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MLIS 7200

Dr. Green

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Strategic Plan: Happy Rainbows District Library FY10

Outline of the Planning Process

Step One: Identify stakeholders and form committees.

The Strategic Planning Committee will be chaired by the Library Director and will contain representatives from all library branches, including some Branch Managers and other senior librarians and department heads.

The Assessment Subcommittee will include members of the Strategic Planning Committee, but also interested circulation managers, librarians, and other staff who have interactions with the public.

The Technology Subcommittee will include members of the Strategic Planning Committee and IT staff. Their primary job is to inform the Strategic Planning Committee on costs, hurdles, and solutions for the library in its technology goals.

The Internal Assessment Subcommittee will include Human Resources staff and any interested staff members. Their primary task is to inform the Strategic Planning Committee of issues regarding library staff and their overall satisfaction and concerns.

Step Two: Collect and analyze data.

This will be handled by the Assessment Subcommittee, who will prepare a report for the Strategic Planning Committee. This will be accomplished in a number of ways, subject to resources and time available. The committee might want to hire consultants to assist with collection and analysis of data or with the entire planning process. The committee will gather data by surveying staff and patrons. Surveys will range from the simple and inexpensive, such as a web-based survey, to more expensive and time consuming, such as telephone surveys and/or mailing paper surveys.

Step Three: Conduct an environmental assessment.

This will primarily be conducted by the Strategic Planning Committee with input from all subcommittees. The committee will want to consider the political, economic, social, and technological (PEST) factors impacting the library. The committee will also want to analyze the strengths, weaknesses, opportunities, and threats (SWOT) facing the library. The committee will want to solicit

input from the community during this process so any recommendations they have may be considered. The director should seek input and support from the library board of directors.

Step Four: Create the vision statement.

The Strategic Planning Committee will spearhead this after receiving all of the data and input from its subcommittees. This will be unique to each organization. It is important to identify the values of the library, as these are the guiding principles of the library. A quality vision statement will harmonize, not conflict, with the library values. This will be followed by formulating the mission statement. Next, specific goals need to be decided upon with objectives designed to achieve these goals.

Step Five: Develop an action plan.

This involves identifying the budget and resources available to meet the goals. The action plan may need to be adjusted accordingly while existing policies and standards need to be reviewed to make sure they support the goals. Policies and standards may need to be revised or amended accordingly.

Step Six: Implementation.

Finally, the plan will be monitored, evaluated and adjusted as needed.

Our Vision: The Happy Rainbows Library is the community's connection to information, ideas, and imagination. The library seeks to transform and enrich lives.

Our Mission: To connect with our community's diverse population by providing excellent staff, resources, and services to ensure the Library is the:

- center for information literacy and learning support
- center for current topics, titles, and issues
- community's commons
- center for cultural awareness

Our Core Values:

-Intellectual Freedom and Censorship: The Library will respect the user's right to intellectual freedom and privacy regarding information sought or received and material consulted, borrowed or acquired. The Library will resist all efforts by groups or individuals to censor Library materials.

-Public Service: The Library's greatest strength is its commitment to a strong tradition of public service that assures individual attention to patrons needs and promotes the highest and best use of Library resources. The Library must ensure the dedication and the effectiveness of staff as Public Servants by offering them the leadership, training, and resources needed in order to execute this important mandate.

-Diversity: The Library is committed to serve all races, cultures, lifestyles, ages, ability levels, physical capabilities, and economic differences represented throughout the community. Collections, programs, and responses of Trustees, management, and staff are all indicators of the quality of the Library's response to diversity issues.

-Equity of Access: Equity of access to Library facilities and services is a governing priority. All patrons have an equal right to access, regardless of social, economic, political and physical concerns. To deny this right is undemocratic.

Goal 1: To provide library users with up-to-date information and entertainment resources.

Objective 1: The library will provide to the public current resources of information.

Action step 1: Update the library's Collection Development policy. Using data gathered from surveys conducted by the Assessment Committee, staff with collection development responsibilities will review and revise the policy, paying particular attention to the library's levels of collection in subject areas and media formats.

Action step 2: The library will maintain subscriptions to online databases, providing library users with access to a wealth of academic journals, newspapers, galleries, and more online. Periodically, the acquisitions and reference departments will review these databases to ensure that their provisions still meet general community needs.

Objective 2: The library will provide its users entertainment resources.

Action step 1: Funds will be proportioned to allow the acquisition of recent books, DVDs, audio, and periodicals of popular interest. Through the purchasing of recent media, users will continue to access the library for material needs. These items will assist the library in becoming a community center for its patrons; people will see the library as a source of entertainment as well as knowledge.

Action step 2: Explore new media formats for collection addition or expansion, such as video games and downloadable audio books. Survey other libraries' experiences in collecting these formats as well as user interest.

Goal 2: To provide users free access to computers for word processing, Internet use, and more.

Objective 1: Library users will be provided free access to computers.

Action step 1: Continue to provide free access to all users with a current library card in good standing. "Good standing" designates a card that is free of excessive fines and has not expired. The only charges assessed will be for printing - \$0.15 per page for black and white and \$0.30 per page for color. Implement a procedure for providing guest passes for computer access to visitors from outside the library's service area; assess whether a charge should be levied for guest passes.

Action step 2: Expand the library's schedule of computer classes, enabling our patrons to be effective computer users and assisting with narrowing the digital divide in our community.

Objective 2: Computers will be kept up-to-date for patrons.

Action step 1: Obtain license and install Deep Freeze, which allows computer to reset all changes to computers to a master template after being rebooted. This minimizes the effects of third-party software being installed without the library's permission and potential infections from viruses. Create a master profile that downloads all relevant anti-virus and software updates weekly. This will ensure all computer software is kept up to date.

Action step 2: Monitor public access computers for defects and age. Gradually replace aging and technologically outdated computers with newer models.

Goal 3: To maintain a committed, efficient staff.

Objective 1: Happy Rainbows District Library employees will take part in their personal career development through independent and staff training.

Action step 1: Library workers will attend weekly staff training meetings. On this designated day, the library will open one half hour late and close one half hour early so that employees can choose which staff meeting is more convenient for them. The Library Director will choose the topics, and all employees will take turns choosing from this list of topics. In addition, policies for dealing with natural disasters and/or violent patrons will be addressed quarterly. This method applies the standard that the best way to learn is to teach. It will also encourage mutual respect as everyone will have an opportunity to participate. This method would also cover any mandated requirements by the state for safety instruction.

Action step 2: The library will institute a bonus program in which employees are given a small incentive bonus for completing a certain amount of training within six months of hire. These training courses should not last more than about thirty minutes apiece. The bonus would involve at least six hours worth of additional training. This will primarily focus on employees without an

MLIS in order to encourage them to learn more about the profession and as such be able to better assist patrons and reduce the demand put upon the librarians.

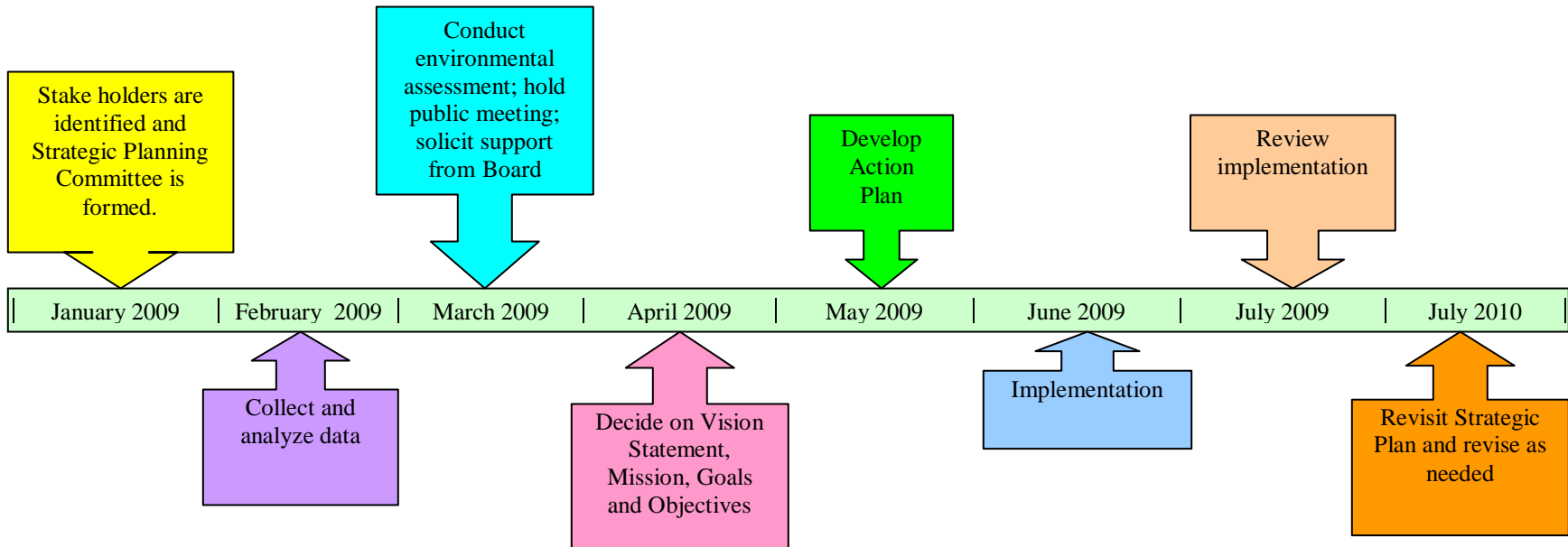
Objective 2: Happy Rainbows District management will ensure all employees feel valued and encourage friendliness amongst co-workers in order to keep morale high.

Action step 1: Birthdays will be celebrated by having a signed card presented near the individual's birthday. Additionally, on the first Friday of each month, cake may be provided to celebrate birthdays occurring during the following month. Efforts should also be taken to recognize graduations, weddings, births, deaths, and other monumental events in the life of an employee.

This will give the employee the feeling that they are valued as well as build camaraderie.

Action step 2: The library will hang a bulletin board providing space for employee photographs along with a small space for employees to answer a simple, generic question of the month (for example: their favorite places, books, or hobbies). These questions could facilitate conversation and friendliness between people who might not otherwise know what to discuss. In addition, each employee's space will have an area for putting up pictures of family, pets, or other personal projects. This would also allow employees to develop a greater understanding of one another. A person would be designated to manage this function of the library.

Happy Rainbows District Library Strategic Planning Committee Timeline



Works Consulted

Lexington Public Library. "Employee Handbook." Internal documentation. Lexington Public Library, 2007.

Stueart, Robert D. and Barbara B. Moran. Library and Information Center Management. 7th ed. Westport, Connecticut: Libraries Unlimited, 2007.