



Strategic Actions Timeline 2019

Ongoing

Action: Branch managers will promote local authors by posting links on Facebook, YouTube, Newsletters, and Twitter throughout the year.

Action: Coordinators and other staff will take part in events designated, as well as additional opportunities identified throughout the year.

Action: Branch managers and coordinators will approach prospective partners throughout the year, providing a comprehensive proposal that emphasizes the value-add for both organizations and mutual service populations.

Action: Throughout the year, branch managers and coordinators will work with partners to provide value to constituents.

Action: Managers, leads, and coordinators will ensure promotion coverage and consistency throughout the year.

Action: The admin team will use marketing funds to purchase more advertising via papers and social media throughout the year.

Preliminary

Action: Mary, Wendy, and Tim will establish the parameters of the expansion and remodel by Dec. 2018.

Action: Wendy will obtain a basic mockup of the addition to be used as a reference for contractor bids by Dec. 2018.

Action: An RFP for General Contractors will be published in social media, newspapers, et cetera by Dec. 2018.

January

Action: Tim and Wendy will acquire bids by Jan. 2019.

Action: The admin. team will develop a short survey requesting feedback about capital improvements from patrons by Jan. 2019.

Action: Branch managers will prioritize the acquisition of materials by local authors by Jan. 2019.

Action: The admin team and Program and Outreach Coordinators will develop and maintain a comprehensive list of outreach opportunities for each community by Jan. 2019.

Action: Program and outreach coordinators, in conjunction with branch managers, will determine which events allow for maximum visibility and impact on the community by Jan. 2019.

February

Action: Tim will gather demographics data for Elbert County and its communities for the capital improvements plan by Feb. 2019.

Action: The admin team will distribute the capital improvements survey through email, social media, and in person at service desks by Feb. 2019.

Action: Each branch team, and the admin. team, will market a “calling all artists and performers” effort by Feb. 2019.

Branch managers and leads will establish a nook for display of local authors by Feb. 2019.

Action: Coordinators will coordinate staff participation and logistics for these events with branch managers by Feb. 2019.

Action: The admin team will review and revise, if necessary, the parameters for establishing valuable community partnerships by Feb. 2019.

Action: The admin team, leads, and coordinators will develop an inventory of promotional tools by Feb. 2019.

March

Action: The Foundation Board of Directors will evaluate whether or not the bids, EQR (tap fees), and site plan costs can be funded with the organization’s current assets by March of 2019.

Action: Pending the Foundation Board’s approval-Tim, Wendy, and Mary will host an open house for the public to review and comment on the expansion plans by March of 2019.

Action: Tim will aggregate the demographic and survey data into a capital improvements plan report to the Board of Trustees by Mar. 2019.

Action: Tim will conduct demographic research, as well as in-depth research about prospective growth and the changing service population for marketing purposes by Mar. 2019.

Action: Tim will arrange for a long range capital improvements plan workshop with the Board, staff, and stakeholders by Mar. 2019.

Action: Branch managers will use the lists referenced above to develop a schedule for the display of local art, integrating multiple, rotating items on a regular basis by Mar. 2019.

Action: Program and Outreach Coordinators will solicit speakers/presenters, in each community, who are willing to share their experience and wisdom about creating art by Mar. 2019.

Action: The admin team will work with lead and coordinators to develop a list of potential valuable partnerships with various community organizations by Mar. 2019.

Action: Branch teams will meet and brainstorm about how to reach prospective users in their service populations by Mar. 2019.

Action: The admin team and coordinators will develop and execute a schedule for physical and internet promotion by Mar. 2019.

April

Action: The Board of Trustees will evaluate the expansion project and determine whether or not to proceed, pending the Foundation Board's approval by Apr. of 2019.

Action: Each branch team will develop a list of local performers and artists by Apr. 2019.

Action: The admin team will develop an action plan to approach prospective partners about specific activities by Apr. 2019.

Action: Branch teams will come up with better ways to promote the library and facilitate use through advertising via a wide range of mediums by Apr. 2018.

May

Action: Pending the Foundation and District Boards' mutual approval-Wendy and Tim will commission a draft for new blueprints, which will include the addition by May 2019.

Action: The planning workshop will result in a capital improvements plan draft by Tim by May 2019.

Action: Branch Managers and Program and Outreach Coordinators will use lists of local performers and artists to book performances throughout the year by May 2019. These regular activities will be branded as a series.

Action: The admin team will seek and apply for grants to assist in the purchase of creative technology by May 2019.

Action: The admin team will develop an inventory of stakeholders and conduct a SWOT analysis by May 2019.

June

Action: Tim will post the drafted plan online and present it to the public during an open house by Jun. 2019.

Action: Ruben and a Foundation director will research whether or not ADA compliance is necessary for the Kiowa building by Jun. 2019.

Action: Ruben will work with the acting town administrator to determine if the current Kiowa facility is either up to code or “grandfathered in” regarding legal compliance by Jun. 2019.

Action: Program and Outreach Coordinators will book at least three “how to” or educational presentations about art, writing, or music at each location by Jun. 2019. Coordinators should consider age group focus.

July

Action: Pending any revisions due to public or board feedback, the Board of Trustees will consider adopting the capital improvements plan by Jul. 2019.

Action: The admin team and coordinators will assist in establishment of new marketing goals and objectives, which work synchronously with the strategic plan and capital improvements plan by Jul. of 2019.

August

Action: The admin team will research costs and viability of “maker” technologies, such as 3D printing, robotics, music and video mixing software, and more by Aug. 2019.

September

Action: The admin. team will work to determine if a new library will be included in prospective developments, and whether or not the district can assist with operation of the facility by Sep. 2019.

Action: Program and Outreach Coordinators and Branch Managers will determine local interest in establishing visual arts, writing, and music groups by surveying the public by Sep. 2019.

Action: Branch managers will designate in-library spaces to allow easy patron access to creative technology tools by Sep. 2019.

October

Action: Pending the Foundation and District Boards' mutual approval, as well as the successful completion of the site plan amendment and permit process-The Foundation Board will award a contract for construction to the selected bidder by Oct. 2019.

Action: The admin team will begin purchasing creative technology by Oct. 2019, continuing the evaluation and purchasing process indefinitely.

November

Action: Depending on demand or interest in establishing artist support groups, coordinators and managers will facilitate them on a regular basis by Nov. 2019.

Action: The admin team will survey both users and non-users about barriers to access at physical locations and desired services by Nov. 2019.

Action: The admin team will seek information in regard to remote resource delivery conducted at other public libraries by Nov. 2019.

December

Action: Pending the Foundation and District Boards' mutual approval, as well as the successful completion of the site plan amendment and permit process-Construction will begin by Dec. 2019.

Action: Program and Outreach Coordinators will facilitate at least three instructional art programs by Dec. 2019.

Action: Branch managers will train all staff to utilize creative technology by Dec. 2019, as well as for new purchases.

Action: The admin team will prioritize the acquisition and facilitation of remote services for 2020 by Dec. 2019.

Notes:

Mission: ...To provide our patrons the resources to achieve their aspirations through literacy, technology, and community engagement.

- Function: To serve as the ultimate, ongoing institutional service ideal actualized through our strategic goals and operations through the scope of our values.

Values:

1. Empowering
2. Adaptable
3. Good Humored

- Function: Values are shared organizational beliefs that guide us in how we execute strategic goals, services, and operations in order to accomplish our mission. They are also a function of core library values and ethics.

Strategic Goals

Goal 1: Pines & Plains Libraries will work to develop and expand facilities that better meet the needs of existing and prospective users..

Goal 2: Pines & Plains Libraries will foster creativity and local culture by becoming hubs for the generation of art, information, and technology.

Goal 3: Pines & Plains Libraries will engage its communities through remote services, outreach,

- Function: Beyond ongoing operations and services, our strategy helps the organization to grow in its capacity to provide value to Elbert County citizens, moving toward the ultimate goal of actualizing the mission, while using values as our guiding principles.