

2020 STRATEGIC PLAN

The following strategies were developed and agreed upon by the Board of Trustees after analyzing feedback received by staff, patrons, and community members, as well as the library's strengths, weaknesses, challenges and opportunities.

We encourage lifelong learning by providing access to information, literacy resources, and technology to the people of Washington County. We value:

- Exceptional service and care
- Community engagement
- Access for all
- Building relevant collections
- Ongoing innovation
- Responsible stewardship

PROGRAMMING

Expand the library's role as a vital community center

1. Expand adult programming opportunities to include more author visits and hands-on educational programs
2. Look for success stories at comparable rural systems for teen / YA programming ideas
3. Partner with local stakeholders to host coding and programming courses for teens
4. Partner with Makerspace on programming and programming support
5. Look into expanded book club offerings based on specialty topics, causes, and/or genre (such as the Book-to-Action model) for increased participation
6. Consider physical activity / wellness programming for adults and families
7. Add organized support for book clubs in the community
8. Partner with local groups to host more community events
9. Expand Summer Reading Program to reach more into the community beyond the library walls
10. Consider offering classes on Common Core for parents
11. Consider Genealogy classes to teach patrons how to use our archives and electronic resources
12. Increase programming and support for homeschool families
13. Consider adding more silent personal study space

COLLECTIONS

Anticipate the needs of our patrons

1. Renew efforts to move more of the collections online
2. Continue to expand non-traditional lending based on needs of the community, such as tools, bicycles, artwork, pre-loaded e-readers, telescopes, musical instruments, vinyl records, etc.
3. Expand e-book and audiobook collections (more copies of each) to decrease wait times
4. Partner with Main Street West and the Makerspace to launch a Tool Library for the West Side
5. Increase DVD offerings at smaller branches or consider rotating collections to offer patrons more variety
6. Consider moving to "Dewey-lite" or genre-focused non-fiction categorization system

OUTREACH

Broaden our reach into the community

1. Analyze Bookmobile route to determine if additional stops are needed
2. Increase partnerships with area schools and colleges
3. Increase WCPL/Bookmobile presence at local festivals and events

MARKETING

Increase the community's awareness of how we can serve them

1. Launch year-long campaign promoting WCPL's value to the community and the variety of services we offer
2. Train staff on branding guidelines and Canva design program
3. Expanding marketing of electronic and digital resources
4. Work with Makerspace to increase promotion of what is available to cardholders
5. Create focused marketing materials for various groups based on interests to showcase what all the library has to offer each (businesses, nonprofits, college students, parents, etc.)

INTERNAL OPERATIONS

Build and empower our team

1. Conduct study within each community (beyond patron-base) to see if extended hours are necessary and if so, when
2. Train additional staff on Bookmobile operations
3. Encourage increased participation from staff in professional development opportunities
4. Create a more formal protocol for staff handling difficult situations with patrons
5. Allow grandparents/guardians to be able to sign up for a card for a child under their care
6. Lead training(s) to increase staff empowerment and ownership over interpersonal communications and certain procedures and policies

TECHNOLOGY

Increase access to and informed use of technology by the community

1. Survey bookmobile users to see if additional services can be added to the Bookmobile to better serve those not able to make it to a physical branch
2. Add mobile-device printers to additional branches
3. Analyze current computer classes and consider re-imagining how we offer training and assistance to patrons and if a new format is needed; suggestions have been made for: security, trouble-shooting, Smart TVs, etc.
4. Work with Makerspace to expand what is offered to cardholders
5. Offer lamination services at more branches
6. Consider hosting a "technology petting zoo" and inviting teens/ young adults to volunteer to assist
7. Consider adding a STEM/STEAM room or area in one or more branches