



**orange**  
**city** public library

**orange city public library**  
**2012–2016 strategic plan**

Approved by the Board of Trustees—March 2012



# strategic plan

## Elements of the Strategic Plan

The strategic plan for the Orange City Public Library includes the Core Values, Mission Statement, (Tagline) and Service Priorities. The complete strategic plan will provide a guide by which the Board of Trustees and the staff will allocate staff and resources during the next five years.

## Core Values & Principles

1. Serve everyone with efficiency and excellence in a welcoming environment.
2. Nourish the mind with ideas and experiences.
3. Honor the past and embrace the future.
4. Adapt to change and plan for innovation.

## Library Mission Statement

Orange City Public Library is enriching a vibrant community with access to information and technology, serving as a community gathering space, fostering readers, and stimulating minds.

## Tagline & Logo

See logo below. Tagline is in process.



# service priorities

The current survey results indicate that the library should focus on the following priorities:

- Provide materials to support reading/viewing/listening for pleasure & mental stimulation.
- Create young readers through early literacy programming, summer reading events, etc.
- Provide a comfortable and welcoming community gathering space to read quietly, meet others or have family time.
- Access to information on current events, health, finance, how-to-topics, etc.
- Reference help—have staff help answer questions and find information.

In addition to these priorities, the library will strive to meet or exceed the expectation for excellent customer service and continue to provide exceptional value for tax dollars.

1. Stimulate the mind by promoting reading, viewing and listening for pleasure.
2. Create young readers through early literacy programming.
3. Provide a comfortable and welcoming community gathering space to read quietly, meet others or have family time.
4. Access to information and current events, health, finance, how-to-topics, etc. and staff to answer questions and find information.
5. Celebrate heritage and diversity.

**80%** of survey respondents rate the library staff as friendly and helpful.

**84%** of survey respondents rate the library as a “good” or “excellent” use of tax dollars.

## Stimulate the Mind by Promoting Reading, Viewing, & Listening for Pleasure

Description: Visitors will be able to use the library to find materials that stimulate the mind. Staff will be able to assist them in locating materials and introduce them to new options.

**goal 1:** The library collection will be responsive to the interests and needs of library visitors

**objective 1:** Perform collection analysis to determine what is needed, what is not being used, and what needs to be replaced

**objective 2:** Use display shelving to promote new books

**objective 3:** Use theme displays to promote the library collection

**objective 4:** Use the automation system to collect data on “holds” and circulation statistics

**objective 5:** Evaluate how things are shelved vs. usage patterns.

**objective 6:** Evaluate fines, fees & check-out periods.

**objective 7:** Investigate emerging technologies as appropriate.

**objective 8:** Conduct Library User & Community Survey's on regular basis.

**objective 9:** Investigate how to survey “non-library” users.

**goal 2:** Library staff will be knowledgeable about local interests and provide reader's advisory services.

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- objective 1:** Train staff on reader's advisory techniques.
- objective 2:** Investigate purchase of NovelList, or another reader's advisory database.
- objective 3:** Staff will be able to facilitate Wilbor downloads for eBooks & audio books.
- objective 4:** Work to make the ILS system user friendly.
- objective 5:** Present summer reading program for all ages.
- objective 6:** Provide current reading lists to promote the collection.
- objective 7:** Provide several adult book programs throughout the year.
- objective 8:** Increase use of volunteers where appropriate.

## Desired Results

- Average number of days between placing a hold and notification of availability will be reduced to 30 days (or less).
- Staff will be able to recommend "read-a-likes" to customers.
- Circulation will increase by 10% over the next five years (2% growth per year).
- Meet or exceed the quality ratings established in the User Survey for the library collection & staff.
- All staff will be able to demonstrate how to download eBooks and audio content from the Wilbor site.
- Adult programming options will increase to six per year over the next five years.
- 20% of the collection will be reviewed/evaluated per year.
- Regularly scheduled volunteers time worked will increase from two and a half hours per week to ten hours per week in five years.

## Create Young Readers Through Early Literacy Programing

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn, read, write and listen.

- goal 1:** The library will provide services designed for preschool children.
  - objective 1:** Library will provide regularly scheduled programs which will incorporate interactive components such as singing and puppets.
  - objective 2:** Library programs will have a "Read to me" component in the summer reading program.
  - objective 3:** The library will provide classes on literacy for parents and caregivers such as *Every Child Ready to Read* or *Babygarten*.
  - objective 4:** Investigate turning the "children's room" into an Early Literacy Center with activities to build "pre-literacy" skills.
  - objective 5:** The library will provide appropriate computers and furniture so parents and children can use computers together.
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- goal 2:** The library staff will have the knowledge, skills and abilities to serve preschool children.
  - objective 1:** Staff will be trained on early literacy and related library services.
  - objective 2:** Staff will be knowledgeable about materials for preschool children.
  - objective 3:** Staff will establish partnerships with area agencies, care providers and parents.
  - objective 5:** Staff will use recommended reading lists and lists of classics to help build the collection.

# service priorities

- goal 3:** The library will have the resources to serve preschool children.
- objective 1:** Library will refine & develop theme packets for parents and caregivers.
- objective 2:** Staff will evaluate existing collection for items in poor condition, and with low usage.
- objective 3:** The library will provide board books, concept books, non-fiction and picture books which promote early literacy skills.

## Desired Results

- Increase number of preschoolers attending programs at the library (number/%).
- Increase the number of preschoolers in the summer reading program (number/%).
- The circulation of JE non-fiction and K-2 picture books and board books will increase by 10% over the next five years.
- Exceed the quality ratings for children's programming established in the survey ratings.
- Provide an early literacy activity center within the next five years.
- Re-introduce literacy classes for parents and caregivers within one year.

## Provide a Comfortable & Welcoming Community Gathering Space to Read Quietly, Meet Others, & Have Family Time

Library visitors will have a safe and welcoming physical place to meet and interact with others, or to sit quietly and read and will have open accessible spaces that support networking.

- goal 1:** The library will provide a physical space that is welcoming.
- objective 1:** Provide a library building that is clean and well maintained.
- objective 2:** Constantly check to make sure that library materials are clean, attractive and shelved correctly.
- objective 3:** Assess furniture arrangements so they are inviting to groups and also provide for quiet spaces.
- objective 4:** Evaluate existing furniture and identify items needing to be replaced.
- objective 5:** Provide adequate amount of computers as well as Wi-Fi work areas.
- objective 6:** Promote the availability of library meeting rooms.
- objective 7:** Provide vending machines/coffee/beverages/snacks.
- objective 8:** Investigate options to address complaints about parking.
- objective 9:** Provide a drive up book drop

- goal 2:** Provide a workspace that is efficient.
- objective 1:** Examine how to use staff/service areas most effectively
- objective 2:** Provide a drive up book drop

- goal 3:** The library will provide programming options that encourage library visits and promote community building.
- objective 1:** Partner with community agencies to host exhibits.
- objective 2:** Investigate options to offer lecture series, or how-to-classes.
- objective 3:** Promote the ICN option to the community.

# service priorities

## Desired Results:

- Encourage library visitors to linger and return.
- Make occasional library users, frequent library users.
- Increase visits to the library by 5% each year.
- Provide alternative parking areas to patrons.
- Offer at least 6 adult programs per year by 2016.
- Exceed the quality ratings for programming established in the 2012 survey ratings.
- Increase use of library meeting rooms by 3% each year.
- Increase use of the library as a gallery space or exhibit space.

## Access to Information on Current Events, Health, Finance, How-To Topics, & Have Staff Find Information & Answer Questions

Library visitors will have the resources they need to explore topics of interest and make informed decisions. Library staff will be able to answer questions and assist in finding information.

**goal 1:** The library will provide the resources for patrons to make informed decisions.

**objective 1:** Provide select links for online resources via the library webpage.

**objective 2:** Provide a non-fiction collection that is current and relevant to community needs.

**objective 3:** Provide a core collection of “Ready Reference” materials.

**goal 2:** The library staff will be able to provide answers to reference questions and assist in finding information.

**objective 1:** Staff will be trained on electronic resources and reference skills.

**objective 2:** The library will provide reference help over the phone.

**objective 3:** The library staff can assist people with online databases.

**objective 4:** Staff will track reference question statistics.

## Desired Results

- The circulation of non-fiction will increase by 10% over the next five years.
- Reference questions answered will increase by 2% each year.
- Use of the library web site will increase.
- Meet or exceed the quality ratings established in the 2012 survey ratings for “nonfiction or research information” and service provided by staff.
- Staff will feel more confident assisting patrons with research questions.

# service priorities

## Celebrate Heritage & Diversity

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

**goal 1:** Prepare for OCPL 2015.

**objective 1:** Prepare for the 100 anniversary of the Orange City Public Library.

**objective 2:** Investigate the possibilities of an Orange City Public Library Foundation.

**goal 2:** Participate in the cultural events.

**objective 1:** Participate with other organizations to support Tulip Festival

**objective 2:** Explore options for other cultural programing.

### Desired Results

- Orange City Public Library will have a successful celebration of the 100th anniversary for the library.
- Orange City Public Library will establish relationships with community groups that work to celebrate heritage.