Strategic Plan

Emporia Public Library

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Strategic Planning Committee

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Mission and Values

**Library Mission Statement**

The mission of the Emporia Public Library, a tax-supported community resource, is to provide access to informational, educational and recreational services, materials and programs to users of all ages.

**Library Values**

The Emporia Public Library is committed to:

* **Quality Service:** The library realizes the importance of performing work in an excellent manner, with the primary focus on exceeding the expectations of the community.
* **Learning-Centered:** The library is the focal point of the community in providing a wide variety of materials, resources, and services to meet the instructional, educational, and informational needs of the community.
* **Intellectual Freedom:** The library supports the right of its community to information representing all points of view, even when this information may be considered controversial or offensive by others. The Library endorses the American Library Association's Library Bill of Rights.
* **Universal Accessibility:** The library believes that universal accessibility is more than rules and regulations. It is a spirit of striving to provide services, resources, and tools that promote accessibility of information to people of varied backgrounds and needs.
* **Innovation:** While respecting current practices, the library also strives for innovation. The library values not just the new, but that which is new and better.
* **Communication:** The library understands that the unrestricted, effective, and frequent exchange of ideas, information, and experiences is absolutely necessary for the realization of the library’s vision and the achievement of its goals.
* **Collaboration/Teamwork:** The library believes in collaboration and teamwork, both within and outside of its formal structure. Working together with the community, the library gains strength and finds solutions.
* **Positive Attitude:** The library believes that a positive attitude will enhance the library experience.

Goal Summary

**Goal 1: Technology**

*Implement technology strategies that increase efficiency, service, and responsiveness to the community.*

**Strategies:**

1. Evaluate technology and computer class offerings.

2. Increase IT budget through outside and non-traditional sources.

**Goal 2: Library Resources**

*Provide a dynamic, current collection of resources in popular formats designed to meet the needs of the community both now and in the future.*

**Strategies:**

1. Increase circulation by providing current materials that respond to popular demand.

2. Increase library currency through regular weeding of the collection.

3. Increase circulation by providing multiple copies of popular items.

4. Increase circulation by promoting access to downloadable formats.

**Goal 3: Customer Service**

*Create a customer-focused environment in all aspects of library service delivery.*

**Strategies:**

1. Focus staff development and training on customer service and library education and skills.

2. Continue providing fun and informative programs for all age groups.

3. Increase reader’s advisory services.

**Goal 4: Marketing**

*Create and promote a public image of the library as a vital, dynamic, customer-friendly and essential source of information, life-long learning, cultural enrichment and civic involvement.*

**Strategies:**

1. Promote library programs and services internally and externally, especially to the non-library user and funding sources.

2. Increase use of social media.

3. Increase outreach to raise awareness of the library and library services.

4. Celebrate the library’s 150th Anniversary in 2019.

**Goal 5: Public Access**

*Provide the necessary infrastructure and public access to meet the library needs of a growing population.*

**Strategies:**

1. Reconfigure space for maximum use.

2. Provide access for mobile hotspot lending.

**Goal 6: Administration**

*Provide a welcoming library environment that reflects the community’s changing needs.*

**Strategies:**

1. Review and update all library policies for relevancy and compliance.

2. Review and update departmental procedures.

3. Conduct annual maintenance inspections of the facility.

4. Conduct annual evaluations with staff.

5. Review and update disaster/emergency response plan.

6. Review, evaluate, and revise strategic plan annually.

7. Work with the Emporia Public Library Board, Friends of the Emporia Public Library, and funding agents to increase local funding levels.

**Goal 7: Partnerships**

*Strengthen existing partnerships and develop new collaborations with schools (including but not limited to Emporia State University’s School of Library and Information Management) agencies, businesses, community organizations, and individuals to maximize service to the community.*

**Strategies:**

1. Identify and welcome new partners and key community contacts.

2. Establish an Emporia Library Foundation.

3. Establish additional deposit collections throughout Lyon County.

Conclusion

**Effectiveness and Accountability**

The Emporia Public Library staff and the Emporia Public Library Board evaluate and report the performance of the Library annually. Completion of the annual Kansas Public Library Survey/State Report and a demonstrated Maintenance of Effort is required in order for a Kansas public library to be eligible to receive State Aid. The report is comprehensive, detailing many indicators of library performance for usefulness in analyzing performance issues and trends. The annual report is available to the public on the State Library of Kansas website.