Madison County Public Library

Strategic Plan for 2010-2015

**Vision** - Expanding Minds. Empowering People. Enriching Community

**Mission** - In striving for public service excellence, The Madison County Public Library is a welcoming community center whose staff, resources, programs and services provide for the needs of our diverse community.
Goal 1: The Madison County Public Library will have a strong commitment to exemplary customer service.

Objective 1: All staff will strive to make each library experience a positive one for each patron.

   Activity 1: Staff members will greet everyone who enters the library in an appropriate manner.

   Activity 2: Staff members will adjust levels of help to meet individual needs.

   Activity 3: Staff members will be proactive by asking patrons if they need assistance and by encouraging questions.

Objective 2: The Library Board of Trustees will make the library a positive environment for staff members and patrons.

   Activity 1: All library documents will emphasize positive language.

   Activity 2: All policies and the staff handbook will be reviewed annually, according to a schedule to be created, to ensure that they are accurate and user friendly.

   Activity 3: The Library Director will invite monthly one staff member to attend the Board meeting to facilitate communication between Board and all the staff.

Objective 3: Library Management will support staff with annual training to assist in providing exemplary customer service.

   Activity 1: Management will offer customer service training and refresher courses yearly.

   Activity 2: Management will offer conflict resolution training yearly.
Activity 3: Management will use volunteer secret shoppers to identify problems in customer service and it identifies good customer service for recognition.

Goal 2: The MCPL will increase access to library materials throughout Madison County.

Objective 1: By June 2012 an expanded Outreach Department will provide materials and services outside the library’s facilities by at least four means.

Activity 1: The director will hire an outreach coordinator by December 2010.

Activity 2: The Outreach Department will provide “Library on the Go” service in at least three locations around the county by June 2012.

Activity 3: The Outreach Department will provide rotating collections to at least six facilities in the county and informational displays in at least four businesses, per quarter.

Activity 4: The Outreach Department will revitalize the Book Buddy program by December 2011.

Objective 2: The Library will increase hours to meet Exemplary state standards. This will require 70 hours total, with 18 evening and 12 weekend hours per week by July 2015.

Activity 1: The library board will obtain financing to increase library hours.

Activity 2: Management will hire and train staff to facilitate additional hours.

Activity 3: The library will increase hours to meet Basic level in the State Standards for public libraries (60 hours) by July 2011 and to reach Exemplary level by July 2015.
Goal 3: The MCPL will continue to provide an extensive collection of materials and online resources for all ages.

Objective 1: By 2015, library holdings will have increased to meet Exemplary level State Standards for public libraries.

Activity 1: By 2015, the materials budget will be increased to 25% of the total budget.

Activity 2: Selectors will insure that 30% of the collection has been published in the last five years by timely additions and regular weeding.

Activity 3: The library will circulate new formats.

Activity 4: Selectors will use local experts, popular materials and professional journals to select materials to add to the collection.

Objective 2: Management will evaluate present online resources as well as new resources and increase options in identified topics of interest annually.

Activity 1: The technology manager will expand and update website links and supplemental material monthly.

Activity 2: Management will identify one new database to add as an online resource each year.

Activity 3: Library staff will create or identify other types of online resources such as bibliographies, pathfinders, activities, or “satisfy your curiosity” pages that can be added to the website.
Goal 4: The MCPL will continue to provide programs and services that meet the needs of a wide variety of patrons and that support library service responses.

Objective 1: Programmers will plan and present twelve programs and activities per year in areas of sustained interest.

Activity 1: Attendance at all library programs will increase by 10% per year.

Activity 2: Library staff will create a list of interpreters and translators who can be called upon for programs, and advertise this availability.

Activity 3: Programmers will survey patrons about program ideas that reflect their interests, and use this information when planning programs.

Objective 2: Programmers will develop and market a series of programs and activities geared toward three target audiences per year.

Activity 1: Staff will identify the various populations living in Madison County; select up to three specific groups for each year of the long range plan, and create an annual marketing plan that will reach these populations. At least 3% of the operating budget will be allocated to this marketing plan. A special collection will also be identified and purchased to represent this group.

Activity 2: Library staff will survey members of these populations for ideas of programs that they would attend and/or help library programmers present.

Objective 3: The MCPL will add one new service per year and increase use of library services by at least 5% each year.

Activity 1: Library staff will identify and offer four new services related to key target areas by 2015.
Activity 2: Library staff will increase use of ILL lending and borrowing by 10% per year through publicizing this service.

Activity 3: The system-wide number of computers available for public use will increase to 60 over the next five years.

Objective 4: The MCPL will provide a well-trained and enthusiastic staff by offering staff at least 24 hours of training per year.

Activity 1: Management will provide ongoing training in reader’s advisory, reference service and library resources for all staff members.

Activity 2: All public service and/or full-time staff members will acquire and maintain state certification. Coursework will be paid for by the library.

Activity 3: All staff will have training in the use of all library equipment.

Activity 4: All staff will have training in the use of all databases and software used in the library.

Activity 5: All staff will have training in analyzing and evaluating web information.

Activity 6: The Director and Board of Trustees will provide 2% of the operating budget to allow for continuing education at the state, regional, and national level.
Goal 5: The MCPL will make library patrons aware of materials, programs, and services.

Objective 1: Each quarter, focus on one activity to increase awareness among library patrons of the materials, programs and services that the library offers.

Activity 1: Library staff will creatively advertise materials, programs, and services on the library website and in the buildings

Activity 2: Library staff, with the assistance of volunteer local experts, will create and distribute reading/viewing/listening lists.

Activity 3: Library staff will create reader’s advisory methods for aiding patrons in identifying materials. (For example, identify book topics within the regular shelves with labels and shelf talkers.)

Activity 4: Library staff will partner with at least four churches, clubs, and other community organizations per year to promote library materials, programs, and services.

Objective 2: Each quarter, library staff will offer one learning opportunity for patrons to learn how to access library materials and services.

Activity 1: Library staff will create and distribute pathfinders that explain specific services, such as how to renew an item online.

Activity 2: Library staff will create and distribute do-it-yourself pathfinders that explain how to locate books by subject, how to find author read-alikes, etc.

Activity 3: Library staff will provide scheduled appointments for patrons who want personalized library training or service.
Goal 6: The Madison County Public Library will foster the love of reading in our community.

Objective 1: Programmers will present at least 12 programs per year per age group that emphasize reading for pleasure and for lifelong learning.

Activity 1: Librarians will continue to provide book-based programs for children teens and adults on a regular basis.

Activity 2: In cooperation with local arts organizations, schools, and book clubs, the library will conduct “One Book-One Community” programming.

Activity 3: In conjunction with EKU and Berea College, Madison County Public Library will organize an annual Madison County Author Fair.

Activity 4: Madison County Public Library will continue to offer and promote adult as well as children’s summer reading programs and/or offer adult reading programs at other times of the year.

Activity 5: Programmers will provide a bibliography or display of library materials related to the topic of each program.

Objective 2: The Madison County Public Library will continually provide an atmosphere that encourages patrons and staff to discuss books and reading.

Activity 1: Management will emphasize the importance of readers’ advisory service and will support staff in providing personalized service.

Activity 2: Library staff will market their favorite books via stickers, displays, e-newsletters, and other means.

Activity 3: Library Staff will be featured on “Ask Me about...” posters with their favorite genres, authors, and subjects.