

Lawton Public Library 2014 – 2016 TECHNOLOGY PLAN

MISSION STATEMENT

The Lawton Public Library (LPL) will provide access to literature, knowledge and information services through all resources available and will promote cooperation with other agencies and organizations in the community.

TECHNOLOGY VISION STATEMENT

The technology vision of the Lawton Public Library is to support and enhance the efforts of library staff to provide high quality customer service to all customers and to provide easy, equitable access to multiple sources of information. LPL believes that technology will:

- Expand LPL's methods of communicating with customers
- Position the library as the key source of information for the community
- Foster enhanced communication and collaboration among staff
- Encourage life-long learners to develop their maximum potential
- Provide easy access to all library services for all customers, whether inside library facilities, homes, or businesses

GOAL 1: COMPUTERS & NETWORK – the library's computers, peripherals, and networks will meet the needs of staff and customers.

Objective 1: all computers and related equipment will be in working order to provide access to software and internet as needed.

1. Employees will notify their supervisor in a timely manner when problems arise (immediately/ongoing).
2. Adequate funding will be requested each year in the annual budget for replacement, repair, or addition of equipment as needed (yearly).
3. All public computers will be cleaned at least once a week (ongoing).
4. Thin client or cloned computers will be explored for the computer lab (fall 2014).
5. The computer lab will have Microsoft 2007 installed (fall 2014).

Objective 2: new hardware will be purchased to meet staff and customer demands.

1. Funds will be requested for additional AWE Early Learning Literacy computers (spring 2015).
2. Public switches will be identified for replacement (spring 2015).

Objective 3: staff and public computers will have standardized software and the software will be up-to-date.

1. Staff will work towards having the same version of Microsoft Office, Adobe, etc. on staff and public computers (spring 2015).
2. All staff and public computers will have CutePDF (spring 2015).

Objective 4: staff and customers will have easy access to file storage.

1. Staff will look into purchasing thumb drives for customers to use in the computer lab (spring 2015).

Objective 5: the library will continue to improve wireless internet access at both library locations.

1. Wireless access will continue to be unsecured (ongoing).
2. Staff will look into wireless printing capabilities at both library locations (fall 2014).
3. Wireless usage will be monitored and additional routers will be purchased if and when needed (spring 2015).

Objective 7: the OPAC will meet library needs.

1. Funds will be identified to improve Koha service (spring 2015).
2. Staff will research setting up self-checkout stations for customers (fall 2015).

GOAL 2: PHYSICAL SPACE – The library will provide the best use of space so customers are comfortable and safe in the library while using technology.

Objective 1: the computer lab will be functional and spacious enough to support ongoing user demand.

1. Staff will look at expanding and reconfiguring the computer lab and study carrel space to allow for more computers at the main library (spring 2015).
2. Staff will explore expanding and reconfiguring the computer lab space to allow for more computers at the branch library (spring 2015).
3. Staff will look at purchasing computer tables so the lab looks attractive and professional (summer 2015).
4. More professional cabling for the computer lab will be installed to reduce customers accidentally unplugging computers (summer 2014).
5. Potential quiet areas in the library for computer use will be identified (spring 2015).
6. Staff will pursue creating a database “bank” or group of computers that will also have internet access which people wouldn’t have to sign on to use (spring 2015).
7. Staff will provide a designated space for job applicants to apply for jobs (spring 2015).

Objective 2: the genealogy computer area will be user-friendly.

1. The computer area in genealogy will be reviewed and expanded (fall 2015).
2. Staff will explore having a genealogy computer with family tree software (spring 2015).

Objective 3: wireless laptop and tablet users will have seating space with accessibility to plug ins.

1. There will be electrical outlets on each table so people don’t trip on cords (spring 2016).

GOAL 3: WEB PAGE – the library will develop and maintain professional web pages so that customers can have accurate and up-to-date information about services, policies, and programs at the library.

Objective 1: the website will be reviewed for quality, design, navigability, and usability so individual pages are more streamlined and interactive.

1. Staff will review web tools for navigability such as scrolling pictures and drop down options so the library can maximize space (spring 2015).
2. Staff will investigate reducing the city information footprint on the library’s website so the library can increase library information on each page (spring 2015).
3. Flash Player compatibility options will be explored (spring 2015).
4. Staff will investigate more control of website (spring 2015).
5. Staff will look into friendlier URL options (spring 2015).

6. Staff will check for dead links (ongoing).
7. The library's website will be audited annually (ongoing).
8. The home page of the website will be redesigned so there is less scroll (summer 2014).
9. The web pages will be updated at least weekly (ongoing).
10. The website will use videos and slideshows as appropriate (ongoing).
11. All web pages will comply with W3C web content accessibility guidelines (fall 2015).
12. Staff will look at having surveys on the library's website (spring 2015).

Objective 2: the web pages will be timely sources of information.

1. Staff will include all programming information on the website (ongoing).
2. The website will have video tutorials and promotional videos for events (summer 2015).
3. Staff will add pathfinders (winter 2015).
4. Staff will market library services online (summer 2014).
5. Staff will add better maps of the library locations (fall 2014).
6. The library's blog will be incorporated into the website (spring 2015).
7. Staff will create an RSS feed (fall 2014).

Objective 3: library resources will be available for smart phones and other mobile devices.

1. The library's website will be optimized for mobile device access (summer 2014).
2. Apps will be promoted for customers as they become available (ongoing).
3. Staff will examine using the Boopsie digital app for the library's website (fall 2014).

GOAL 4: INTERACTIVE SOFTWARE – the library will explore and implement technology to better communicate and interact among staff and customers.

Objective 1: reference questions will be answered online.

1. A question & suggestion form will be developed so customers can ask questions online (spring 2015).
2. Instant messaging and text reference services will be researched (summer 2015).

Objective 2: the library will have a social networking presence online.

1. The Library will develop and maintain a Facebook page and update it at least weekly (fall 2012).
2. The library will have library-related videos on YouTube (summer 2014).

Objective 3: the library will have video conferencing available for the staff and public.

1. The library will develop policies for video conferencing (fall 2014).

Objective 4: customers will be able to use the library independently if desired.

1. The library will look into a self-checkout machine at the main library (fall 2015).

GOAL 5: TECHNOLOGY LITERACY – staff and customers will be offered adequate training.

Objective 1: the library will make public computer training available.

1. The library will offer smart phone and e-reader programs (spring 2015).
2. The library will offer at least one technology class at each library location monthly (fall 2014).
3. The library will offer one-on-one training as needed (ongoing).

4. Staff will identify training topic needs (such as databases, email, basic internet) and explore ways to better provide training (spring 2015).
5. Staff will explore offering short educational videos via the website (spring 2015).
6. Staff will look at options for offering computer training at the branch (fall 2015).
7. Purchasing training tutorials will be examined (fall 2015).
8. Funding for a technology lab position to teach classes and maintain lab will be pursued (spring 2015).

Objective 2: all staff will be technologically savvy.

1. All staff will participate in webinars yearly (ongoing).
2. All new databases will be demoed at staff meetings (ongoing).

GOAL 6: NON-COMPUTER TECHNOLOGIES – non-computer technologies should be utilized effectively and efficiently to meet staff and customer needs.

Objective 1: the phone system will be improved.

1. Staff will investigate automated phone messages (spring 2015).
2. Staff will explore Fax24 service and make recommendations (summer 2014).
3. Staff will investigate Talking Tech for phone messages for public (spring 2015).

Objective 2: door counters will be used at libraries to track usage.

1. A door counter will be purchased for each library (spring 2015).

Objective 3: security will be addressed at the library.

1. External and internal camera usage will be evaluated (summer 2014).
2. A panic button will be installed at the service desks (fall 2014).

Objective 4: portable devices will be used to make staff more efficient.

1. Staff will look into having tablets at the reference desk (fall 2014).
2. Supervisors will examine having e-readers for staff use (fall 2014).
3. The Koha Team will look into purchasing a handheld scanner for inventory purposes (spring 2014).

Objective 5: paying fees will be easier for customers.

1. Staff will research taking credit cards at the desk and online (summer 2014).
2. Staff will research taking credit cards for printing/copy machines (summer 2014).

GOAL 7: ELECTRONIC MATERIALS – materials will be accessible in non-book mediums as appropriate.

Objective 1: electronic research databases will be provided as appropriate.

1. Staff will evaluate current and potential databases yearly (ongoing).
2. Staff will request additional funding for more databases (spring 2014).

Objective 2: unique local historical information will be available via the library's website as a way of preserving and accessing historical information.

1. Staff will identify local history that is not readily available to the public and is not being maintained by other agencies (i.e. the museum, state library, courthouse) and explore how to digitize the information (spring 2015).

EVALUATION

The effectiveness of technology in the Lawton Public Library will be evaluated in the following ways:

1. Relevance of services to the public will be measured by increased usage of Library services, new registrations, and in-library use.
2. Internet usage will be monitored by calculating amounts of computer time used.
3. Customer feedback will be collected anecdotally and through feedback forms.
4. Equipment functionality will be gauged by how many times equipment was down.
5. Overall usage will be measured by a survey form which queries customers on what they were looking for and whether they find it.
6. Automation will be measured through statistical reports generated by Koha, increased usage of the OPAC, number of holds placed, and number of inter-system loans requested.
7. The Technology Plan will be reviewed by staff and library board members annually.

Library Board Approved: 4/9/14