



LOUDONVILLE PUBLIC LIBRARY STRATEGIC PLAN

2016-2018

THE MISSION

The purpose of the Loudonville Public Library is to select, make available and maintain resources, in a variety of formats, meeting the educational, informational, and recreational needs of our community. The Loudonville Public Library offers this service to all persons and exists to stimulate ideas and learning, and to enhance the quality of life for those we serve.

THE VISION

The Loudonville Public Library is an engaged and engaging community resource at the center of our community. We provide resources and opportunities to the community that might not be available to it otherwise. The library will pursue this through four areas of focus:

- Exceptional Experiences
- Technology with a Purpose
- Living Collections
- Sustainable Growth



AREAS OF FOCUS – EXCEPTIONAL EXPERIENCES

Loudonville Public Library users will have access to engaging and one of a kind experiences based on the interests and needs of the community. The library will be utilizing programming for all ages in a number of formats and styles to educate, entertain, engage, and inform in both traditional and nontraditional ways. The library reaffirms its commitment to ensuring that even the smallest interactions with patrons are as positive and productive as possible.

POTENTIAL ACTIVITIES:

- Continued development of the Youth Services Department.
- Expansion and improvement of space in the library devoted to Teens and Tweens.
- Teach and entertain visitors of all ages by tapping the skills and talents of the staff and the community
 - Writing workshops/support groups headed by local authors
 - Cooking classes by local restauranteurs
 - Flower arranging classes aided and sponsored by local florists
 - Story time for Grown Ups
- Generate new partnerships for programming
 - More free music programs
- More opportunities for staff training to ensure broader cross training and better service availability.

AREA OF FOCUS: TECHNOLOGY WITH A PURPOSE

Loudonville Public Library is committed to being a technological hub for our community and providing access to resources and tools that may not be easily accessible to individuals. The library will ensure its technological investments are focused on real needs and avoid the new for its own sake. The library will emphasize technologies that are as broadly compatible and user friendly as possible. In all this, the library will keep security and patron privacy as key concerns.

POTENTIAL ACTIVITIES:

- Install smart boards (Surface Hub?) in meeting spaces
- Continue to build our network infrastructure to ensure that it supports our use and capacity.
- Invest more heavily in mobile computing (technology and infrastructure).
 - Continue to improve wireless hardware.
 - Ensure that power outlets are accessible, convenient, and sufficiently numerous.
 - More places for patrons to comfortably use their own devices.
 - Devices available for public use.
- Videoconferencing
- Video and audio editing

AREA OF FOCUS: LIVING COLLECTIONS

Loudonville Public Library will remain committed to the core mission of all free public libraries of providing access to materials in a variety of formats. The library has made a commitment to focusing on the role of a lending library and therefore is committed to having a fresh and current collection. The library will seek both traditional and new media, basing content and format decisions on patron interest, need, and availability. Our collections will be thoroughly curated to maximize our finite space and resources.

POTENTIAL ACTIVITIES:

- Consider supplementing Ohio Digital library with other sources for digital content.
 - Zinio (periodicals)
 - Hoopla (music & video)
 - 3M Cloud library (ebooks)
- Invest more heavily in electronic resources and their promotion.
- Continually revisit and reevaluate the library's collections, especially the physical collections, to ensure they best utilize the resources available.
 - Revise Collection Development Policy to account for current realities.
 - Revisit the selection process for each part of the collection.
 - Ensure that resources directed to acquire print materials are focused on materials that benefit most from the media to maximize what is spent.

AREA OF FOCUS: SUSTAINABLE GROWTH

Loudonville Public Library operates in a world where the resources available to it are increasingly limited. In its effort to exercise good stewardship of library resources, the library commits itself to an open-minded pursuit of limiting its expenses and seeking the resources it needs to thrive. The library sees having a staff that leads in our profession as a critical element to our growth over time and an extension of our efforts to maximize our resources.

POTENTIAL ACTIVITIES:

- Continuously work to find ways to reduce costs while preserving overall service access and quality to the highest degree practical.
- Ensure that the library's staffing is sufficient to sustain library services at a high level.
- Continuously work to augment the library's revenue.
- Strongly support the Ohio library Council's ongoing state level lobbying on behalf public libraries.
- Develop and maintain a list of projects that can be acted upon as we become aware of new funding opportunities (grants, donations).
- Investigate new automation possibilities with an aim of freeing staff time to provide more meaningful and high-touch services.

TACTICAL PLANNING

The aforementioned “areas of focus” will guide the library’s decision making during the plan’s active period. Starting in fall of 2015, the library will supplement the Strategic Plan with an annual tactical plan that will establish goals for the library in the coming year. The tactical plan will identify:

- Specific goals
 - To establish what services we want to start, what ends we want to achieve, what projects we want to see through.
- The “area of focus” served by each goal
 - To ensure we are focused on the strategic plan.
- The process owner(s) for each goal
 - To identify who is going to be responsible for shepherding the process, on a day-to-day basis, of resolving the goal
- A projected date of completion
 - To keep us honest
- Departments affected
 - To identify internal stakeholders
- Any metrics or deliverables that will needed to measure success
 - To ensure accountability and analyze our process; focus on results.

The tactical plan will be the work of the library staff and will be presented to the board for approval at the end of every year.