



2015 – 2018 Strategic Plan

Approved by Lee County Board of County Commissioners – Aug. 18, 2015

Core Purpose:

Strengthening our community by informing and enriching individuals.

Core 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.

BHAG:

To be valued by everyone as indispensable in providing connections between the community, its people and resources.

GOALS, OBJECTIVES and STRATEGIES

Goal Area: Services and Resources

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

Objective 1: Ensure the relevancy of library collections.

- Use available collection analysis tools to assess the relevance of library collections.
- Provide relevant staff members with training in the use of collection development tools.
- Investigate demands and trends to meet needs of both users and potential users.
- Implement appropriate changes to current practices based on results of demands and trends investigation.
- Ensure appropriate allocation of the materials budget.

Objective 2: Provide opportunities for interactions that meet community needs.

- Meet community needs for use of library facilities by individuals and groups.
- Communicate to the public opportunities to use library facilities.

Objective 3: Provide opportunities for interactions between the library and the community.

- Develop the image of LCLS as a source of high quality, free programs for the community.
- Use feedback and data to review and improve programs to better meet the community needs.
- Foster community partnerships to become an engaged library.
- Participate in community outreach activities and increase library presence in the community

Objective 4: Support a high quality staff dedicated to maximizing use of library resources, programs and service.

- Provide staff members with appropriate training to meet the needs of their position.
- Provide staff members with opportunities to participate in community outreach and partnership activities.
- Provide staff members with opportunities to suggest and implement new initiatives.
- Develop new metrics by educating staff in measuring outcomes in addition to counting activities.

Objective 5: Ensure library finances support organizational purposes.

- Use available metrics to support the allocation of funds for resources, programs and services.
- Use available metrics to support the allocation of funds for library locations.

Goal Area: Marketing and Communications

Goal Statement: The community is aware of, understands and values the resources, programs and services provided by the library system.

Objective 1: Develop an annual marketing strategy for reaching both current and potential library patrons.

- Select an overarching annual theme for message consistency and recognition.
- Formulate a plan for telling our library stories.

Objective 2: Increase library staff awareness of the resources, programs and services offered and our marketing strategy.

- Communicate with library staff members on a regular and on-going basis to share information about library activities, events and initiatives.
- Provide opportunities for library staff members to engage in dialog with individuals from other library locations including Library Administration.
- Provide opportunities for library staff members to provide input and feedback.

Objective 3: Increase community awareness of the resources, programs and services offered.

- Utilize a variety of appropriate traditional mediums and social media platforms to target specific audiences and also to reach the broadest audience.
- Increase advertising, publicity and promotional efforts for library events and activities and improve library positioning in the community.

Goal Area: Accessibility

Goal Statement: Library resources, programs, services and facilities are accessible.

Objective 1: Provide physical and virtual services based on user preferences and community needs.

- Ensure appropriate balance of physical and virtual materials collections.
- Provide both physical and virtual program opportunities.
- Provide technology resources and equipment to meet changing user expectations.
- Provide community members with both face-to-face and virtual training to meet their needs.

Objective 2: Ensure that the construction of new, and adaptation of existing, facilities meet community needs and reflect current library practices.

- Import experiences from past building activities to new projects.
- Conduct appropriate surveys to assess community needs.
- Analyze each library facility for appeal and usability by their respective community.