

Franklin County Library System
Strategic Plan 2019-2021
Approved January 15, 2019



MISSION

Our mission is to create learning opportunities that lead to personal discovery, growth, and enjoyment.

VISION

Our vision is to nurture an innovative culture that leads Franklin County residents in the pursuit of learning for both personal and community growth by upholding our **Core Values**, which are:

- **Culture of Discovery** – We believe that learning is a constant state of discovery and leads to the formation of new ideas and concepts that better our world.
- **Relevancy** – We believe in remaining relevant to the community we serve with a readiness to evolve and change, just as the community does.
- **Quality** – We believe in providing exceptional, quality service to our patrons with staff who are encouraged to grow and develop as leaders in their field.
- **Inclusion** – We believe learning is a freedom that is to be shared with all individuals and helps us develop understanding and acceptance of our peers.
- **Community Impact** – We believe in making a lasting impression on those around us by forming connections that spur change and build community.
- **Hospitality** – We believe in treating our patrons as our guests, creating an experience that is engaging and comfortable.
- **Sustainability** – We believe in doing our part to be effective stewards of the resources entrusted to us, knowing that the choices we make affect the future of our community.

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GOALS

2019 - Embracing Differences in Our Community

- **COLLECTIONS**
 - Expand resources on and by people from various cultures and races, ages, income levels, education levels, physical and mental abilities, and sexual orientations
- **PROGRAMS**
 - Expand program coverage with quality options that are inclusive of the groups listed above
Examples: Sensory Storytime, Bi-lingual Storytimes, Teen Technology Partners for Seniors, Open Mic Nights, Storytelling, Job Skills and Fairs, Language Instruction (Foreign and Sign)
- **TECHNOLOGY**
 - Improve digital inclusion in isolated communities with improved equipment and bandwidth
 - Create a more diversity-friendly web presence
- **MARKETING**
 - Connect with and deepen relationships with community organization partners, particularly with populations isolated by location, economic level, language, or disability
 - Use new financially-feasible methods to reach library users and non-users with library service information, including displays
- **SUSTAINABILITY**
 - Identify new partners and supporters from under-represented community populations and intentionally cultivate these relationships
- **HUMAN RESOURCES**
 - Enhance staff training in the areas of diversity and inclusion of all residents

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- **Recruit and retain qualified and diverse staff members who can provide quality service to all residents**

- **FACILITIES**

- **Appoint and activate a committee of board and staff leadership to move forward with needed modifications to geographic layout of the library system**
- **Analyze and adapt facilities for optimum accessibility for better patron access and use**

2020 – Promoting Good Health in Our Community

- **COLLECTIONS**

- **Expand print and non-print resources available on health and well-being**

- **PROGRAMS**

- **Expand health and well-being programs for all ages through partnerships**
Examples: Computer/Internet Safety, Parenting Groups and Trainings, Outdoor and Movement programs, speakers on health issues, Coffee or Cocoa with a Cop, Highlight a Health Issue, Emergency Preparedness

- **TECHNOLOGY**

- **Add more resources/links to website for physical and emotional well-being**

- **MARKETING**

- **Expand marketing of health and well-being programs and resources**

- **SUSTAINABILITY**

- **Create succession plan for library staff and board leadership**

- **HUMAN RESOURCES**

- **Continue to increase health and well-being initiatives for staff**
- **Increase safety training and availability of equipment, practicing use of equipment and fire drills**

- **FACILITIES**

- **Enhance relationships with local law enforcement and emergency personnel**

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- Evaluate children's areas for elimination of safety hazards, including practices in programs

2021 – Becoming More Involved in Our Community

- **COLLECTIONS**
 - Develop collections to support community partnerships and collaborations
- **PROGRAMS**
 - Share and expand successful collaborative programming throughout the county
Examples: Healthy Communities Partnership, HOPE From the Start, Racial Reconciliation, Coalition for Progress, 11/30 Network
 - Create new collaborative program efforts with additional partners, individuals and groups
- **TECHNOLOGY**
 - Create more online connecting points for individuals and organizations
- **MARKETING**
 - Organize a library speakers' bureau and staff for outreach community programs and events
 - Modify marketing methods to better reach more community members
- **SUSTAINABILITY**
 - Modify advancement strategies to better reach more residents and organizations to increase donor numbers
 - Work together with community partners to get grants that are mutually beneficial
- **HUMAN RESOURCES**
 - Increase community volunteerism by library staff members and for the libraries
 - Staff training to build confidence in representing the library
- **FACILITIES**
 - Expand use of library facilities as meeting places for the community