



## STRATEGIC PLAN 2017-2018



WARREN-TRUMBULL COUNTY  
PUBLIC LIBRARY



Created By Northeast Ohio  
Regional  
Library System

## OUR VALUES

SERVICE  
INNOVATION  
EDUCATION  
COMMUNITY  
STEWARDSHIP

## OUR VISION

THE LIBRARY IS THE COMMUNITY  
CORNERSTONE OF INFORMATION,  
EDUCATION AND ENTERTAINMENT

## OUR MISSION

THE WARREN-TRUMBULL COUNTY  
PUBLIC LIBRARY  
ENHANCES LIVES BY CONNECTING PEOPLE  
AND IDEAS



WARREN-TRUMBULL COUNTY  
PUBLIC LIBRARY

# GOAL #1 – FOSTER A CUSTOMER FIRST PHILOSOPHY OF CONVENIENCE AND ACCESS

## OBJECTIVES

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Create Welcoming In-Person and Virtual Experiences	Evaluate Staffing and Training Needs	Review Allocation of Financial Resources
Signage audit of all locations	Increase technology training available to library staff	Evaluate our downloadable platforms
Explore “mobile printing from home” for customers	Create tools such as “pathfinders” for staff to better utilize library resources, including databases	Collection data analysis – cost vs. usage et al
Explore lending a “family laptop” or a “parents only” computer station in YS for parents to use	System-wide review of staffing levels in all classifications	
Assess the library website to evaluate for organization, information and ease of use	Explore options for substitute staffing for all departments/locations	

# GOAL #2 – STRENGTHEN VISIBILITY AND COMMUNITY

## ENGAGEMENT

### OBJECTIVES

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Optimize Community Engagement Through Organizational Flexibility	Emphasize a Culture of Library Pride and Advocacy	Strengthen Public Relations Initiatives
Create an internal calendar of community outreach opportunities	Seek training opportunities for staff to address special customer populations (i.e. difficult customers, teens, seniors, mentally ill, etc.)	Look for opportunities to support community/local activities and work with local events coordinators
Assess the benefits of having a “presence” at a variety of community activities	Ensure that all staff are familiar with the library’s mission by offering training and providing talking points that will enable them to represent the library with confidence	Explore what increases in the PR budget would yield the most benefit
Develop protocols for outreach activities	Evaluate the new customer service training program	Explore generation of useful collection management reports to support data-driven decisions
		Create Community Events Committee and hold quarterly meetings

# GOAL #3 – ACHIEVE LONG-TERM SUSTAINABILITY FOR THE LIBRARY

## OBJECTIVES

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Assess Hiring Practices and Retention Strategies	Ensure Continuing Relevance	Explore New Options for Long-Term Financial Stability
Review and refresh hiring questions for all positions	Consistently share information with staff, board, and Friends concerning library relevancy for “word of mouth” advocacy	Consider combining two current levies into one levy (increase revenue stream); and/or consider additional levy
Offer training to supervisors on recruiting and interviewing	Look at programming opportunities for new adults in their 20’s and 30’s	Look to create business partnerships as a supportive revenue stream for programming or other opportunities
Institute exit surveys with departing staff for one year and compile results	Continue to create more solidarity with the other public libraries	Approach target organizations for financial support for appropriate programs
Encourage professional certifications for staff	Actively explore future trends in public libraries and how these might impact our community	