ANNUAL PLAN OF SERVICE
Fiscal Year 2015 – 2016

Approved by Lee County Board of County Commissioners – November 17, 2015

This Annual Plan of Service acts as an outline of strategic actions to be undertaken by the Lee County Library System staff in addition to the daily operational activities. This plan is based on the Library System's strategic long-range plan for FY 2015 – 2018, approved by the Board of County Commissioners on August 18, 2015. The Annual Plan of Service is envisioned to serve as the mechanism that enables the Lee County Library System to continue to meet community needs.

CORE PURPOSE:
Strengthening our community by informing and enriching individuals.

Core Organizational Values:
- Ensure equal and open access.
- Defend intellectual freedom and the right to privacy.
- Ensure that an individual's economic status does not deter library use.
- Commit to meeting customer needs.
- Foster a climate of mutual respect and trust.
- Value and support individual initiative.
- Promote cooperation, collaboration and connections.
- Promote reading and life-long learning.
- Practice financial accountability.
- Support the county's vision, mission and values.

Goal Area: Staff Training and Development

Goal Statement: The library system will create opportunities for staff development and professional growth.

Objective 1: Create a staff development and professional growth strategy.

- Identify and confirm participants to make up an ad hoc group to work on developing the strategy.
- Create schedule of meetings of ad hoc group.
- Create draft of strategy.
- Create final version of strategy.

Objective 2: Develop a consistent method for providing staff members with appropriate technology skills training.

- Identify staff technology training needs.
- Appoint and/or reconfirm the individual(s) responsible for maintaining the resources related to technology training.
- Develop a document system/resource to provide answers for staff when they have a specific technology training need.
- Determine method for providing this system to staff.
- Roll out system to staff for use.

Objective 3: Develop a system for staff to share training opportunities.

- Determine where/how the system will be provided to staff.
- Determine who is responsible for creating and maintaining the system.
- Roll out system to staff for use.

Goal Area: Communication

Goal Statement: The library system will improve the way the library communicates internally and externally.

Objective 1: Develop an annual marketing strategy that includes a simple yet meaningful message.

- Review library resources for existing marketing messages. (External)
- Provide several vetted messages for staff to select from. (External/Internal)
- Develop a methodology for using the selected message. (External/Internal)
- Develop an online staff internal communications survey (Internal)
- Review survey results for new communication resources and ideas.(Internal)
- Implement appropriate internal communication resources, tools, ideas.(Internal)

Objective 2: Develop a forum on the library intranet for all staff to share ideas, innovations, input and feedback.

- Assign responsibility for creation and maintenance of forum.
- Assign responsibility for review or forum content.
- Roll out forum to staff for input.
- Review and respond to staff input on an regular schedule.

Objective 3: Develop a methodology to communicate our value to the community to ensure support by County management and elected officials.

- Review library resources for existing tools/resources/programs.
- Select resource to meet library system needs.
- Implement activities from selected resource.
- Review and evaluate activities.

Goal Area: Relevancy of Library Services and Resources

Goal Statement: The library system is dynamic providing resources, programs and services relevant to the community.

Objective 1: Evaluate and adapt the library system's existing resources, programs and services to meet expressed community needs.

- Identify and confirm participants for group to work on evaluation of existing resources, programs and services.
- Review statistics and trends for existing programs and services.
- Review patron survey results and survey trends.
- Identify and implement strategies for evaluating those resources, programs, and services, if any, for which current evaluation tools are not sufficient.
- Identify and implement strategies for assessing the needs of a broader section of the community.
- Use statistics and survey results to evaluate and adapt existing resources, programs and services as appropriate.

Objective 2: Ensure proactive advocacy of future trends in library resources, programs and services.

- Identify and confirm participants for group to monitor and report future trends and innovations.
- Develop process for reviewing future trends and innovations reported.
- Develop strategy for follow up on future trends and innovations as appropriate.

Objective 3: Ensure fund allocation supports resource, program and service levels that meet expressed community needs and future trends.

- Identify and confirm individuals to be involved in review of library system funding.
- Review existing metrics and methodology used in the allocation of funds for resources, programs and services.
- Review existing metrics and methodology used in the allocation of funds for library locations.
- Apply appropriate metrics and methodology to review budget expenditures quarterly.
- Make adjustments to budget as appropriate using the metrics and methodology.
- Apply metrics and methodology to development of annual budget.