

# **Readers Public Library System Strategic Plan**

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July 29, 2008

## Strategic Planning

Strategic plans from the business world are becoming a standard and expected tool for all types of libraries to use in order to satisfactorily access needs and develop the plan necessary to meet those needs. Strategic plans should include a committee development stage. The committee then must conduct an environmental scan of all the elements of the library and community that will affect the goals of the plan (Stueart and Moran, 2007). Many factors make up an environmental scan: library resources; library staff; existing services; community needs, resources and existing services; existing models and/or strategic plans in which to draw (Stueart and Moran, 2007). It is important for a library to be able to accurately identify its own strengths and weaknesses in relevance to needs in order to create and implement an effective strategic plan. Strategic plans must be given appropriate time to be developed, implemented, and revised. It is important to anchor a strategic plan with a strong vision statement, mission statement, applicable goals, and the straightforward objectives and activities to meet the stated goals. Important elements of a good strategic plan are incorporating a period of time for assessment and a time for revision that follow an adequate implementation stage.

<b>Date Ranges</b>	<b>Task</b>	<b>Responsible</b>
June	Committee Selection	Library Administration
July 1-15	Initial Planning Committee Meeting	Planning Committee

July 16-30	Assessment of Environment and Planning Session	Planning Committee
August 1-15	Evaluate former strategic plans and information; write new plan; create new vision and mission statements.	Planning Committee
August 16-30	Develop goals, objectives, polices, and procedures.	Planning Committee
September – April	Initiate and maintain implementation of the new Strategic Plan.	Library Personnel
May 1-15	Evaluate and assess the Strategic Plan.	Library Administration
May 16-30	Revise the Strategic Plan	Planning Committee

### **Vision Statement**

The Readers Public Library System envisions a future where all individuals and families are eager and engaged life-long learners. We support this through outstanding customer service, high quality staff, outstanding library collections, widespread incorporation of new and emerging information technologies as an integral component of overall service, convenient, inviting and up-to-date facilities that meet the growing expectations of users, a wide range of educational and cultural programming, and active involvement in the community.

### **Mission Statement**

Readers Public Library System (RPLS) provides the materials, services and facilities necessary to provide informational, recreational and cultural reading needs of Thomas County residents.

### **To implement the mission statement the Library has set five goals:**

1. The Library provides high-demand, high interest materials of a popular nature in a variety of formats to meet the educational and recreational needs of the communities.

2. The Library provides reference materials and services that answer the information needs of the community, or provides direction to additional sources of information.
3. The Library provides a source for ongoing education; programs and services to meet community needs; and equality of services for the residents of Thomas County.
4. The Library collects, preserves and provides access to a variety of materials that are written by and/or about Thomas County citizens in both a current and historic context.
5. The Library evaluates current services, performs user surveys and makes plans for new services that will meet the community's needs now and in the future.

### **Strategic Goals**

**Goal One:** To create a Youth and Teen Services Community Room using the grant provided by the Williams Foundation.

Objective One: The library will assess needs and costs of moving materials, Internet connectivity, and vending contracts for the new Youth and Teen Services Community Room that is to be housed in a former meeting room being used for storage.

Activity One: Move stored items in meeting room into the attic storage space; schedule cleaning and painting of meeting room; wire meeting room for Internet connectivity for ten computer stations; move current stacks and ten computer stations into meeting room; decorate new room with a teen friendly décor; contract vendors to set up one drink and one snack machine in the new Youth and Teen Services Community Room.

(Vending proceeds will go back into the Youth and Teen Services programming budget.)

Objective Two: Market the new room to middle and high school aged patrons.

Activity One: Advertise the new room to the youth and teen population through the newspaper, flyers to the schools, the YMCA, and churches

Activity Two: Hold an Open House celebration with free pizza and prizes.

**Goal Two:** Develop weekly Youth and Teen Services Programming to increase the number of middle and high school aged patrons using the grant provided by the Williams Foundation.

Objective One: Restructure the staffing so that the reference department has five staff instead of six in order to divert that funding for a part-time Youth and Teen Services librarian.

Objective Two: Assist the Youth and Teen Services librarian in the development of a Teen Advisory Group and other youth and teen programming, including an annual budget for contracting artists, musicians, and others to enhance programming and for supplies.

Objective Three: Use one-tenth of the Williams Foundation grant the first year to improve Youth and Teen collections.

**Goal Three:** Continue established library services and programming.

<b>RPLS Budget Category 2009</b>	<b>Total</b>
Salaries	\$578,134.00
Retirement/FICA	207,345.00
Unemployment Insurance	1,700.00
Workers Compensation	5,200.00
Materials: Books, magazines, videos, etc.	86,057.00
Utilities	43,440.00
Telecommunications	10,000.00
Lease	52,000.00
Building Insurance	13,500.00
Supplies: Materials & Postage	24,300.00
Equipment	5,000.00
Automation	10,500.00
Repair/Maintenance	12,025.00
Building Repair	12,000.00
Grounds Maintenance	10,000.00
Special Programming (Williams Foundation Grant)	10,000.00
Staff Development: Travel	4580.00
Staff Development Misc.	1000.00
<b>Budget Total</b>	<b>\$1,093,031.00</b>

**Work Cited**

Stueart, R. & Moran, B. (2007). *Library and Information Center Management*. Libraries Unlimited: Westport, CT.