



## **Parkersburg & Wood Co. Public Library Strategic Plan 2020 - 2025**

Services

Staff

Community

Collection

Facilities

Funding

This Strategic Plan was developed with input from the community, library staff, and patrons by: Greg Blair, Carey Clevenger, John Jackson, Charley Jacobsen, Olivia Jones, Brian Raitz, Stacey Varner, and Teresa Wilkinson.

---

## Mission Statement

*Connecting Community. Broadening Horizons.*

## Services

1. We, the Library, will provide quality library services to all people without regard to race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status.
  - a. We will uphold the American Library Association's Library Bill of Rights.
  - b. We will provide prompt, knowledgeable, and courteous service including reference, circulation, young readers', young adult, genealogy, notary, talking books, interlibrary loan, free computer use, and other services.
  - c. We will develop an online reservation portal and have staff available to take reservations during business hours in order to provide easy and convenient scheduling of meeting rooms.
2. We will be an agent of literacy and education.
  - a. We will provide an office and meeting room to support the Literacy Volunteers of America (LVA).
  - b. We will help the community with new technology formats (eBooks, eAudiobooks, streaming music, and video).
    - i. We will designate staff members during mornings and afternoons to assist patrons with technology.
    - ii. We will maintain and distribute up-to-date instructional materials on using library-related technology.
    - iii. Staff will inform new patrons of electronic resources and provide them with brochures about available services when they join the Library.

## Staff

3. We will build supportive work environments where staff members are confident in their abilities to serve patrons.
  - a. We will cultivate a workplace that is enjoyable and rewarding, where staff members feel fulfilled while contributing to the success of the Library.
    - i. We will hold daily staff meetings for important announcements and staff social time. Minutes of these meetings will be posted daily for those unable to attend.
    - ii. Staff will maintain communication through group messaging and video conferencing services.
    - iii. Supervisors will perform annual staff evaluations to measure job performance, review service expectations, and to better align the professional goals of staff with the goals of the Library.

- iv. Supervisors will get feedback through annual performance evaluations and other tools to measure job satisfaction and identify areas for improvement.
- v. We will encourage staff members to participate in library programming that aligns with their personal goals.
- vi. We will schedule social opportunities for staff, such as regular work lunch potlucks and occasional get-togethers outside of the library.
- b. We will empower our staff through training.
  - i. We will provide two weeks of training for new employees using a training checklist that is updated annually.
  - ii. The director will schedule one day each year for continuing education of all staff members.
  - iii. We will provide additional training to match staff goals with the needs of the Library.
  - iv. The director and supervisors will share available sources of additional training that exist outside of our library.
  - v. We will provide funding for additional library training. Time spent in training will be considered “on the clock” for the purpose of employee compensation.
  - vi. We will provide funding for full-time staff to participate in organizations such as the ALA, PLA, and WVLA and encourage leadership roles in these groups.
  - vii. We will work with staff who are pursuing higher education when making work schedules.
  - viii. Genealogy staff will train additional staff on basic genealogy and local history research.

## Community

- 4. We will be a visible and engaged presence in the community, providing resources and support to individuals, businesses, groups, and agencies.
  - a. We will increase awareness of the services provided by our libraries.
    - i. We will form a marketing committee by the end of 2020. This committee will develop and implement a marketing plan to increase awareness of Library services.
    - ii. We will conduct an annual survey and seek community feedback in order to better market Library services.
    - iii. We will market and highlight any services that fall under 70% awareness in annual surveys and feedback.
    - iv. We will double the current marketing/public relations budget from \$2,500 to \$5,000, to be spent by the marketing team.
    - v. We will promote our collections to patrons through in-house displays, online suggestions, curation of Overdrive resources, and readers’ advisories.
    - vi. We will form a social media team. This team will utilize multiple platforms to reach current and potential patrons.
    - vii. We will develop a coordinated social media policy.

- viii. Staff will be assigned to monitor and maintain the library online presence daily.
- b. We will expand our outreach efforts.
  - i. We will form a committee of staff members to prioritize our outreach efforts by the end of 2020.
  - ii. We will encourage staff to pursue training opportunities in marketing, outreach, and social media.
  - iii. We will visit schools and attend community meetings, networking events, resource fairs, and school events to spread knowledge of our libraries' resources.
  - iv. We will apply to the MOV United Way Alliance to fund at least one program annually to remain affiliated with this network.
  - v. The children's staff will schedule monthly visits to local schools and host tours of our Libraries to promote library resources and develop relationships with local youth.
  - vi. The children's staff will participate in the WV Read Aloud program, reading in classrooms weekly throughout the school year
  - vii. The Bookmobile will bring library services to schools, daycares, skilled nursing facilities, and other underserved community areas.
  - viii. The Bookmobile will bring awareness to library services by being present at community events such as the annual Multicultural Festival.
- c. We will enrich our community through outreach and programming opportunities.
  - i. We will expand virtual outreach efforts and alternative methods to serve the community, such as recorded story times, the use of video conferencing, and through group messaging services.
  - ii. We will provide diverse programming based on feedback from the community and collaborate with local businesses and organizations to host forums and presentations on topics of interest to our communities, such as substance abuse, pandemic information and resources, employment, higher education, and other subjects highlighted by patron and community feedback.
  - iii. Children's librarians will present storytimes and programs that will spark the joy of reading and learning.
    - 1. Children's librarians will host a yearly summer reading program to promote use of the Library and reading throughout the summer.
    - 2. Children's librarians will host weekly storytimes for babies, toddlers, and preschool age children.
- d. We will maintain involvement in Wood County Reading Initiative to support reading and literacy for Pre-K and school age children of Wood County.
- e. We will provide bulletin boards and display areas for the sharing of information from local nonprofit groups.
- f. Supervisors will assess employee knowledge of Library and community resources and provide additional training as needed.

- g. Genealogy staff will collaborate with local historical and genealogical groups for programming.

## Collection

- 5. We will provide a current collection with sufficient copies of titles in high demand and appropriate format to ensure demand is met quickly.
  - a. Branch managers, reference librarians, and children's librarians will annually review their collections by subject and format to meet the needs of the community.
  - b. Branch managers, reference librarians, and children's librarians will weed their collections yearly following CREW guidelines. Guidelines will be reviewed annually.
  - c. Branch managers, reference librarians, and children's librarians will provide requested materials in an expedited manner through weekly request orders and interlibrary loan. Technical processing staff will prioritize requested materials.
  - d. We will use standing order plans on an ongoing basis to purchase sufficient copies of popular items to meet anticipated demand. These plans will be reviewed annually by the director, branch managers, reference librarians, and children's librarians for additions, reductions, and deletions based upon circulation.
  - e. Branch managers will suggest items to meet patron demand and to fill gaps in their collections.
  - f. Materials will be rotated through branches on a monthly basis to provide wider access to new materials.
  - g. The director will order Overdrive materials weekly with a review of popular titles, requests, and expired materials with a minimum of five holds.
- 6. We will organize and maintain the collection for easier access.
  - a. The director, branch managers, reference librarians, and children's librarians will organize their collections to facilitate easier access based on user feedback and circulation.
    - i. Suspense books will be stickered, labeled in the online catalog, and shelved with Mystery books at the Emerson Branch by the end of 2020.
    - ii. Collection development staff will consider the addition or reduction of separate genre collections so that materials are easier to find. These changes will be discussed throughout the year during monthly team meetings.
  - b. Circulation staff will shelf read the entire collection twice annually to locate missing items and ensure items are shelved properly.
  - c. We will curate a local history collection and facilitate genealogical research.
    - i. Genealogy staff will build and maintain a robust collection to support genealogical and local history research.
    - ii. Genealogy staff and volunteers will continue digitization of our genealogy and local history collection. Information Technology staff will provide and maintain a server to access these materials in the library and online outside of the library.

## Facilities

7. We will offer physical and virtual spaces that are welcoming, comfortable, and safe for studying, relaxing, and pursuing common interests.
  - a. We will create and maintain a clean, comfortable, and safe physical space.
    - i. Staff will clean and restock restrooms daily at all facilities, and at least twice a day at Emerson.
    - ii. We will decorate our libraries with artwork to make our environments more aesthetically pleasing.
    - iii. Staff will walk through the libraries every hour to make sure everything is neat and orderly.
    - iv. Children's staff will walk through the Young Readers' Room hourly to replenish displays and to clean up the playroom and Lego wall area.
    - v. Staff will use "the buddy system" when approaching patrons who are disruptive or in violation of Library rules.
    - vi. Seating and other furnishings will be reviewed annually to address the needs of all users, based on age, disabilities, and other factors.
    - vii. The director and Library Board will replace the Williamstown Public Library by the end of 2025.
    - viii. Contractors will be hired to complete painting and the updating of HVAC, lighting, and ceilings for the Emerson lower level by the end of 2025.
    - ix. The Library Board will finalize plans for the existing Waverly Public Library facility by the end of 2021.
    - x. Maintenance staff will install Young Adult gaming consoles and televisions by the end of 2020.
    - xi. Additional lighting will be installed in the nonfiction section of the Young Readers' Room by July 2021.
    - xii. Staff will rearrange the patron computers at South by July 2021 in order to expand the adult non-fiction collection.

## Funding

8. We will pursue and maintain multiple revenue streams to strengthen the financial standing of the Library.
  - a. We will develop a fundraising plan to focus on donor acquisition, engagement, and retention.
    - i. We will form a fundraising team composed of library staff, Friends of the Library, volunteers, and board members.
    - ii. We will develop a fundraising mission based on future needs and including a case for support for each fundraising activity.

1. We will create a mission statement, history of the Library, specific fundraising goals, and overview of what will be achieved with their support for each fundraising activity.
- iii. We will set fundraising goals and strategies to achieve them.
- iv. We will create a monthly fundraising calendar detailing activity, cost, staff involved, goal, and results to goal.
- v. We will review fundraising results and communicate these results to the Library Board, staff, Friends of the Library, and volunteers.
- b. We will create and foster relationships within the current funding streams to maintain existing revenue.
  - i. Library Board members and staff other than the Library Director will attend meetings for the board of education, city council, county, Library Commission, WVLCN, Chamber of Commerce, Rotary, the Parkersburg Woman's Club, and other organizations to grow relationships.
    1. We will maintain a calendar of meetings and who will be attending.
    2. We will communicate information from meetings to the Library Board in weekly updates and monthly meetings and to library staff through morning meetings and/or group messaging.
  - ii. We will continue our levy campaign to ensure continued support from the excess levy.
- c. We will ensure that operations and activities using Library assets are furthering our mission statement.
  - i. We will update current investment policy to protect the value of, grow, and maintain access to our assets.
    1. We will appoint an oversight committee to review and rewrite our investment policy.
    2. We will delegate responsibilities of oversight to board members, the oversight committee, and library staff.
    3. We will determine how often to review results of the investment policy.
  - ii. We will create an asset tracking plan with all Library assets and their location.
    1. We will replace our outdated inventory process with an easier to use electronic version.
    2. We will write a detailed plan for review and replacement of aging assets.
  - iii. We will implement new technologies as they gain widespread use by patrons and other libraries.