planning, budgeting and resource development.</td>
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TOOLS TO CREATE THE FUTURE

TECHNOLOGY

Work with IT to develop a comprehensive technology plan to meet the needs of all branches going forward.

STAFFING

• Analyse and adjust staff coverage to open hours in the branches

STAFF COMPETENCIES

Create library staff who are competent and confident in their use of technology.
Expectation: New employees achieve basic technology competencies within their first six months of being hired, and all staff members are evaluated for technology competencies and training needs.
WHAT WE EXPECT FOR 2020-2021

GROWTH IN LIBRARY USAGE STATISTICS

- 5% increase in checkout of library materials
- 5% increase in patron visits

BUILDING PROJECT 2020

- Create a development committee
- Review staffing ratios

INCREASED COMMUNITY INVOLVEMENT

- Focus on non-profit and governmental agencies with similar mission and goals
- Provide services for underserved minority demographics