

**STRATEGIC PLAN
ADA COMMUNITY LIBRARY
FY2009-FY2011**

The following Strategic Plan FY2009–FY2011 formally approved by the Board of Trustees October 21, 2008 and accompanying Technology Plan, approved June 2007, includes community as well as staff input.

Library Mission:

"Dreams, Ideas and Information"

The Ada Community Library is committed to providing a broad range of library materials and services; offering personalized assistance for all community residents; encouraging early literacy and life-long learning; and increasing cooperation and resource sharing among area libraries.

Library Vision:

We provide exceptional services for all residents in our communities and beyond; we engage our public in active ways and respond to the needs of our diverse community; we develop and utilize the talents, skills and aspirations of a vibrant staff; we are progressive, proactive and innovative; we build better support for, and cooperation between, libraries throughout Idaho; we make a difference.

Organizational Values:

Commitment to community service
Commitment to staff (working conditions, compensation, development)
Open, inclusive, and collaborative environment
Excellence and innovation

Library Roles:

- Commons (address the need of people to meet and interact with others in their community)
- Current Title and Topics (help to fulfill residents' appetite for information about popular, cultural and social trends and their desire for satisfying recreational experiences)
- Lifelong Learning (help address the desire for self-directed personal growth and development opportunities with a focus on pre-schoolers door to learning.

Strategic Goal #1. The library will use its human resources / space / technological resources to provide the best possible services to its patrons.

Strategy 1A. Human Resources – staff training and duties allocation

- a. Customer Service staff adequately trained. Encourage participation at ICFL CE opportunities, ABLE/SABLE and other online tutorials, university classes or workshops, state, regional or national library conferences, and budget appropriately. Schedule staff for networking and visits to other area libraries.
- b. Maintain staff cross-training as possible. Continually re-evaluate tasks and “professional” duties, training support staff to assume a more varied role. Create positive solutions to problem of “burn-out” among staff.

- c. Ensure customer services areas are adequately staffed and staff are proactive in providing roving reference and removing barriers to interaction.
- d. Ensure sufficient tools/equipment for staff to be effective and efficient.
- e. Recruit volunteers/AARP workers as appropriate. Prepare a written job description and designate a supervisor prior to recruiting. Continue to encourage teens to help with operations concerning YS/Teen Center.
- f. Within LYNX! Consortium or similar groups, investigate sharing where feasible e.g. substitute staffing, staff training and programming. Stress increased cooperation among area libraries and actively seek opportunities to collaborate with other libraries and agencies.
- g. Tap into community resources, paid or volunteer, for expertise, special projects, and for family/special programming, such as book discussions, etc.
- h. Provide training opportunities for YS staff on instructing early literacy skills and keep up on methods of incorporating them into library services.

Strategy 1B. Access to Materials and Space Utilization

- a. Maximize shelf space and create visual appeal. Employ non-traditional display options for materials.
- b. Rearrange library service areas for ease of use and access to materials and staff.
- c. Weed collections regularly to keep materials current and relevant. Focus purchasing on roles of lifelong learning and popular materials. Courier service allows materials to move quickly between libraries, facilitating access.
- d. Establish a collection development plan within LYNX! Consortium and/or other area libraries to avoid duplication of “longtail”/esoteric materials.
- e. Replace paper signage throughout library and consider ambience. Highlight special or seasonal adult collections on a periodic basis.
- f. Support expansion of LYNX! Consortium.
- g. Identify additional off-site parking, contract and/or formalize.

Strategy 1C. Technological Resources (see ACL Technology Plan addendum)

Strategic Goal #2. The library will strengthen community awareness and involvement.

Strategy 2A. Communication with the media

- a. Write an article or press release at least 6 times/yr stressing teen, child, or family activities or technological resources. Include, as possible, a picture or graph with the articles sent to area newspapers. Invite reporters and broadcasters to special events. Follow-up with a phone call on the day of the event.

Strategy 2B. Communication with our patrons

- a. Monthly in-house print or “opt-in e-newsletter” (what’s new) to go along with the monthly calendar, for those who do not go online or read blogs. Consistently utilize the backside of the monthly calendar and website to present additional information about upcoming events,

new books, library changes, etc.

- b. Post LARGE and READABLE bulletin board announcement – what’s new...
- c. Identify and have a presence in school and other community newsletters, announcements or websites, as well as community events with materials ready to go (e.g. Mule Days)
- d. As funds allow, seek special promotional opportunities such as BookPage to distribute in-house and at bookstores, coffeehouses, etc.
- e. Conduct focus groups to solicit patron ideas on improving services. Strive to better know our customers. What do they need? How do they prefer to get it? Survey attendees at special library events for evaluations and suggestions. Have a prominent place for suggestions. Acknowledge and act on regular patron suggestions and requests.

Strategy 2C. Communication with the greater community

- a. Present library programs or displays, public access television programs, etc. Participate at area schools and at various conferences, such as “Get the Scoop,” to increase community awareness. Brainstorm ideas and targets. Create flyers for area real estate offices, Chamber of Commerce, post on Craig’s list etc. Evaluate.
- b. Partner with other libraries and community groups such as the Cultural Network whenever possible, in programs, grants, etc. Establish useful partnerships with local businesses, city chambers, etc. For example, share a costume for YS programming, host an art class presented by watercolor society, encourage businesses to offer discounts to those showing library card at purchase.
- c. Explore outside electronic signage at all locations.
- d. Boost Friends groups advocacy role. Combine with a library “booster” fan club that would allow members of public to join and receive special incentives (i.e. fine reduction) or gifts (i.e. library branded merchandise) for promoting the library to their family and friends. Leverage word-of-mouth marketing among our patrons.
- e. Increase cooperative sharing of information and materials between departments/branches. Create a formal position of “Community Relations” to coordinate publicity and community efforts across all locations.

Strategic Goal #3. The library will effectively provide early literacy and life long learning services

Strategy 3A. Strengthen In-house Programming and Services

- a. Maintain quality programming, reference/reader’s advisory, and outreach services for all ages.
- b. Incorporate early literacy skills into all storytimes. Include parent tips throughout, hang early literacy posters in area, make flyers available.
- c. Expand in-house programming opportunities for adults (book groups, music, travel, etc) that promote life-long learning.

- d. Investigate senior storyhour concept – utilize BiFolkal kits.
- e. Consider ways to provide adult literacy assistance – materials and classes.
- f. Provide public computer instruction, one-on-one and via laptop lab.
- g. Provide programs and presentations on topics designed to be helpful to seniors e.g Wii
- h. Continue to explore new areas programming and services as resources allow.

Strategy 3B. Broaden outreach efforts into community

- a. Ensure youth services staffing is sufficient to expand outreach services to area youth, parents and caregivers.
- b. Expand outreach efforts such as Jumpstart kindergarten registration, summer stories in the park (partner w/Foodbank)
- c. Establish strong partnerships with area child service providers. Take storytime to day cares and provide services to providers e.g. workshops within the library, visits to child care centers and Early Head Start programs to provide services directly to caregivers on site, stronger connections between early literacy education staff and school teachers.
- d. Identify ways to connect library literacy activities to other at risk groups and education services in the area such as refugee agencies and life long learning services to senior center/retirement homes (storytime or Wii).

Strategy 3C. Continual improvement

- a. Consider ways to continually evaluate programming, collect and track information over time.

Strategic Goal #4. Be proactive in addressing growth issues. Contribute to vibrant urban /exurban life through facilities and services across the district.

Strategy 4A. Identify and act upon ways in which public libraries can complement local development plans. See *Capital Facilities Plan*.

- a. Participate in local growth and transportation meetings e.g. ACDS, P&Z, COMPASS.
- b. Arrange joint board meetings with Boise, Meridian, Eagle, Kuna, etc. to invite directors to discuss growth issues/cooperative plans semiannually.
- c. Communicate with developers or real estate agents about library service in their development area.

Strategy 4B. Investigate satellite or self-service locations in underserved or highly dense areas of Library District.

- a. Consider mixed-use, residential mall, commercial development and joint use.
- b. Work with real estate agent to identify possible commercial lease properties for storefront branches.

Strategy 4C. Instill library as the heart of any community

- a. Educate public (Public Relations/advocacy position) about our district, our goals, our growth plans. Employ website, brochures, displays, media, community venues, etc.
- b. Conduct outreach programs in areas we hope to eventually have a facility – where a concentrated population exists.
- c. Participate in local community events to promote our presence e.g. Star Mule Days, Avimor Foothills Festival, Hidden Springs Yard Sale.
- d. Enlist Friends group to assist in advocacy of library in meetings and other areas.
- e. Employ community assessment tools like surveys, GIS, and stakeholders meetings to help make decisions and set solid goals regarding growth.

Strategy 4D. Ensure Service exists within Planned Communities (see CapFacPlan and Plan for Service to Planned Communities)

Strategic Goal #5. Library funding increases to provide increased services to patrons

Strategy 5A. Grants

- a. Working with the Friends group, write grant requests to area businesses and foundations, such as Target, Idaho Statesman Foundation, Albertson Foundation, Micron, HP, etc. for specific funds or equipment donations.
- b. Continue to actively pursue state and federal grants to improve services to our library patrons.
- c. Tap into existing programs such as First Book and Rx for reading (book and library information for every newborn)
- d. Investigate increased likelihood of success through consortium-wide grants and increase overall fiscal cooperation between consortium libraries

Strategy 5B. Fundraising and other sources of funding.

- a. Highlight passive and alternative fundraising, e.g. memorial gifts, auctions.
- b. Increase advertising for existing library book sales, e.g. large banners to hang outside made so that date can be changed as necessary.
- c. Actively seek community partners among community agencies.

Strategy 5C. Formalize Library Friends and better employ fiscally.

- a. Recruit people with ties to existing foundations or businesses in area to lead Friends group
- b. Charge dues for Friends and provide a value added service in exchange e.g. newsletter
- c. Increase profile/visibility and provide goal to work toward to increase interest.