

# Minerva Public Library Strategic Plan 2018-2020

## Introduction

The purpose of the Minerva Public Library Strategic Plan is to provide guidance to library administration and staff as they work to develop and enhance the library's role in the greater Minerva community. The public continues to visit the library and make use of its basic services, but there are obvious changes to expectations of what the services the library offers and what purpose the library might serve. The library has also been working under reduced funding for some years now, and we expect that funding will remain flat or even decrease in the immediate future. Therefore, it is all the more important to make careful, informed decisions when choosing which programs and services to add, maintain, reduce, or eliminate in order to best meet the needs of library users. This plan was developed with information, advice, and suggestions gathered in discussions with representatives from the community the library serves, with library staff, and with library Trustees. Over the life of this strategic plan, summer 2018 through summer 2020, library users should benefit from and enjoy both changes to programs and services offered by the library and changes to the physical organization of library space and the collection of library materials.

## The Planning Process

The library chose to use the strategic planning method described in detail in *Strategic Planning for Results*, Sandra S. Nelson, American Library Association, 2008. This process has been used successfully by libraries of varying types and sizes across the country.

The library conducted an online and paper community survey in the spring of 2017. There were 125 responses, 87 online and 38 on paper. Surveys were provided to Evan Struble and Mandy Simon, consultants from the State Library of Ohio, who were facilitating the planning process. After compiling and reviewing the survey data, as well as annual data provided by the library to the State Library of Ohio, Evan and Mandy came to the library on June 28, 2017 to meet with three focus groups. Invited representatives from the greater Minerva community, the Minerva Public Library Trustees, and library staff each met with the consultants who shared survey results and community information with each group as starting point for discussion. Each focus group discussed community needs, the roles the library currently fills in the community, and potential new rolls for the library. The consultants organized and reviewed the information provided by the focus groups, and then developed several suggested service responses from *Planning for Results* that they believed best suited the community's needs and the library's abilities. The provided a formal report to

the library Director on October 3, 2017. Paper survey results, the compiled online survey results, and the consultants' report are all available at the library for review.

The report was shared with and discussed by the Library Board at its October, 2017 and February, 2018 regular meetings, and by library staff at a staff in-service morning on January 12, 2018. Three services responses were selected as the plan's focus: *Visit a Comfortable Space: Physical and Virtual Space*; *Know Your Community: Community Resources and Services*; *Satisfy Curiosity: Lifelong Learning*. Draft goals and objectives were discussed with the Board at its May 23, 2018 regular meeting, and this final document was approved by the Board at its June 20, 2018 regular meeting.

## **Implementation**

This plan is intended to be completed within the next 24 months. The library has capital funds available for the purchase of equipment and furnishings; staff skill and time are other primary resources required for meeting most of these goals and objectives. Library staff will report their progress regularly to the Board of Trustees.

## **Acknowledgements**

The library is a community institution and this plan could not have been created without the contributions of time, interest, and insight of the following community members:

- Herbert Eglie
- Denise Freeland
- Monica Ide
- Paula Lane
- Mary Pelton
- Reggie Stoltzfus
- Tim Tarbet

|

Evan Struble and Mandy Simon from the State Library of Ohio gave planning assistance to the Library Director; ably facilitated the focus group meetings, eliciting much useful information and ensuring that everyone contributed; and were available to answer questions throughout the planning process. Their services were provided free of charge by the State Library as part of its mission to assist public libraries in Ohio.

# Library Service Responses to Community Needs

## **Service Response: Visit a Comfortable Space: Physical and Virtual Spaces**

*Residents will have safe and welcoming physical spaces to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces to support networking.*

Goal A: Library users will have access to up-to-date library computers and software, and have wireless access that will support the use of their own devices.

### Objectives

- Improve speed and reach of wireless access in the library building
- Add easy-to-use wireless printing.
- Replace library computers in 2018.
- Install the most recent version of Microsoft Office on all public computers.
- Install Adobe Acrobat Pro and Adobe Photoshop Element and Premier Elements on select Public Computers.

Goal B: Library users will have comfortable and productive space in which to work, enjoy personal time, and make use of library resources.

### Objectives

- Review and rearrange the public furniture in the upstairs spaces to improve the comfort of library users.
- Complete the upstairs exhibit space.

Goal C: Visitors to the library will find an attractive building and grounds

### Objectives

- Replace the bollard lights along the sidewalks and drives with lampposts.
- Improve the landscaping around the fountain and patio with low-maintenance plants.

Goal: Virtual visitors to the library will find an attractive, easy-to-navigate, and content-rich library website, and a lively social media presence.

### Objectives

- Redesign and re-launch the library website
- Organize regular and frequent posting to face from both Adult and Youth Services Departments.
- Establish a library presence on additional social media platforms as appropriate.

### **Service Response: Know Your Community: Community Resources and Services**

*Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.*

Goal A: People seeking information about the Minerva area will have a one-stop, current, online source of information.

#### Objectives

- Working with local agencies and organizations create and maintain a database of services and contact information.
- Partner with a local agency to keep that information online and accessible.

Goal B: Minerva area residents, agencies, and organizations will think of the library first when looking for a site to host meetings or gatherings.

#### Objectives

- Promote effectively the library's meeting facilities.
- Create packages of equipment that can be used to facilitate meetings and gatherings.

Goal C: The library and local organizations will have formal, mutually beneficial partnerships to increase the public profile and use of both partners' resources.

#### Objectives

- Establish a regular schedule to exhibit materials from the Minerva Historical Society and serve as a host site for MHS events.

### **Service Response: Satisfy Curiosity: Lifelong Learning**

*Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.*

Goal A: Minerva area residents will have the opportunity to effectively use library resources to improve and develop job skills.

#### Objectives

- Staff will provide formal one-on-one assistance in using Microsoft Office products.
- Staff will provide resume assistance using the Winway resume software.
- The library will effectively promote the new online workforce skills training products provided by the Ohio Web Library, and staff will assist patrons in using the same.

Goal B: Library users will make effective use of library technology and electronic resources for their personal enjoyment and growth.

#### Objectives

- Staff will provide one-on-one task-specific computer training.
- Staff will provide one-on-one assistance to patrons in using their personal electronic devices.
- All staff will be able to assist patrons in using downloadable content provided by the library.

Goal C: Minerva area residents will have opportunities to enjoy a selection of library resources and services outside of the library building.

#### Objectives

- Work with local nursing homes and senior living facilities to provide satellite collections of library materials.
- Where appropriate, offer programming opportunities to local nursing homes and senior living facilities.
- Offer local businesses with waiting areas small collections of popular materials using the "little free library" model.

Goal D: Minerva area residents will enjoy recreational and educational events provided by a variety of sources.

#### Objectives

- The library will seek out traveling exhibits on topics of general interest and arrange for speakers and programs in support of such exhibits.
- The library will create a formal series of adult programs for fall and for spring using outside presenters.