**Cynthiana Harrison County Public Library 2021 – 2024 Strategic Plan**

**MISSION**

Engaging our community, providing access to information, inspiring life-long learning.

**GOALS**

**GOAL 1: BECOME A CENTRAL RESOURCE**

**Ensure the library is a central resource for Harrison County residents through the adoption and implementation of a capital improvements and maintenance plan.**

* Adopt a facilities upgrade and maintenance plan and budget.
* Adopt and implement a collections management plan.
* Improve the utilization of space to increase the capacity of key areas to address patron needs.
* Every 12-18 months review progress on the plan.

**GOAL 2: ENHANCE AND EXPANDED PROGRAMMING**

**Enhance and, where appropriate, expand programs and services to meet the changing needs of Harrison County residents and businesses.**

* Identify and develop partnership opportunities with community organizations to extend library programs and resources throughout the county.
* Increase outreach opportunities with the Bookmobile
* Enhance technology-based services for patrons.
* Expand the focus of adult programming.
* Establish a Teen Advisory Council to identify and implement teen programming and services.
* Focused Kindergarten Readiness programming.

**GOAL 3: EXPAND MARKETING OPPORTUNITIES**

**Expand the marketing of Library programs and services.**

* Intensify the marketing of library programs and services.
* Intensify the marketing of the economic return to residents of the resources and services of the library.
* Establish a Library Advocates Speakers Bureau to present information about the library – its resources, programs, events - to local groups.

**Goal 4: INCREASE THE SCOPE OF SERVICES**

**Enhance the quality and scope of services to residents of Harrison County through access to outstanding staff and volunteers and expand community support for the library.**

* Continue to enhance the professional development of staff.
* Expand the number and roles of volunteers.

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| **GOAL 1****Ensure the library is a central resource for Harrison County residents through the adoption and implementation of a capital improvements and maintenance plan.** |
| **Strategies** | **Action Steps** | **Time Frame** | **Status** |
| Adopt a facilities upgrade and maintenance plan and budget | Ensure access to library is ADA compliant. | Year 1 |  |
|  | Place security cameras around the outside of the facility. | Year 1 | Completed |
|  | Upgrade library phone system.  | Year 1 | Completed |
|  | Improve lighting throughout the library to maximize patron utilization and energy savings. | Year 2 |  |
|  | In partnership with other users, improve the parking lot (e.g., pave, directional marking) to enhance user safety. | Year 2 |  |
|  | Adopt a maintenance budget to sustain the investments in the building over time. | Year 1 |  |
| Adopt and implement a collections development plan  | Adopt criteria for decision making on the rotation and disposition of physical holdings. | Year 1 | Completed |
|  | Adopt a calendar for systematically rotating holdings including on the bookmobile | Year 1 |  |
| Improve the utilization of space to increase the capacity of key areas to address patron needs | Modernize furniture to maximize work, reading and meeting spaces (e.g. tables with plug ins for electronics). | On-going |  |
|  | Remodel children’s space to provide a more child/family friendly area with more opportunities to do more activities. | Year 2 |  |
| Every 12-18 months review progress on the plan. | Assess progress on strategies: * Completed
* In progress
* Not completed
 |  | Review every year |
|  | Assess factors associated with the successful completion of a strategy or acting as a barrier to completing a strategy. |  |  |
| **GOAL 2****Enhance and, where appropriate, expand programs and services to meet the changing needs of Harrison County residents and businesses.** |
| Identify and develop outreach partnership opportunities with community organizations to extend library programs and resources throughout the county. | Establish a Business Services Center with partners (e.g., Chamber of Commerce, Economic Development Authority) to support workforce readiness and economic growth in Harrison County. |  | ARPA Grant FundsIn Progress |
|  | Intensify programming in collaboration with the Harrison County Public Schools, Harrison County 4-H, and other youth organizations to reach youth throughout the county. |  | In Progress |
|  | Collaborate with the Cynthiana-Harrison County Museum to provide programs that celebrate the history and people of this place. |  |  |
| Increase outreach opportunities with the Bookmobile | Expand Bookmobile services by increasing stops and partnerships with the schools and other organizations throughout the county. |  |  |
|  | Explore the longevity of the Bookmobile program and whether an outreach vehicle or new programming would provide more services. |  | Complete before 2023 |
| Enhance technology-based services for patrons. | Adopt a policy to cover the operational costs of offering a movie streaming service through Hoopla. | Year 1 | Completed |
|  | Provide more opportunities to check-out Chrome Books or laptops to address inequities in access to technology in the community, including supporting additional hotspots throughout the county. |  | In process |
|  | Continue to seek opportunities to enhance internet and WIFI access throughout the county in partnership with other community organizations. |  |  |
| Expand the focus of adult programming. | Periodically offer a Computer Literacy 101 workshop with support of volunteer mentors. |  |  |
|  | Offer a series of “how to” workshops in collaboration with volunteers. |  |  |
|  | Develop an initiative that builds financial literacy in the community. |  |  |
|  | Once a year, seek input from adult patrons on desired types of programs. |  |  |
|  | Convene a group of adult men from the community to provide recommendations to the library on programming and services of interest. |  |  |
| Establish a Teen Advisory Council to identify and implement teen programming and services. | With input from partner organizations (e.g., schools, churches, youth groups), appoint a Teen Advisory Council. |  |  |
|  | Appoint a staff member and an adult volunteer to serve as ex officio members of the Teen Advisory Council. |  | Youth Services Librarian is appointed staff member. |
|  | The charge to the Teen Advisory Council is to:* Provide input to library staff on holdings of interest to teens.
* To develop teen-oriented programs to be offered at least every other month at the library (during or after hours) that will stimulate creativity, inspire learning and support a sense of community among Harrison County teens.
* To suggest new or revisions of existing library services targeted to teen interests and needs.
* To market the resources and programs of the library to teens in the county.
* To support the library in the recruitment of teen volunteers to share their knowledge, skills and talents with patrons.
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| **GOAL 3****Expand the marketing of Library programs and services.** |  |  |  |
| Intensify the marketing of library programs and services. | Provide quarterly updates to the Fiscal Court and Cynthiana City Council on programs and activities.  |  | In Progress |
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|  | On a monthly basis, present a changing list of “Books that you might have missed” both physically and on–line (e.g., Summer Beach Books, history of our community, ghost stories, nature, gardening). |  |  |
|  | Post a FAQs (Frequently asked Questions) section on the website and Facebook page to address patron concerns. |  |  |
|  | Use the on-line community calendar to post library programs and services. |  |  |
|  | Implement a monthly electronic newsletter. |  |  |
|  | Encourage staff to at least once a week share a Facebook post with their friends network. |  |  |
|  | Identify a group of individuals willing to post in their neighborhood gathering places a flyer each month outlining upcoming library programs and services. |  |  |
|  | Request permission of local churches to post flyers on library programs and services. |  |  |
|  | Place an “interested sign-up” sheets at the front desk to determine interest in a hard-copy monthly or quarterly newsletter. |  |  |
| Intensify the marketing of the economic return to residents of the resources and services of the library. | Develop an annual “return on investment” analysis of the value of library services for county households per dollar of property taxes. |  |  |
|  | Use banner scrolls on the library’s Facebook page to post “Did you know” informational notes on the economic return on investment of library services and programs. |  |  |
|  | Continue to use library checkout receipts to provide information on how much the book is worth and what it would have cost to acquire this privately at full cost  |  | Completed |
|  | Develop an "elevator statement" for local taxpayers that indicates for X dollars in library taxes, every household worth at least y dollars has access to Z dollars of resources through the library |  |  |
| Establish a Library Advocates Speakers Bureau to present information about the library – its resources, programs, events - to local groups. | Identify community organizations that have monthly or quarterly meetings that include invited speakers. |  |  |
|  | Recruit volunteers to be a part of the Library Advocates Speakers Bureau. |  |  |
|  | Prepare presentation materials (e.g., a script, fact sheets, ppt) for the speakers. |  |  |
| **Goal 4****Enhance the quality and scope of services to residents of Harrison County through access to outstanding staff and volunteers and additional financial resources.** |  |  |  |
| Continue to enhance the professional development of staff. | Review and revise as needed functional job descriptions with responsibilities for all staff positions | On-going |  |
|  |  | On-going |  |
|  | Continue to provide professional training funds for staff use. | On-going |  |
|  | Adopt a priority listing of the library’s essential professional training needs |  |  |
|  | Prepare literature on “legacy” giving to the Cynthiana-Harrison County Public Library as a way to celebrate the contributions of the library to community life.  |  |  |
|  | Invite representatives from other libraries to visit Harrison County to provide an outside evaluation of programs and operations |  |  |
| Expand the number and roles of volunteers. | Develop position descriptions for three categories of volunteers:* General assistance
* Program leads
* Teen, adult and general volunteer coordinators
 |  |  |
|  | For each category of volunteers, develop a set of job descriptions that include:* Needed skills and knowledge,
* Scope of responsibilities, and
* Supervisory structure.
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|  | Schedule Volunteer training opportunities. |  |  |
|  | Identify groups that could be a source of volunteers with focused marketing of volunteer job descriptions. |  |  |
| Establish a volunteer recognition program. | Have a place in the library and on social media to celebrate the Volunteer of the Month. |  |  |
|  | Track volunteer hours to celebrate key milestones. |  |  |
|  | Host an annual Volunteer Recognition event. |  |  |
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