

Lawton Public Library 2015-2017 STRATEGIC PLAN

VISION STATEMENT:

All people in our community value & use the Lawton Public Library.

MISSION STATEMENT:

Provide opportunities to engage in life-long learning.

GOAL 1: CUSTOMER SERVICE – LPL will provide exceptional customer service to all individuals both in the library, on the phone, and through technology.

Objective 1: value customers.

1. Staff will follow the customer service expectations guidelines (ongoing).
2. Staff will continue to identify ways to provide better service (ongoing).

Objective 2: provide safe and clean facilities.

1. Staff will work with maintenance to improve the cleanliness of library space especially the restrooms (summer 2015).

GOAL 2: RELEVANCY – all residents in the community will use the public library regularly.

Objective 1: increase the amount of library card users by 10% yearly and increase circulation checkouts by 10% yearly.

1. Staff will promote library card sign-up throughout the year (ongoing).
2. The Collection Development team will meet monthly to discuss material collection issues (ongoing).
3. Staff will advocate for materials funding to be restored to FY10 levels (ongoing).
4. Weeding will be ongoing to provide current material on the shelves (ongoing).

Objective 2: remove physical “barriers” to library use.

1. All ADA non-compliance issues will be identified and a game plan to address the issues will be developed (summer 2015).
2. Staff will discuss options to reduce books on bottom shelves (ongoing).

Objective 3: participate in community events to promote library services.

1. The library will have booths at two events (yearly).
2. Librarians will visit each school in Lawton at least once each year (ongoing).

Objective 4: complete a needs assessment to identify building issues.

1. The library will hire an outside consultant to facilitate a new strategic plan (fall 2015).
2. The consultant will identify and obtain input from community stakeholders on library needs (spring 2015).
3. The library will use the strategic plan to address needs assessments (spring 2015).

GOAL 3: ECONOMIC IMPACT – the library will continue to provide a positive economic impact on the community.

Objective 1: offer technology services to the community.

1. The Technology Plan will be followed and technology classes will be offered (ongoing).

Objective 2: connect with young children.

1. Staff will identify daycares and preschools in the community (summer 2015).
2. Staff will develop a plan to visit daycares and preschools in the community on a yearly basis (fall 2015).
3. The library will participate in Kindergarten Round Ups in Lawton (spring 2016).

Objective 3: work towards making all citizens in Lawton literate.

1. The Director will attend Lawton Area Lifelong Learning Council meetings (ongoing).
2. Literacy initiatives will be identified and staff will develop strategies to participate (fall 2015).
3. The Children’s Librarian will receive PLA early literacy training (fall 2015).

GOAL 4: THIRD PLACE – LPL will be the “third place” in the community (after home and work/school) by providing a comfortable, safe public place for individuals and groups.

Objective 1: provide functional and clean libraries that will be utilized in an optimal manner.

1. The library board and staff will explore options for expanding the main library and the branch library (spring 2015).
2. The library board and staff will explore additional service locations in the community (spring 2015).
3. The library board and staff will explore options for remodeling the main library and the branch library (spring 2015).
4. Staff will explore options for new building signage at the main library (fall 2015).
5. Staff will explore options to replace the mini blinds in the main library meeting rooms (fall 2015).
6. Staff will explore options to address parking concerns at the main library (spring 2015).
7. Staff will explore options to tackle current restroom problems at the main library (ongoing).
8. Staff will create study rooms so individuals can have quiet spaces in the library (spring 2017).
9. Staff will seek to improve the group meeting room spaces (summer 2017).

Objective 2: provide avenues besides programs to draw in customers.

1. The main library will have exhibits throughout the year and market those exhibits (ongoing).
2. Staff will create regular in-house displays to promote library events, programs and activities as well as scheduling recreational and informational reading (ongoing).

GOAL 5: SERVICE – LPL will provide beneficial services throughout the community for all ages and interests.

Objective 1: offer quality programming to meet the needs and interests of customers of all ages and backgrounds.

1. Staff will plan children, teen, adult, and family programs in a variety of formats throughout the year (ongoing).
2. The main library staff will offer weekly programs for children (ongoing).
3. The main library staff will offer at least twice monthly programs for teens (ongoing).
4. The library will offer at least four programs yearly which focus on promoting healthy lifestyles (ongoing).
5. The library will bring programming outside the library by offering off-site programs (ongoing).
6. The library will seek partners for programming (ongoing).

Objective 2: provide materials for all ages and interests.

1. Staff will strive for the average age of the collection to be 10 years old or newer with the exception of historical documents (ongoing).
2. The Collection Development team will monitor new material formats to identify which formats of materials to purchase (monthly).

Objective 3: supply and promote electronic-books and resources.

1. An electronic e-book and e-magazine service will be provided for customers (ongoing).
2. Staff will explore ways for customers to checkout electronic devices for e-books (summer 2015).
3. An electronic music service will be explored (spring 2016).
4. Digital bibliographic marc records will be added to the ILS (spring 2015).

Objective 4: become the recognized information center of Lawton.

1. Staff will be provided ongoing reference and database training (ongoing).
2. Online databases will be promoted for customers (ongoing).
3. Staff will explore chat reference service options (winter 2016).
4. Staff will explore ideas to improve literacy within the community (ongoing).

Objective 5: provide the best genealogy center in the state of Oklahoma.

1. LPL will continue to work with SWOGs to provide important genealogy materials (ongoing).
2. An additional ScanPro microform machine will be purchased (summer 2017).

Objective 6: offer additional services to customers.

1. CD cleaning for customers will be reviewed for feasibility (summer 2015).
2. Laminating services will be offered to customers (spring 2016).
3. The library will purchase additional die cuts and offer this service to customers (fall 2015).

GOAL 6: PROMOTION – customers will know the library’s services and resources.

Objective 1: develop and implement a marketing plan to include media coverage, display materials, and special promotions.

1. The library's logo, vision statement, and mission statement will be integrated into promotions as appropriate (ongoing).
2. Programs and events will be promoted with other community groups (ongoing).
3. The director will speak before community groups to inform public of library issues and programs (ongoing).
4. All teen, adult, and family programs will have press releases written (ongoing).

Objective 2: produce a newsletter monthly.

1. The newsletter will include all library programming (ongoing).
2. The newsletter will be distributed five days before the month of publication (ongoing).
3. The email newsletter reminder will be available for all interested individuals (ongoing).

GOAL 7: INTERNAL STRUCTURE – LPL will implement organizational policies and procedures to provide a consistent, stable, and effective work environment for staff.

Objective 1: build and share the “corporate memory” of the library.

1. All supervisors will report to the library board annually (ongoing).
1. Supervisors will update procedures in their areas (ongoing).
2. The library's history will be organized and preserved (spring 2016).
3. Staff will take pictures during programs (ongoing).
4. The library will participate in Snapshot Day annually (ongoing).

Objective 2: provide staff with opportunities to attend in-house, state, regional, and national training.

1. All staff will be allowed to attend webinars as schedules permit (ongoing).
2. All staff will participate in appropriate email list serves (ongoing).

Objective 3: strengthen relations with community partners.

1. The library director will work with the Friends of the Library to update the Friends Constitution (fall 2015).
2. New fundraising efforts will be identified and implemented to provide additional funds (ongoing).

Objective 4: maintain current policies.

1. Staff will review all policies once a year (ongoing).
2. The Library Board will review all policies once a year (ongoing).

Objective 5: provide staffing at optimal levels and positions that support the mission of the library to produce exceptional library services.

1. Needed staff positions will be identified and requested (yearly).

Library Board Approved: 2/11/15