

Strategic Plan 2018-2020

Connecting Families, Community and Library

The mission of the Orrville Public Library is to provide contemporary high-interest materials, supply information for lifelong learning, offer a gateway to outside resources, stimulate young children's interest in reading and learning, and supplement the educational needs of school-age children.

Vision: To evolve as a library providing services & resources that meet the ever-changing needs of our diverse community

Strategic Area of Focus	Goals	Objectives
Staff Development	Invest in the ongoing development of our staff through a variety of professional development opportunities	<ul style="list-style-type: none">-Utilize our NEO membership and encourage more staff participation in continuing education opportunities-Provide staff with Windows 10 training-Evaluate staffing levels and pay structure-Plan yearly staff days
Marketing and Communication	Increase visibility and recognition for library resources, services, and programs	<ul style="list-style-type: none">-Continue to utilize social media & our website to increase community awareness-Increase photo opportunities to promote & celebrate library activities-Create a plan for displaying and marketing collection-Find ways to connect with ESL population-Provide effective internal and external communication
Community Engagement	Partner with other organizations, agencies, and businesses to broaden awareness, strengthen programs, increase efficiency, and extend opportunities to individuals and businesses	<ul style="list-style-type: none">-Continue to support local schools-Increase engagement of Seniors and Teens in the community-Continue to seek out partnerships with local businesses and service organizations-Support collaborative opportunities for local entrepreneurship and business growth
Budget	Continue to deliver economic value and return- on-investment	<ul style="list-style-type: none">-Seek out alternative funding sources to enhance programs, services, and resources that we provide to the community

<p>Library Space</p>	<p>Provide a welcoming environment with flexible spaces that meet the diverse needs of our community</p>	<ul style="list-style-type: none"> -Maintain organization in storage/public areas -Continually evaluate the use of library space -Add additional computers to Teen space -Investigate new furniture/display options - Increase staff presence in Teen area
<p>Diversity & Inclusion</p>	<p>Value and seek diversity and inclusive practices within our organization</p>	<ul style="list-style-type: none"> -Support diversity in our programming and collection -Recruit and retain a diverse workforce -Evaluate collection to see if it meets the needs of diverse users -Create a library environment that reflects diversity and inclusion -Offer staff training on diversity
<p>Collection Development</p>	<p>Develop a relevant and inspiring collection that meets the evolving needs and expectations of the community</p>	<ul style="list-style-type: none"> -Provide a customer-driven collection -Increase eMedia circulation -Make a plan to digitize Local History/Memory Lab -Maintain a relevant collection -Increase opportunities to promote eMedia
<p>Technology</p>	<p>Increase technology literacy in the community through staff training and programs for patron education</p>	<ul style="list-style-type: none"> -Create a Mobile Lab to expand patron technology instruction -Increase technology training for staff, incorporating in-house workshops, webinars, and hands-on training -Offer additional digital literacy opportunities for the public
<p>Programs</p>	<p>Offer convenient and engaging programs for people of all ages that inspire curiosity and support individual growth</p>	<ul style="list-style-type: none"> -Explore diverse program options and present new activities that reach our non-library users (Fandom, gaming & multi-generational & multi-cultural) -Continue to utilize STEAM materials with new program ideas -Increase teen programming -Implement a program evaluation

<p>Literacy/ Reader's Advisory</p>	<p>Incorporate fun reading opportunities for patrons of all ages and staff to encourage lifelong learning</p>	<ul style="list-style-type: none"> -Offer additional reading programs/events throughout the year -Look into providing an online reading presence -Encourage staff to create reading goals -Increase staff participation in reader's advisory service
<p>Services</p>	<p>Support traditional and non-traditional services that fulfill a community need while utilizing partnerships with schools and community organizations</p>	<ul style="list-style-type: none"> -Promote drive-thru -Secure funds to continue Hotspot lending program -Promote teacher resources (PAL Kits, Books-in-a-Box & Subject/Author Collections) -Continue collaboration with Heartland Point -Promote Book-A-Librarian -Market the Homebound program -Increase meeting room usage -Encourage community agencies and businesses to utilize our space
<p>Patron Experience</p>	<p>Continue to provide excellent service and actively listen to our patrons</p>	<ul style="list-style-type: none"> -Create a community survey -Survey storytime parents -Install a suggestion box -Give staff opportunities for customer service training -Implement an evaluation method for programming and services
<p>Workforce Development</p>	<p>Strengthen partnerships to enhance and sustain workforce development opportunities within our community</p>	<ul style="list-style-type: none"> -Create and maintain a job board -Provide assistance and resources to help job seekers develop resumes, conduct job searches, and prepare for interviews -Encourage community agencies and businesses to utilize our space for training -Continue working with Salvation Army, Orrville Area Chamber of Commerce, Goodwill Industries, and Ohio Department of Job and Family Services

The Library will....



- Listen to the community*
- Promote literacy and a love of reading*
- Deliver excellent customer service*
- Serve as a community gathering place*
- Be a valuable resource for the Orrville City School District*
- Participate in community events*
- Create programs that support early literacy*
- Support local organizations and businesses*
- Provide relevant resources to build an informed community*
- Share and preserve our local history*
- Seek out innovation and manage change with flexibility*
- Offer learning opportunities in a family-friendly environment*
- Design flexible spaces that meet the needs of our community*
- Foster a healthy democracy*
- Build partnerships that make a difference in people's lives*
- Respect and embrace the entire community*
- Commit to providing ongoing training for staff*
- Encourage community involvement*
- Assist with workforce development*
- Cultivate our library space as neutral ground for diversity*