

Lee County Library System

Annual Plan, Oct 2020-Sept 2021



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 six of the fourteen goals to emphasize, knowing that our progress on these six 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, FY2020-2021

- Develop and expand the digital environment to improve the online experience for both external and internal users.
 - Expand internal and/or external resources to capture, update and highlight branch information.
 - Continue redevelopment of the intranet.
 - Implement platform for enhanced virtual programming for the public and virtual meeting and training opportunities for the staff.
 - Coordinate and work with the county project team for cleanup of the library's public web site and staff intranet.

- Reimagine and refocus long-standing programs such as the Reading Festival and Summer Reading.
 - Investigate and implement virtual formats and models for program delivery.
 - Review programming options for language learning conversation.
 - Increase library presence at community events.
 - Evaluate the Books-by-Mail program.

- Increase cardholders and users.
 - Investigate opportunities to register Lee County School District students and staff for library cards.
 - Identify opportunities to register Lee County BoCC employees for library cards.
 - Implement new Mobile Services model incorporating deposit collections and holds delivery.
 - Increase social media presence to reach new audiences with information about LCLS.

- Encourage county departments and staff to utilize the library's resources and staff expertise.
 - Promote library services at county training sessions and meetings.
 - Promote library services in other county department newsletters.
 - Explore options to support county staff through library services.

- 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 a rolling, 5-year Capital Improvement Program.
 - Work with County Lands, Parks, Economic Development, and Community Development to identify future service points.
 - Maximize use of Major Maintenance funds to ensure county library facilities are safe, inviting, relevant, and effective spaces.
 - Investigate alternate and innovative library service models.