

Public Strategic Plan

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Strategic Plan 2005-2008

Introduction

The essential objectives of the library, of acquisition, collections, preservation, dissemination, and services, will not change, but as society changes so too change and expand the demands placed on the library. This strategic plan focuses on modifying and expanding our existing facilities and collection, as well as expanding our digital services, to meet the evolving needs of our community. We have considered where we are now and where we want to be, and outlined the major paths we will take to get there. Because of the dynamic nature of the digital environment, the plans may change, but our dedication to meet the needs of our community remains constant.

Mission

Our mission is to support the community by providing and continuing to improve expert and innovative access to information and knowledge.

Vision

We are a center of community activity and fulfill the needs of the community in a welcoming, comfortable atmosphere.

Values

Access to Information

We are committed to providing equal access to all forms of information.

Quality

We provide information and services of the highest quality.

Attention to Community's Needs

We align our services and collection to the specific needs of the local population.

Welcoming Atmosphere

We strive to provide a welcoming atmosphere and well trained and knowledgeable staff.

Partnership and Collaboration

We partner with other libraries and information services to give patrons the best information available.

Initiatives

1. Modify our collection and environment to better meet evolving community needs, particularly the Hispanic component.

Over the last few years we have noticed an increase in patrons whose primary language is Spanish, and unfortunately our current collection and signage is inadequate to meet the needs of these patrons. In the next three years our goal is to increase our collection of Spanish-language books and periodicals by 80%-90%, and to provide signage in Spanish as well as English.

2. Improve electronic information sources to meet community needs.

The digital age evolves quickly and our services and facilities have fallen behind.

We are improving the usability of our library's database, and our goal is to increase the success rate of unassisted searches to 75% by the end of three years.

The library website will be updated, and we hope to see a 100% increase in Web-

based patron transactions.

In addition to our database and Website, our hardware is also being updated expanded. By the end of the first year we plan to make room for two additional computers and another printer. Our ultimate goal is that by the end of three years we will have built space enough to house 15 additional computers and a total of 2 additional printers. Along with this we are devising a schedule for updating our software and equipment to ensure that our computers stay up to date.

3. Increase presence in the community.

The talks and reading hosted by our library have not seen as much attendance as we had hoped, and we believe that this is because of a lack of awareness of these services; after all, if no one knows about them, no one will attend. We are currently planning a new publicity strategy to get the word out about these services. We also hope to increase participation in our youth programs by cooperating with the local schools to spread the word. The youths who do participate always express their enjoyment of the activities, and we hope that increased awareness of these programs will encourage more of the local youth to attend and perhaps foster a love of reading.