WARREN-TRUMBULL COUNTY PUBLIC LIBRARY

Mission

The Warren-Trumbull County Public Library enhances lives by connecting people and ideas.

Vision

To be a catalyst and partner in moving our community forward.

Values

Community
We cultivate dynamic collaborations and partnerships with the community, outside organizations, and each other.

Inclusivity
We prioritize diversity and equity in all that we do. We foster a positive environment for our community and staff, rooted in empathy and respect.

Service
We strive to create a flexible and welcoming space for all. We efficiently manage public resources in order to fulfill the changing needs of the population we serve.

Access
We promote the importance of information literacy and equitable access to programs, materials, and services.

Advocacy
We empower and support our staff and patrons. We uphold the freedom of thought and opinion.

Our Future: Strategic Goals

1. **Champion diversity and inclusion**

2. **Enhance library awareness and community relations**

3. **Foster a culture of open communication and responsiveness**

Goal 1

1. **Champion diversity and inclusion**

   1.1. <u>Thoroughly assess and refine policies and procedures</u>

   1.1.1.   Solicit a diversity audit from outside agency of policies, language and hiring procedures including job postings, descriptions and recruitment efforts.

   1.1.2.   Support pronoun mindfullness and allow staff to wear pronoun pins if desired.

   1.1.3.   Explore making the card application process shorter and easier.

   1.2. <u>Encourage staff training</u>

   1.2.1.   Explore and support training and education to help staff advance their skills and careers.

   1.2.2.   Simplify staff access to training materials.

   1.2.3.   Be more deliberate, intentional and specific in trainings offered to staff.

   1.2.4.   Facilitate training by providing adequate staffing in each department to allow for training.

   1.2.5.   Seek out trainings presented by diverse groups.

   1.2.6.   Offer more trainings at W-TCPL to reduce the need for staff to travel off-site.

1.3. <u>Prioritize accessibility for staff and patrons</u>

    1.3.1.   Modify web content/website to make it accessible for people with disabilities and to provide a more user-friendly online experience by redesigning website.

    1.3.2.   Explore external sites to install library materials borrowing, pick-up and drop off equipment (i.e., lockers, kiosks).

    1.3.3.   Invest in an online calendar/event registration platform for patrons.

    1.3.4.   Explore increasing specialized service programs such as LH&G, book a librarian, tech classes, etc. at branches and virtually.

    1.3.5.   Explore ways that we can improve accessibility in our facilities by auditing our locations.

    1.3.6.   Purchase boogie boards to effectively communicate w/hearing impaired patrons.

    1.3.7.   Partner w/local health organizations for services such as mobile mammograms, dental and vision services.

1.4. <u>Ensure diverse collections and programs.</u>

    1.4.1.   Explore acquiring books in different languages and formats, such as braille, that support the needs of our users.

    1.4.2.   Explore offering sensory programming for all ages.

    1.4.3.   Inspire learning of other cultures through programming that reflects diverse experiences.

    1.4.4.   Start a Library of Things.

    1.4.5.   Explore circulating video games.

    1.4.6.   Offer language classes at the library, such as foreign language, English-learning, and sign language.

    1.4.7.   Review keywords and tagging terms in item records to assure that customers can find materials more easily in the catalog.

    1.4.8.   Explore supporting tutoring services such as online programs or a homework help center.

    1.4.9.   Partner with community residents to present memory cafe and oral history programs at the library.

Goal 2

2. Enhance library awareness and community relations

2.1. <u>Identify and implement services for underserved populations</u>

    2.1.1.   Invite local organizations to set up tables at the library to discuss services.

    2.1.2.   Offer and advertise the library's spaces and tools for neurodivergent patrons.

    2.1.3.   Partner with external organizations to expand opportunities for the library to serve as a drop-off site for food, pet supplies, clothing, etc.

    2.1.4.   Explore bringing a social worker to the library on a scheduled basis.

    2.1.5.   Expand options for circulating experience passes such as passes for museums, zoos and theaters.

    2.1.6.   Partner with organizations to offer classes for new/non-readers, GED and citizenship at the library.

    2.1.7.   Explore outreach opportunities with organizations such as assisted living facilities, hospitals & prisons.

2.2. <u>Boost library marketing outside of the physical library space</u>

    2.2.1.   Revitalize library mascot and launch a PR campaign.

    2.2.2.   Explore offering library branded merchandise and shirts for staff & patrons.

    2.2.3.   Create a welcome kit to give to new cardholders (tote bag w/ brochure, floorplan, current newsletter, bookmark).

    2.2.4.   Consider partnerships/advertising opportunities with community places such as the mall, restaurants, laundromats, etc.

    2.2.5.   Utilize email to send targeted info on unique collections/services such as LH&G, teacher resources, meeting rooms.

    2.2.6.   Conduct a social media audit to make better use and management of social media.

    2.2.7.   Create and publish media commercials and videos.

2.3. <u>Support staff participation in outreach and promotion</u>

    2.3.1.   Create a staff volunteer committee that represents the library in community projects like Second Harvest Foodbank.

    2.3.2.   Encourage and promote participation in outreach opportunities to staff at all positions/levels.

    2.3.3.   Recognize and celebrate staff who actively contribute to community outreach and promotion efforts.

Goal 3

3. Foster a culture of open communication and responsiveness

<u>Ensure a high level of customer service</u>

    3.1.1.   Explore implementing customer surveys more frequently.

    3.1.2.   Provide Notary Services to the public.

    3.1.3.   Ask staff to share successful/unsuccessful customer service experiences with the team.

    3.1.4.   Provide customers with video tutorials for services such as library databases, Encore, Libby, etc.

    3.1.5.   Provide more opportunities for staff from across the library system to get together to float ideas and share stories.

    3.1.6.   Explore implementing a volunteer greeter program at Warren.

3.2 <u>Strengthen internal communication</u>

    3.2.1.   Strive to simplify the placement of important staff information in a more centralized location and create a guide that facilitates easy navigation.

    3.2.2.   Provide weekly updates from administration on system & location specific information and happenings to all staff at all levels.

3.2.3   Cultivate a psychologically safe environment where staff feel comfortable sharing thoughts and feedback.

3.2.4.   Explore apps or other ways staff can communicate (i.e, Slack, MS Teams, chat software).

3.2.5.   Reformat the staff suggestion program to include reports that inform staff about suggestions that have been made and resolutions that have been activated.

3.2.6.   Encourage and support staff participation and attendance at all levels at library programs and happenings.

3.3 **Empower staff and inspire innovation**

3.3.1.   Implement employee recognition programs incorporating "Library Bucks" and other incentives to reward staff who consistently produce high quality work.

3.3.2.   Elevate the level of training to CSA's who are often providing specialty services.

3.3.3.   Encourage staff pursuits of further education and training.

3.3.4   Explore implementing a database such as an "Idea Lab" where staff can share and collaborate on ideas and suggestions with one another.