



## **Strategic Plan, 2011**

### **Development of the Plan**

After the completion of a major capital project to expand and upgrade the library in 2008 and the approval of a major tax levy for library operations in 2010, the Granville Library Board of Trustees embarked on the creation of a five-year strategic plan to further secure and strengthen the library for the future. After a Board retreat and further discussions dedicated to planning for the project, the Board contracted an outside consulting firm in 2010 to interview a wide array of library patrons to assess their expectations, needs and desires. In October of 2011, based on the results of the consulting firm's report, consultations with the new library Director, and discussions with the library staff, the Board approved the following five-year strategic plan.

### **Library Mission**

To serve as a core component of the Granville community by offering a dynamic program of library resources and services in a welcoming environment, facilitated by the latest advances in instructional technology and a staff educated in the best practices of its profession.

### **Strategic Goals**

- 1) To strengthen the library as a core component of the Granville community.
- 2) To construct a long-term plan for financial sustainability.
- 3) To develop the technological and instructional services and resources that place the library at the forefront of advances in those areas, allowing patrons to fully utilize the Library in their preferred manner.
- 4) To cultivate a welcoming, service-oriented staff that is well trained in the ongoing developments of its profession.
- 5) To create an intuitive user experience in the library and online by mimicking environments, organization of materials, and service models familiar to patrons

6) To establish an ongoing mechanism for assessing the needs and desires of the community.

### **Steps to Achieve Goals**

#### **◆ Staff**

① *Professional Development*: provide the means for staff members to remain current in their profession, for example, attendance at conferences and seminars and memberships in professional organizations.

② *Staff Time*: provide staff adequate time to focus more on service and less on routine functions – time for greeting and instruction on the floor, anticipating and meeting needs of patrons, and developing imaginative programming.

#### **◆ Services**

① *Technology*: assess current network and hardware with an emphasis on developing a high functioning and up-to-date infrastructure that meets patron expectations and allows staff to work efficiently and effectively.

② *Assessment*: create ongoing mechanisms for assessing the needs and desires of patrons, inputs of the staff, and initiatives of the library.

#### **◆ Facilities**

① *Signage*: create attractive and consistent signage throughout the building, allowing patrons to effectively navigate their use of the building and its resources.

② *Children's Area*: develop a more stimulating and interactive environment, including creative materials, and, for example, better seating, signage, and artwork that speak to the nuanced and varied needs of children at different stages of development.

#### **◆ Finances**

① *Economic Sustainability*: construct a long-term plan for economic sustainability that builds a healthy diversity of revenue streams, including effective means of attracting, cultivating, tracking, and recognizing private donations and other non-traditional sources of revenue.

#### **◆ Community Relations**

① *Identity*: create a modern, attractive, consistent, and recognizable identity that presents a sophisticated, professional, and friendly organization and enhances the Library's profile in the community.

② *Outreach*: foster a spirit of cooperation and community involvement through membership and participation in community organizations, transparency in finances and operations, and communication with stakeholders and current and potential partners.