

Queen Anne's County Library

Strategic Plan

FY14 – FY16

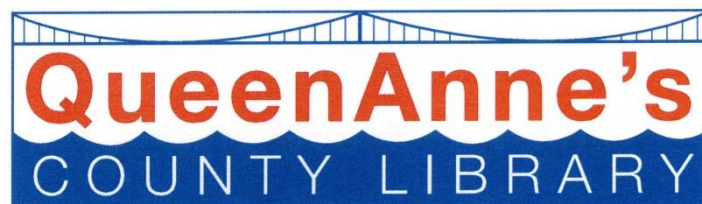


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Background

On November 26, 2012 a strategic plan committee was authorized by the library trustees.

At the first committee meeting in January 2013 the group agreed that the new strategic plan would include the following:

1. A Vision Statement as well as an updated Mission Statement and new goals for the library.
2. The committee would consider the following in their work and research:
 - a. Assessment of patron and staff needs
 - b. Library trends
 - c. Assessment of the organization using the SOAR methodology of Strengths, Opportunities, Aspirations and Results
 - d. A Library User Survey
 - e. Strategies to achieve recommended goals
 - f. Outcome measures to determine if goals are met

The Strategic plan committee includes the following members:

John Walden, Director	Kim Baklarz, Assistant Director
Greg Gilbert, Library Trustee	Kristen Pironis, Library Trustee
Mary Steele, Library Trustee	Althea Stubbs, Staff Representative Centreville
Terri Benney, Staff Representative Kent Island	

The committee held six meetings from January through May 2013 in order to draft the plan. The committee decided a three year time frame would be necessary to carry out all of the goals in the plan. A patron survey was conducted online from April 13-May 19 to gather community input on what type of services library users wanted from the library. During the summer of 2013 using information from the committee's work and the patron survey the staff developed a series of objectives for each goal statement in the plan.

The final draft of the strategic plan will be presented to the Library Board at the September 22, 2013 for approval.

Evaluation

This Strategic plan covers FY14-FY16. Programs, services, and activities will be developed each year by the library staff to attain the plan's objectives. The Director will monitor the progress of the plan quarterly and will provide the library board with a progress report every six months. This process may result in changes to objectives in response to new developments and opportunities for the library. The success of the plan will be measured by increases to library cardholders, circulation statistics, program attendance and increased community awareness of library programs and services.

GUIDING STATEMENTS

Our Vision

A thriving, literate community

Our Mission

**To educate and enrich our community
through free access to resources**

Guiding Principles

Equal Access

The Queen Anne's County library believes all residents should have free and equal access to materials and services giving everyone the opportunity for personal growth and fulfillment.

Outstanding Customer Service

The Queen Anne's County library will continue to offer friendly, helpful service to all community members. A visit to the library should be an enjoyable experience for both the public and staff. We will strive to exceed customer expectations.

Lifelong Learning

The Queen Anne's County library supports the educational needs of all community members. The library will continue to provide diverse collections, programs and services that will foster a love of learning and reading in our community.

Adapt and Innovate

The Queen Anne's County library is a vital community institution and we will continue to adapt to meet the changing needs of our residents. We understand the growing role of technology in our daily lives and we will continue to provide innovative services to help all residents.

Strong Partnerships

The Queen Anne's County library will extend its reach and impact in the community through partnerships with individuals, public and nonprofit agencies, local government agencies, community groups, educators and businesses.

Support Children and Youth

The Queen Anne's County Library will provide collections and programs for children of all ages that will foster a love of learning by encouraging creative play and providing space for families and students. The staff seeks to nurture children's individual interests and cultivate positive, multi-generational relationships.

Goals and Objectives

Goal 1

Fuel the Queen Anne's community's passion for lifelong learning and the joy of reading

Objective 1.1 – Create learning opportunities with public, private, and non-profit Partners

- Collaborate with local business professionals to offer programs on topics of current interest to county residents such as health care, personal finance, pet care etc.
- Work closely with other non-profits or county agencies on presenting programs that would provide practical information to community members

Objective 1.2 – Strengthen the library's contribution to the education of all children in Queen Anne's County

- Be a stakeholder in providing early learning experiences for pre-school children in Queen Anne's County
- Ensure that both public and private educators in the county are aware of library resources that are available to all students
- Encourage the love of reading with children of all ages
- Provide a dedicated space for teens in the library

Objective 1.3 – Provide more opportunities for community members to join in conversation about books

- promote community engagement with books and reading
- Expand the library's role in introducing readers to books
- Encourage community members to share their love of books
- Place rotating collections in venues throughout the county such as Senior Centers, Judy Center, and Head Start etc.

Goal 2

Become a community hub for technology access and training

Objective 2.1 – Provide informational and training sessions on the use of current and emerging technology

- Create an Emerging Technology Librarian position to help facilitate technology education and training for both the public and staff
- Develop educational technology training programs that are of interest to the community
- Provide volunteer opportunities for local residents including students to share their knowledge of technology with other community members

Objective 2.2 – Become a learning lab where anyone can experiment with new technology

- Provide in-house user experiences with new technologies
- Create comfortable and dedicated space for technology usage in both branches

Objective 2.3 – Provide state-of-the-art improvements to the library website and catalog

- Develop a mobile access platform to online library resources
- Implement innovative online library services

Goal 3

Develop an outreach and marketing strategy that will help expand community awareness of library collections, programs and services

Objective 3.1 Actively engage community members in venues outside the library

- Become more visible in the community by participating in local events (4-H Fair, Kent Island Days, etc.) where the library can engage community members outside the library
- Encourage staff to seek outreach opportunities to promote programs and services
- Develop a strategy for getting marketing materials into the community

Objective 3.2 Develop a local/regional public awareness campaign

- Seek new opportunities to promote the library in regional publication including church bulletins, booster ads, community directories, newspapers, regional magazines etc.
- Utilize local radio and TV (QAC-TV) to promote the library
- Identify segments of users and their needs – develop marketing strategies specific to these segments

Objective 3.3 Engage library users via social media

- Post information regularly to social media sites to encourage interaction with library users
- Experiment with new and innovative social media services in order to reach new potential library users

Goal 4

Develop a funding strategy that utilizes both public and private funds that will ensure exceptional library service

Objective 4.1 – Seek new funding opportunities

- Establish a Friends of the Library group to provide funding for new and innovative services and programs
- Pursue grant opportunities to help implement new initiatives

Objective 4.2 – Pursue an endowment fund for the library

- Develop a framework for planned giving

Goal 5

Explore options for expanded library facilities and hours

Objective 5.1 – Develop a plan for library expansion

- Review physical plant needs recommended in the new 20 year Facilities Master plan developed by the Eastern Shore Regional Library (ESRL)
- Explore the viability of a north county branch
- Evaluate expansion opportunities of two existing branches

Objective 5.2 – Explore the viability of extended service hours

- Develop a plan that would enable the library to be open 7 days per week
- Consider other changes to library service hours that would most benefit the community