Lee County Library System
Annual Plan, Oct 2018-Sept 2019

Introduction

The Lee County Library System developed the 2018-2021 Long Range Plan by focusing specifically on what we want to accomplish for our community. This plan is about getting back to the basics and improving how we deliver our core services. While daily services and tasks continue to be critical to our overall success, the goals outlined in our Long-Range Plan have been selected to reach the underserved, engage staff, and improve awareness of library services.

Much like our core services are interconnected, each goal in our Long-Range Plan builds upon and impacts others. For this Annual Plan, we have selected seven of the fourteen goals to emphasize, knowing that our progress on these seven will carry-over and help us on the path for the remaining goals.

Core Services

Programs are the platform of the library. It is where we meet people to share the story of our resources, our people, and our places. Story time for children, summer reading programs, and English Café spark the love of reading and the importance of literacy. We provide service to the community through informational programs such as Habitat for Humanity, AARP tax assistance, and computer classes. The library offers cultural programs such as book discussions, concerts, and lectures where people learn new things and interact with new people. Library staff members also go into the community to share resources and information at schools, adult living facilities, clubs, organizations, and low-income communities.

People are the foundation of libraries. People come into our branches, visit the bookmobile, use our online resources, check out books, attend programs, and ask us questions. Our staff are there to assist people when they visit, when they call, and when they access services online. Staff keep everything running smoothly by ordering materials, processing, and making them available. They plan programs, find answers, and share information.

Resources are the materials that the library provides to our users and supplement our programs. Our resources may be physical or virtual. Today "book" means more than ever--ebooks, audiobooks, large print books, books in other languages, and books for the blind. We also have DVDs, kits, newspapers, and magazines. Electronic materials supplement our standard resources and provide access for patrons who want to use online resources such as encyclopedias, directories, testing, language learning, and more, all available when and where they want.

Places are where everything comes together. Library places are both physical and virtual. It is in these places where we provide our resources, offer our programs, and where people can come

together. The library place provides the opportunity to learn, to relax, to try things, to browse, to ask, and to seek. It is many things and it is different for everyone.

We recognize that these services are interconnected; each one relies upon the other and is critical to our success.

Goals and Tasks, FY2018-2019

- Reinvent library mobile services in Lee County.
    - Form task force to plan for new service model.
    - Evaluate current service. Conduct needs assessment.
    - Work with LeeTran for transfer of deaccessioned paratransit vehicle.
    - Pilot use of alternate vehicles.
    - Evaluate and plan for purchase options for FY19-20.

- Increase outreach. We want to meet people where *they* are and create a community presence.
    - Develop outreach kits of baseline resources for each branch.
    - Identify new outreach opportunities to meeting non-library users.
    - Seek opportunities for partnering with other county departments on outreach.
    - Make connections with community organizations.
    - Evaluate staffing challenges and opportunities to implement new outreach goals.
    - Pursue marketing opportunities.

- Increase involvement with county departments by developing equally beneficial partnerships.
    - Work with human services regarding new social services position at the new North Fort Myers branch.
    - Continue participation with County Planning Committee.
    - Maintain and expand current partnerships with Talent Acquisition and Development, including new hire orientation and training resources.
    - Pursue and participate in leadership training provided by Public Safety.
    - Expand partnership with the Supervisor of Elections created through use of libraries as early voting sites.

- Improve staff engagement by providing support, training, and networking opportunities. We want staff to stretch themselves and to get more satisfaction from their jobs which will lead to improved customer service.
    - Investigate opportunities for staff to participate in temporary job swapping.
    - Develop a formal mentoring program.
    - Encourage staff development including attendance at workshops, conferences, etc.
    - Develop a bi-annual training/networking experience for Librarians.
    - Create a task force to evaluate system-wide staff meetings.

- Evaluate branch resources, programming, and services. Use that information to adapt and best meet the needs of branch communities. Recognize the uniqueness of each location while maintaining system-wide standards.
    - Review and enhance data collection including data collected and methodology.
    - Analyze branch use of resources. Look for missed opportunities and inefficiencies.
    - Investigate seasonal and other alternative staffing options.
    - Evaluate programming. Look at availability, timing, and selection.

- Reimagine collections. Create a system-wide balance between depth of coverage and satisfying user wants and needs in a way that maximizes our materials budget.
    - Evaluate collections.
    - Evaluate needs of patrons. Analyze circulation based on location.
    - Research resource models for innovation in collection management and utilization.

- Plan for future growth utilizing county resources and analysis to make sure libraries are in the best places and are the best spaces to meet the needs of the citizens of Lee County.
    - Develop 5-year Capital Improvement Program.
    - Work with County Lands, Parks, and Community Development to identify future service points.
    - Investigate alternate and innovative service models.
    - Maximize use of Major Maintenance funds to ensure county library facilities are inviting, relevant, and effective spaces.