



WARREN-TRUMBULL COUNTY
PUBLIC LIBRARY

Strategic Plan
FY 2019-2021

Approved by the Board of Trustees on
January 10, 2019

Our Mission

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

Our Vision

The Library is the community cornerstone of information, education and entertainment.

Our Values

Service
Innovation
Education
Community
Stewardship

Our Future: Our Strategic Goals

- 1. Explore opportunities for outreach and access**
- 2. Connect through expanded partnerships**
- 3. Inspire a fresh public perception of our library system**

Introduction

The Warren-Trumbull County Public Library has a strong history of strategic planning in order to set goals, measure progress, and look toward the future. In July 2018, the Library began a new strategic planning process, building upon the strengths and accomplishments gained through implementation of the 2016-2018 plan. The new three-year strategic plan maintains a strong emphasis on the evaluation and assessment of services and programs while stressing the importance of increased outreach and access, expanded community partnerships, and the cultivation and promotion of a fresh new image for the library system.

The strategic plan is organized around three overarching strategic goals, each supported by strategic objectives and action items. The plan serves as a template for decision-making and the effective allocation of resources. Above all, the plan reinforces the Warren-Trumbull County Public Library's commitment to its stated values, vision, and mission.

The Process

The Warren-Trumbull County Public Library gathered input from the community through an online, library-focused survey and through the distribution of print surveys at the county fair. There were a total of 367 responses.

The information acquired from the survey was shared with the Board of Trustees and the library's Strategic Planning Team. Feedback from the survey indicates that the borrowing of materials and information assistance from the staff are the most important services to respondents. In addition, respondents liked using the library to learn about a topic or to learn how to do something. Many appreciated the library as a safe, gathering space where people can use the computers, access services and engage in lifelong learning. One respondent called the library the "third space," after work and home. Some of the respondents mentioned suggestions including the introduction of resume writing classes, providing voter information, more hours, and the addition of vending machines. Input further suggested that the community is dedicated to supporting the library's ability to provide new and necessary services.

During a half-day retreat on September 10, 2018 the Board of Trustees and the Library's Strategic Planning Team met to review the current values, vision and mission and to consider the knowledge gained from the community survey. Survey knowledge was viewed in the context of a SWOTA (Strengths, Weaknesses, Opportunities, Threats, and Aspirations) analysis which was essential to the creation of the new strategic goals.

The Board of Trustees' retreat was followed by a second four-hour Strategic Planning Team retreat to consider the strategic goals through five library-specific perspectives, thus resulting in objectives, the strategies to be employed in achieving the stated goals. The information from that retreat was compiled and used by the Strategic Planning Team and staff to create the action steps indicated in this plan.

The themes from the surveys are carried throughout the plan and are supported by objectives and action steps that propel the library into the future, helping it realize its vision as the community cornerstone of information, education and entertainment.

Planning Team

Board of Trustees

- James Duff
- Don Emerson
- Melissa Lattanzi
- Franklin Manios
- James McFarland, *President*
- Michael McGee, *Secretary*
- Karen Scher, *Vice President*

Strategic Planning Team Members

- Jim Wilkins, *Director*
- Jan Vaughn, *Assistant Director*
- Amanda Adkins, *Youth Services Librarian*
- Tammy Betker, *Lordstown Branch Manager*
- Cheryl Bush, *Public Relations Manager*
- Rob Liste, *Circulation Manager*
- Kristina Martinez, *Adult Services Manager*
- Greg Ricker, *IT Manager*
- Leah Schmidt, *Mobile Library Services Manager*
- Yvette Wasko, *Human Resources Manager*



Strategic Planning Facilitator: Northeast Ohio Regional Library System

Strategic Goal 1

Explore opportunities for outreach and access

Outcome: The Library's resources, services, and programs will be relevant and reflect the diversity of the community. Resources for information, education, and entertainment will be available and accessible to all members of the community at a variety of locations and in a variety of ways.

Strategic Objectives

1. Assess and respond to our unique communities

- 1.1. Seek opportunities to expand our partnership with Youngstown Air Reserve Station
- 1.2. Enhance Homebound card options
- 1.3. Research capability for digital only card options
- 1.4. Investigate new offsite registration opportunities for customers
- 1.5. Enhance our online registration options
- 1.6. Provide training for all staff about homelessness and serving homeless patrons
- 1.7. Devise and enhance program offerings for populations that are not currently being served

2. Expand off-site access and services

- 2.1. Consider offering additional services to schools that do not have a library nor a local branch
- 2.2. Send new patrons an informational sheet that lists our services and databases that they can access from home
- 2.3. Offer monthly tours at all locations for our customers to highlight our services and materials

3. Create an internal framework to support staff outreach

- 3.1. Create a training module to support staff outreach activities
- 3.2. Develop more opportunities for staff to participate in outreach activities
- 3.3. Encourage managers and supervisors to participate in community organizations
- 3.4. Advocate for a staff position dedicated to coordinating our outreach activities

Strategic Goal 2

Connect through expanded partnerships

Outcome: The Library's partnerships will provide a catalyst for innovation and synergy within the community. The Library staff will be visible advocates of the Library within the community.

Strategic Objectives

1. Establish creative and mutually supportive partnerships that enhance our community

- 1.1. Establish new partnerships with local organizations such as non-profits, for profits, and governmental agencies
- 1.2. Develop online and print opportunities to publicly recognize our partners
- 1.3. Review and update our community bulletin board policy
- 1.4. Support and encourage offering health screenings in libraries
- 1.5. Develop protocols and partnerships to support community collection drives

2. Maximize resources through intentional partnerships

- 2.1. Pilot a staff volunteer day in the community
- 2.2. Promote use of meeting rooms to small businesses
- 2.3. Research transportation opportunities with local organizations and facilities to make regular visits to the library

3. Train and support staff engagement in the community

- 3.1. Revitalize the library's speakers bureau
- 3.2. Use our brand to identify volunteer and outreach staff from the library
- 3.3. Heighten staff knowledge about library programs and services

Strategic Goal 3

Inspire a fresh public perception of our library system

Outcome: The Library staff and members of the community will view the Library with renewed appreciation and ownership as a welcoming, inclusive, and contemporary place.

Strategic Objectives

1. Invest in exciting and contemporary facilities

- 1.1. Update library locations to feature fresh colors in all design elements
- 1.2. Implement a refreshment kiosk in all locations
- 1.3. Research capabilities for outgoing Fax and scanning at no charge to customers
- 1.4. Provide charging stations at all locations as needed
- 1.5. Explore lending e-readers, tablets and other electronic devices for in-house use only

2. Communicate more broadly about resources, programs and services the library offers

- 2.1. Create a brand bumper sticker or window cling for customers and staff
- 2.2. Increase the library e-mail newsletter access
- 2.3. Expand our advertising and video presence in print, television and social media venues
- 2.4. Create and distribute a library fact sheet for general distribution

3. Create a culture of pride and appreciation for the library

- 3.1. Encourage and support cross-departmental and location involvement
- 3.2. Develop a convenient system for staff to use in identifying and relaying compelling library stories to the Public Relations Department
- 3.3. Foster a culture of positive messaging throughout the system with signage and rules
- 3.4. Explore a staff recognition program