



## **Strategic Plan 2019**

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

Objective A: Work with the Foundation to expand the Elizabeth Library by 500 to 1000 square feet.

Strategy i: Designate and plan for additional library space to replace part of the “warehouse” portion.

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: 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: 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: 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.

Strategy ii: Establish a contractor to do the work.

Action: Wendy will solicit bids by Jan. 2019.

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.

Strategy iii: Engage in municipal compliance procedures.

Action: Pending the Foundation and District Boards' mutual approval-Wendy and Tim will initiate the site plan amendment and permit process with the Town of Elizabeth by Jun. 2019.

Action: Ideally, the site plan process will be completed by Sep. 2019.

Strategy iv: Begin Construction

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.

Objective B: Develop a comprehensive Capital Improvements Plan for current and prospective libraries.

Strategy v: Gather information about community needs and wants.

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

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

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

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

Strategy vi: Develop a plan to prioritize and improve existing capital at our four current locations, as well as service to additional areas.

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

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

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

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

Objective C: Respond to new prospective variables and requirements in Kiowa.

Strategy vii: Assess and address any immediate legal requirements for development of 331 Comanche.

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

Strategy viii: Research other potentially impactful variables in the Kiowa community.

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: 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.

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

Objective D: Provide exhibition opportunities for existing local performers, visual artists, and writers.

Strategy i: Facilitate artist performances at all locations

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

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

Strategy xi: Create and populate spaces for locally created visual art.

Action: Branch Managers and Leads will work to establish spaces for visual arts by Feb. 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.

Strategy xii: Support existing local authors in marketing their works.

Action: Branch Managers and Program and Outreach Coordinators will use lists of local authors to book signings by May 2019. These regular activities will be branded as a series.

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

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

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

Objective E: Inspire amateur artists to create cultural information.

Strategy xiii: Conduct educational programs about performing arts, visual art, and literary arts.

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: 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.

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

Strategy xiv: Host support groups and activities for local artists to develop their craft.

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

Objective F: Utilize technology to facilitate a wide range of creativity.

Strategy xv: Research relevance, staff time, costs, and spaces for the provision of creative technology tools.

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.

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

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

Strategy xvi: Acquire and designate funding for creative technology

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 begin purchasing creative technology by Oct. 2019, continuing the evaluation and purchasing process indefinitely.

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

Objective G: Develop new ways to provide remote services.

Strategy xvii: Determine the community demand for services outside physical locations.

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

Strategy xviii: Research remote services provided by other public libraries.

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

Strategy xix: Establish relevant remote services and the financial and operational means to support them.

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

Objective H: Engage all of Elbert County and its communities through outreach.

Strategy xx: Identify all opportunities to take part in events or provide one-time activities within communities.

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.

Strategy xxi: Determine activities and events in which the library will have the most visibility and impact.

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.

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

Strategy xxii: Reach out, provide value, and information to our communities during relevant activities and events.

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

Objective I: Enter into partnerships with community organizations that provide value to our service population.

Strategy xxiii: Develop lists of potential partners based on parameters of potential partnership.

Action: The admin team will review and revise, if necessary, the parameters for establishing valuable community partnerships by Feb. 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: The admin team will develop an action plan to approach prospective partners about specific activities by Apr. 2019.

Strategy xxiv: Present prospective partnerships to community organizations.

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.

Strategy xxv: Enact effective community partnerships.

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

Objective J: Communicate P&PL's utility and value to citizens through marketing.

Strategy xxvi: Develop and revise the district marketing strategy.

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

Action: Tim will amalgamate this information by Mar. 2019.

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

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

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

Strategy xxvii: Seek new and more effective means to reach existing and prospective users.

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

Strategy xxviii: Leverage known promotional tools better.

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

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

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