

Wood Library's Strategic Plan, 2015 - 2017



Engaging the Community - Wood Library will develop programs, services, collections, and partnerships that contribute to the community's cultural and educational growth.

- *Increase Public Awareness and Community Partnerships*
 - Develop and plan more community outreach and partnerships
 - Consult with Pioneer Library System to conduct a Communications Audit in order to assess look, voice, length, and consistency of public communications
 - Following the audit, develop and implement a comprehensive communications plan that includes redesigning the website, increasing web presence (social media and email newsletters), and creating a commonality of tone for all public communications
- *Technology*
 - Evaluate library technology needs on a biannual basis to ensure that existing assets meet operational and public use needs
 - Develop an understanding of the community's technology needs and a capacity to support them through Open Tech Hours, workshops, and investing in appropriate equipment
- *Collection*
 - Implement a Collection Development Policy developed by professional librarians that best serves the community and promotes consistency across all collections covering topics such as selection, deacquisition, material challenges, and donations
 - Explore the possibility of implementing a hybrid Dewey system into the Non-Fiction collection
 - Hire an Adult Services Librarian to manage Adult collection
- *Programs*
 - Conduct a Program Audit to determine community wants and needs
 - Based on Program Audit, review existing programs for effectiveness and impact
 - Based on Program Audit, introduce new programs based on need
 - Hire an Adult Services Librarian to help coordinate, create, and facilitate new programs for adults
 - Invite community partners to use the library for programming that parallels the mission of the library and responds to community need

Hospitality and Customer Service - Wood Library will continue to ensure that library patrons have a positive experience upon entering the building and periodically access the use of public spaces.

- *User Experience Analysis*
 - Consult with Pioneer Library System to identify and test touchpoints relating to signage and wayfinding, points of service, and customer service (including public/staff relations) to analyze current and potential usage of library space
- *Security*
 - Create and implement a Disaster and Preparation Management Plan
 - Provide staff with regular and relevant safety and security training
 - Install video surveillance system to offer improved security for library staff and patrons

- *Room Usage*
 - Launch new Room Reservation software that allows community members, organizations, and groups to reserve library meeting space online
 - Continue to encourage outside organizations to use the library's meeting rooms and invite feedback on how they use the space
 - Evaluate current number and use of meeting rooms to determine if they are meeting the community's needs

Sustainability - Wood Library will ensure that staff and Trustees have the resources they need to adequately perform their jobs and move the library forward.

- *Library Operations and Professional Development*
 - Supported by the Board of Trustees, Library management will conduct ongoing evaluations of staff workflows, including a review of workloads, time management, and skill sets to ensure that operations are running as efficiently as possible
 - Board of Trustees will conduct an annual review of the Library Director
 - Library management will conduct an annual review of all staff
 - Library management will offer ongoing staff training including twice yearly Staff Support Days (one full and one half day)
 - Annual Operations Budget will reflect institutional commitment to ongoing professional development for Librarians, Development Specialist, and Trustees
- *Governance and Volunteer Management*
 - Develop a robust Volunteer and Internship program
 - Ensure the continuity of strength of the Board of Trustees through a designed recruitment practice that focuses on volunteers, supporters, and community members
- *Financial and Long-Term Security*
 - Provide staff with competitive compensation packages and benefits
 - Library management will make Board of Trustees aware of training opportunities for ongoing development
 - Grow the Endowment and support plans to raise awareness about Legacy Society
 - Board of Trustees will develop the Annual Budget with the financial resources to make the library successful, including active participation in the Annual Fund Drive, Library Fundraisers, and Community Based Funding

Approved: 22 December 2014