

Strategic Plan FY15: Goals and Objectives

Goal 1: Make the Library easier to use and more accessible.
Objective A: Improve customer service.
1. Promote parking options for library users.
2. Provide instruction guides or tutorials available in print and online for at least six popular database resources.
3. Adopt more user-friendly loan procedures.
4. Experiment with offering appointments with librarians.
5. Provide parents on the 2 nd floor with options for quiet activities for their children.
Objective B. Utilize technology to improve service.
1. Upgrade checkout equipment to provide more efficient service.
2. Assist Development Office staff with updates to their software.
3. Explore new functionality available in Sierra software upgrades, implement to improve service.
4. Work with III to make CatalogPro more user-friendly.
5. Improve public printing (especially for drop-in users) and scanning services.
6. Add new/improve existing offerings for Interactive Digital Table.
7. Replace Meeting Room technology with more reliable, easier to use options.
8. Upgrade public internet stations.
9. Make tablets available as a staff resource to assist patrons away from desks.
10. Replace or improve SRP registration software.
Goal 2: Improve visibility and awareness of library services, programs, and collections.
Objective A. Vary delivery of library messages utilizing digital signage, social media, website, email, traditional media, and out of building locations to improve awareness.
1. Plan for a local campaign for Summer 2015.
2. Identify and reach out to library users who are Spanish-speakers.
3. Adjust eSigns as needed to assure effective utilization of this resource.
4. Introduce ICPL podcast.
5. Offer training to staff regarding effective blogging, merchandising collections, and Library promotion.
6. Plan improvements to the Window.
Objective B. Improve promotional efforts with and to community partners.
1. Work with organizations that cater to seniors to promote the At-Home program.
2. Promote services and collections at the Farmers' Markets.
3. Work with area support groups and resource agencies to promote Sensory Storytimes.
Objective C. Begin planning for transition of website to virtual branch.
1. Complete changes to library website started in FY14; improve mobile access.
2. Establish a planning group for the creation of a Virtual Branch.
Objective D. Strategically merchandise the Library's collections.
1. Promote databases and other online resources. See Goal 1.A.2.
2. Experiment with end-panel displays using posters to promote popular authors and subjects.
3. Offer rotating and pop-up displays to promote collections.

4. In the Children's Room, create art for the play-area wall that would highlight the board book collection and promote early literacy skills.

Goal 3: Develop partnerships that build community and support the Library's mission.

Objective A. Partner with organizations that support and promote reading, literacy, lifelong learning, and community dialogue.

1. Raise awareness of the importance of Friends Foundation support.
2. Work with ICCSD teacher-librarians, school administrators, and other libraries to promote summer reading and other library services.
3. Work with 4-H on Wheels to offer Library services to children in Lone Tree over the summer.
4. Partner with organizations which work with Hispanic community members to promote library use.
5. Participate in City Plaza Revitalization Project.
6. Work with the Delta Center to incorporate the *Playing Is Learning* initiative into the Children's Room and create dynamic early learning spaces.

Goal 4: Provide resources and programs that inform, entertain, engage, and inspire.

Objective A. Offer library collections that people want in a variety of formats.

1. Add materials in the Arabic language.
2. Provide new materials as close to publication date as possible.
3. Revamp Express collections.
4. Plan for the reclassification and reshelving of graphic novels for children and adults.

Objective B. Help the community explore new digital preservation technologies.

1. Offer archive quality scanning capability for public use.
2. Increase crowdsourcing opportunities related to the Digital History Project.
3. Begin a project to document local homes and businesses.

Objective C. Create attractive services and facilities for teens.

1. Assess use of Teen Space and modify programming and service to increase use and to reach a more diverse group of teens.
2. Create a comic book club for teens.

Objective D. Provide library programming to meet community needs.

1. Offer library classes at remote locations.
2. Introduce travelling tales programming to serve persons with dementia.
3. Plan for community-wide music series of programs for summer 2015.