

Way Public Library Strategic Plan 2013-2016

Our Mission

Connecting you to the community and the world.

Our Values

- **Knowledge** – Nurturing a love of reading and learning.
- **Service** – Providing respectful, friendly, competent service in a safe place.
- **Growth** – Seeking opportunities for community collaboration and embracing technology and change.
- **Tradition** – Preserving Perrysburg’s history.

Goal 1 – *Increase public awareness through marketing and community collaboration.*

Objectives:

- 1.1 Evaluate internal and external signage and create a plan for improvement.
- 1.2 Expand social media by gaining more friends on Facebook, and more followers on Twitter.
- 1.3 Connect with the community through participation in the Perrysburg First Friday events.
- 1.4 Work with downtown businesses for programming and service exposure.
- 1.5 Create programming opportunities outside of the walls of the Library.
- 1.6 Find opportunities for staff to serve in the community.
- 1.7 Have at least one community collaborative program per month.
- 1.8 Evaluate the concept of “outreach labs” with local community groups.

Goal 2 – *Update and improve building space.*

Objectives:

- 2.1 Work with architect and other professionals to reconfigure the main level.
- 2.2 Relocate the Information Desk closer to Circulation Desk.
- 2.3 Replace carpeting in Children’s, and other areas as possible.
- 2.4 Create new interactive areas for ages 0-12.
- 2.5 Enhance existing meeting space and look for ways to offer more meeting space.
- 2.6 Explore possibility of collaboration spaces.
- 2.7 Explore possibility of “Maker Space” area.
- 2.8 Create a quiet study room.

- 2.9 Increase access to electrical outlets near furniture.
- 2.10 Explore possibility of lowering the height of the stacks.
- 2.11 Explore and evaluate the footprint of the library to ensure it meets the needs of the population served.

Goal 3 – *Provide exemplary customer service.*

Objectives:

- 3.1 Provide ongoing customer service training for the staff.
- 3.2 Explore the possibility of more self-check stations in convenient locations.
- 3.3 Evaluate the possibility of a roving service model.
- 3.4 Continue to offer, and market successful programs at all levels.
- 3.5 Expand current training for staff on e-devices.
- 3.6 Provide continuous staff training on databases and public catalogs.
- 3.7 Explore possibility of changing phone service to be more patron friendly.

Goal 4 – *Be forward thinking concerning technology.*

Objectives:

- 4.1 Begin reducing the number of stationary computers while increasing the number of “roaming” computers.
- 4.2 Offer other options for technology in the Children’s Room (ie – Ipads).
- 4.3 Explore the feasibility of a mobile app for the Library.
- 4.4 Develop a plan and workflow to utilize social networking more effectively.
- 4.5 Offer wireless printing.

Goal 5 – *Offer materials and collections that are of interest and value to our community in formats they desire.*

Objectives:

- 5.1 Strengthen existing collections that appeal to growing groups within our community of library users.
- 5.2 Offer new collections as needed to meet changing community needs.
- 5.3 Integrate reference books into the general collections for greater visibility and use.
- 5.4 Integrate non-book resources into general collection.
- 5.5 Perform an in depth collection analysis in an effort to update and maintain the most used collections and eliminate non-used collections.
- 5.6 Explore the possibility of a “signature” collection.

Goal 6 - All residents of Perrysburg will receive the fullest value possible for tax dollars spent for library services.

Objectives:

- 6.1 Create a succession plan for the library administration to ensure a well-managed library for the future.
- 6.2 Develop a list of nominees for the Board of Trustees to be presented to the city of Perrysburg by August 2013.
- 6.3 Conduct regular reviews of library policies and procedures to evaluate their effectiveness.
- 6.4 Prepare and conduct a patron survey in 2015 for the 2016 levy.
- 6.5 Evaluate the need for an operating levy in 2016.
- 6.6 Maintain support of the Ohio Library Council (OLC), The State Library (SEO) and the American Library Association (ALA) to advocate as necessary for support of library services and funding.
- 6.7 Increase alternative funding resources via the Way Public Library Foundation & Friends.