



## Strategic Plan 2020

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

**Objective A:** The district team will work together to develop an ideal vision of each library (What would the ideal future library look like?)

Strategy i: Acquire internal feedback

Action: Branch managers will meet with each library's staff staff and the director to discuss their ideal library as a group by February of 2020.

Action: Branch managers will summarize the discussion in writing by March of 2020.

Action: The director will aggregate the feedback by April of 2020.

Strategy ii: Acquire external feedback

Action: Branch managers and the director will meet with each branch's Friends group and/or community groups to discuss what their ideal library would look like by March of 2020.

Action: Branch managers will provide a written summary of the discussion by April of 2020.

Action: The director will aggregate the feedback by May of 2020.

Action: The branch managers, financial administrative assistant, and the director will research and acquire quotes from marketing research consultants/companies to assist in procuring "user" and, especially, "non-user" feedback in regard to the "ideal vision" of a library, as well as to assess needs by January of 2020.

Strategy iii: Analyze and interpret community research

Action: The director will coordinate the aggregation and analysis of internal and external information about each community's "ideal vision" for its library, as well as needs assessment information by August of 2020.

Action: The director will work with branch managers and the board of trustees to develop a vision and long-term plan for addressing district needs overall by November of 2020.

Strategy iv: Create a vision document for each library

Action: The director will work with branch managers to craft an “ideal vision” of each future library by September of 2020.

**Objective B:** The admin team and managers will work to leverage and improve indoor and outdoor environments in order to improve services.

Strategy v: Analyze and take inventory of existing spaces.

Action: Branch managers and their teams will develop a spreadsheet that takes inventory of used shelving and furniture in Elizabeth, Kiowa, and Simla by May of 2020

Action: Branch managers and their teams will develop a model (preferably editable) of branch interiors by May of 2020

Action: Branch managers will meet with their teams to discuss how the library can better leverage outdoor space by February of 2020.

Strategy vi: Alter spaces to add or improve services.

Action: Branch managers will use branch models and inventories of interiors to propose possible layout changes by June of 2020.

Action: If layout changes are selected for execution, the branch manager and director will determine and implement a plan of execution by July of 2020.

Action: With the help of the director, branch managers will oversee the implementation of outdoor programs and landscaping alterations, within budget, in order to facilitate more or better services at each branch, where appropriate, by August of 2020.

Action: The branch managers and director will ensure library alterations are executed by December of 2020.

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

**Objective C:** P&PL will develop resources that enable local creators to be successful.

Strategy vii: Make a resource page for creators and businesses on the P&PL website.

Action: The admin team will research and collate websites and local resources to help artists with all stages of their craft by May of 2020.

Action: The admin team will build a web page, which lists resources and links for artists of all kinds by July of 2020.

Action: The admin team will discuss how to more effectively organize information on the business information page, so as to give beginning entrepreneurs a guide to starting a business by June of 2020.

Action: The admin team will change the business resource web page to more effectively serve entrepreneurs by August of 2020.

Action: The admin team will develop a plan for getting business and art information resources to the appropriate audiences by November of 2020.

Strategy viii: Acquire instructional materials and presenters intended for artists.

Action: The admin team will research electronic services (paid and free) for artists and creators by March of 2020.

Action: If pertinent, the district will acquire electronic services to instruct artists and creators by October of 2020.

Action: Branch managers will acquire instructional materials for creators in subjects of writing, visual arts, coding, crafting, fabricating, et cetera, throughout 2020, also sending lists of these items, as they are acquired, to be aggregated by the director.

**Objective D:** P&PL will generate interest for and improve user knowledge of technology resources.

Strategy ix: Develop and execute instructional programs for down-loadable resources.

Action: Branch teams will create, market, and teach at least two instructional electronic group activities for patrons by December of 2020.

Action: Branch teams will designate, market, and facilitate a specific time, each month, for helping people learn how to leverage their technology to use P&PL electronic resources by February of 2020.

Action: The admin team will aggregate, possibly develop, and place on the webpage P&PL-specific tutorials, via YouTube and slide show formats, which demonstrate how to easily set-up and use electronic resources by June of 2020. Branch tribe members should be leveraged in this effort.

Strategy x: Ensure every staff member has knowledge of all downloadable resources.

Action: Branch managers will demonstrate to staff how to use CloudLibrary, Overdrive, Worldbook, and the Bywater Catalog via group meetings by March of 2020.

Action: Branch managers will ensure that leads know how to use CloudLibrary, Overdrive, Worldbook, and the Bywater Catalog by April of 2020.

Actions: Leads will teach coordinators and techs to use CloudLibrary, Overdrive, Worldbook, and the Bywater Catalog by May of 2020.

Actions: Branch managers will test coordinators, techs and leads' knowledge by asking them to "teach" managers and/or the director how to use CloudLibrary, Overdrive, Worldbook, and the Bywater Catalog by July of 2020.

Strategy xi: Engage patrons by specifically marketing for technology services.

Action: The admin team will utilize monthly newspaper columns in the *Ranchland News* or *Elbert County News* to inform the public of "free-to-the-individual" electronic resources, and the Fin. Admin. Assistant will coordinate this, by December of 2020.

Action: In conjunction with scheduled, interactive Facebook posts, managers, coordinators, and the director will post on Facebook about one electronic resource each week throughout 2020.

Action: The admin team will designate a reward systems for patrons who refer other patrons to electronic resources, as well as those who briefly post reviews about specific P&PL electronic items, by January of 2020.

Action: Patrons who refer other citizens to electronic resources, and who review electronic items provided by P&PL, will receive small rewards from their designated library throughout 2020.

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

**Objective E:** The district will continue to assess and implement ideas to eliminate barriers to access and improve user experience.

Strategy xii: Research and assess streaming video and music services.

Action: The admin team will research and obtain quotes for library subscription streaming video and music services by October of 2020.

Action: Depending on cost and estimated demand, the admin team may work within the budget to acquire these resources by December of 2020 or January of 2021.

Strategy xiii: Staff from all branches will perform "customer journeys" to assess services, locations of items, barriers to access et cetera.

Action: Branch manager Laurie Van Court will lead the admin team in creating a rubric and facilitating customer journeys at each branch by April of 2020.

Action: Staff at each branch will engage in customer journeys by August of 2020.

Action: The director will perform a customer journey at each branch by August of 2020.

Action: Branch managers will meet with branch teams to discuss customer journeys and subsequently determine changes that will make customer experiences better at each branch by October of 2020.

Action: Branch managers will send a report, which summarizes combined customer journey experiences and proposed changes to the director by November of 2020.

Action: Branch teams will begin to make changes to libraries and operations in order to make customer experiences better in December of 2020.

**Objective F:** P&PL will collaborate with local organizations to provide additional or augmented services to existing and prospective users.

Strategy xiv: Branch managers and coordinators will reach out to organizations in order to develop potential partnerships for programs.

Action: Branch managers and coordinators will continue to seek out collaborative partners with new and existing partners throughout the year.

Action: Administrators will continue to seek out prospective partners throughout the year.

Strategy xxi: Managers, coordinators, and administrators will develop partnerships and programs with organizations, as appropriate.

Action: Branch managers will report new partnerships and collaborators to the director throughout the year.

Action: The director will develop a list of partnerships and collaborations by March of 2020, continually updating the list throughout the year.